



myContracting Magazine

MEDIA/ ADVERTISING KIT

2014-2015

About myContracting Magazine

myContracting Magazine, published and distributed by **Women Impacting Public Policy (WIPP)**, is a federal contracting resource for women entrepreneurs, new and experienced, to share strategies, insights and build future success.

myContracting Magazine spotlights women-owned small businesses (WOSBs) that are federal government contractors and shares their contracting strategies for success. It provides best-practice “Top Tips” and insights from industry leaders as well as leaders in various federal agency offices of Small and Disadvantaged Business Utilization (OSDBUs).

In addition to providing resources and guidance, *myContracting Magazine* also highlights current requests for proposal opportunities for women-owned small businesses and professional development programs. The magazine will also discuss policy updates, news and information that will impact women business owners, as well as upcoming events for WIPP.

The Opportunity

Advertising in *myContracting Magazine* offers you an opportunity to connect with a targeted audience to share your message and promote your company.

If you are a company seeking to reach women business owners, *myContracting Magazine* is the ideal forum to reach established business owners from across the country.

For women-owned businesses that are federal contractors, *myContracting Magazine* provides you with the opportunity to increase the visibility of your business and reach out to potential teaming partners.

“myContracting Magazine delivers on-line interactive content essential for marketing your business to the federal government.”

- *Barbara Kasoff,
WIPP President*





Hot Topics

Inside each edition of *myContracting Magazine*, readers are provided with top quality content.

- National Partner Contractor Spotlight
- Top Tips from successful federal contractors
- Policy Update from Capitol Hill
- Agency Focus, featuring an OSDBU Office & Agency Forecast
- WOSB Opportunity Watch
- Featured Articles by Field Experts

Distribution & Audience Demographics

myContracting Magazine is a digital magazine, distributed quarterly (four times per year.)

Current reach: 25,000

Average Unique Pageviews: 4,959

Average of All Pageviews: 7,662

Average Pages / Session: 10.08

Avg. Session Duration: 00:09:36

Readers in 38 states have read *myContracting Magazine*, the top regions with the most views are:

State	Percentage of Readers
California	22%
Virginia	10%
Maryland	8%
District of Columbia	7%
Texas	5%





WIPP Members featured on Government Contracting Weekly television program

WIPP Member Discount!

WIPP Members receive a **15% discount** on *myContracting Magazine* advertising rates.

Editorial Calendar

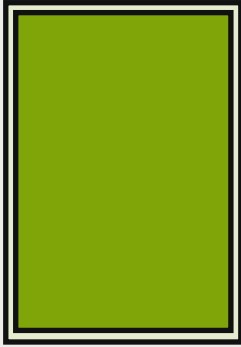
<u>Date of Distribution</u>	<u>Ad Sales Close By</u>	<u>Date Materials Due</u>
October 22 , 2014	October 13, 2014	October, 15, 2014
January 15, 2014	December 19, 2014	January 5, 2015
April 16, 2015	March 20, 2015	April 6, 2015
July 16, 2015	June 19, 2015	July 6, 2015
October 15, 2015	September 18, 2015	October 5, 2015

Advertising Rates

<u>4 - Color Ads</u>	<u>1x</u>	<u>2x</u>	<u>Full Year (4x)</u>
Full Page	\$1,050	\$1,890	\$3,360
1/2 Page	\$600	\$1,080	\$1,920
1/4 Page	\$350	\$630	\$1,120

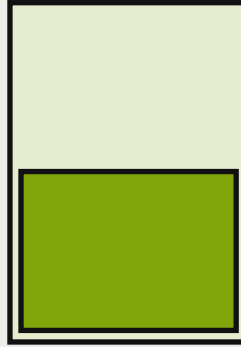
Premium Charge for Back Cover - Full Page Only: \$125 additional fee on full page ad rates above.

Ad Specifications



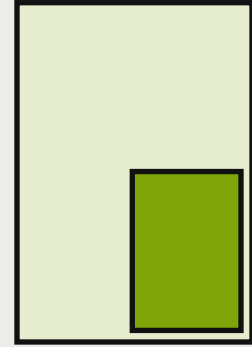
FULL PAGE

8.25" X 10.75"



1/2 PAGE HORIZONTAL

8.25" X 5.5"



1/4 PAGE

3.375" X 4.875"

Contact Us

For more information about advertising or other inquiries regarding myContracting Magazine, please contact us.

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Visit us on the web at www.WIPP.org

