



### About 719Woman.com

719Woman.com was originally conceived and brought to life by the owner, writer and content manager **Tammy York**. *Tammy would like to see all women living a full life regardless of budgetary constraints*.

The website 719Woman.com first launched in March 2012 and has been viewed 110,000 times per year on average, with the **predominate viewership coming from the 719 area code**. 719Woman.com's Facebook page has over 4,300 likes and is growing by 50 likes per week.

### 2012-2014 Media

#### Television -

- Multiple appearances on **Moms Everyday KKTV** (CBS affiliate, Southern Colorado.)
- Multiple appearances on KOAA's segment "The Savage Kitchen." (NBC affiliate, Southern Colorado.)
- Holiday appearance on KOAA (NBC affiliate Southern Colorado.)
- 719Woman.com was **highlighted on Fox21** (Fox affiliated Southern Colorado.)

#### Web -

- 719Woman.com's content is being re-posted on the **nationally syndicated website** Momseveryday.com
- Article about 719Woman.com on ColoradoSprings.com
- Article about 719Woman.com on PikesPeakontheCheap.com

#### Radio -

• **KVOR Table Talk with Teresa Farney** (Colorado Springs, Colorado)

#### Print -

• Full front-page article in the Gazette (Colorado Springs, Colorado)

# For Women, By Women

719Woman.com is for women, by women and is being built one woman at a time. Loyalty from viewership is paramount and a key component to the longevity and productivity of the site. Tammy York writes with heart and dignity and her viewers find Tammy's sincerity and humor compelling.

#### Feel free to contact us with questions or queries by email or phone at:

- Tammy York / Owner Tammy@719Woman.com 719-238-4007
- Paul York / Sales Paul@719Woman.com 719-963-8546



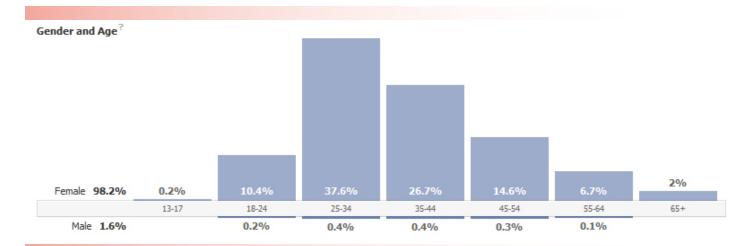
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## Traffic, Gender and Age Demographics

In 2013, 719Woman.com had over 52,000 annual unique site visitors, who viewed over 80,000 pages. Our content is engaging and draws readers to explore the site further.

Of those 52k site visitors in 2013, 98% are female and 48% are between the ages of 18-35!



## **Geo-Location Demographics**

While our content is focused primarily around the Colorado Springs/Pikes Peak Region, 719Woman.com's reach is nationwide. 30% of our readers are from Colorado, with 73% of that (11k) coming to us from the Colorado Springs metro area. The remaining 70% of our reach comes every state in the US with California (2) and Texas (3) providing the next largest amount of readership.

### **Facebook Fans**

Our 2nd most powerful asset is our 4300+ Facebook Fans, of which over 95% are from the Colorado Springs area. Our Average Weekly Reach on Facebook (how many people see something related to 719Woman.com) is over 15,000 users!

On average, 380 people per week comment, like or share content from 719Woman.com.

Our advertisers have a unique opportunity to instantly reach-out and connect with a very responsive and active Facebook fan base! facebook.com/719Woman

Advertise with us and get up to 2 custom Facebook posts per week directly linking to your site or other content.



## **Ad Spots**

## Top Sidebar - Run of Website

10,000+ impressions per month up to 2 Facebook Post shares / week

\$200 / mo.

## Middle Sidebar - Run of Website

10,000+ impressions per month 1 Facebook Post shares / week \$100/ mo.

# Bottom Sidebar - Run of Website

10,000+ impressions per month No Facebook Post shares. \$50/ mo.





## **Other Ad Options**

## Branded Spotlight Article / Recommendation

Harness the power of the 719Woman.com readers with a custom article highlighting your product, special, or service.

\$500 per article

### Related In-Article Ad

Google indexes and serves our content again and again. Take advantage of topic specific ad placement in the article itself.
\$50/mo.

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