

FAIRFAX W O M A N magazine

PURPOSE

Fairfax Woman magazine was designed as a community resource for local women and their families. As a lifestyle magazine it focuses on providing readers with feature stories and educational articles on a range of topics such as education, wellness, community activities, non-profit organizations and the arts.

Each issue highlights accomplished local women in the region deserving of recognition for their dedication to their careers, families and community.

REACH

Fairfax Woman magazine is published bi-monthly and distributed free of charge throughout Northern Virginia. The publication can be found at over 600 locations, including grocery and drug stores, metro stations, cafes and restaurants, salons and fitness centers, retail stores, professional and medical offices and community centers.

Currently, 17,000 copies are in circulation with an average readership of 42,500 with each issue.

Fairfax Woman magazine was created with the professional working woman in mind. She is between the ages of 35 and 65, has an annual household income of \$122,000.

A LIFESTYLE
MAGAZINE FOR
THE WOMEN
OF FAIRFAX
COUNTY

FAIRFAX
W O M A N
magazine

ADVERTISING OPTIONS

The Fairfax Woman Magazine offers not only traditional display ad placement but our contributors have the opportunity to author informational articles for our readers. All of our contributors' articles are updated (at no additional charge) and archived on www.FairfaxWoman.com.



UPCOMING ISSUES



BREAST CANCER AWARENESS & SURVIVORS

The Sept/Oct issue is our annual Breast Cancer Awareness & Survivors Issue. It will feature 10 local women who are sharing their inspirational stories of their battles with cancer.

WOMEN IN TECHNOLOGY

The November/December issue will feature local nominees for the *Heroines In Technology Awards*, presented by The March of Dimes and Women In Technology (WIT). This distinction recognizes women in the technology industry who have used their experience, knowledge and skills to benefit our community.

HEALTHY HEARTS

Each year the Jan/Feb issue takes a close look at the leading cause of death in the US- Heart Disease. Local cardiologists offer their expertise on prevention, treatment and warning signs.

SPRING INTO THE ARTS

The spring issue takes a special look at women in the arts. This issue is packed with dancers, musicians, fine artists, chefs and artisans. Local established artists and upcoming artists of all forms are featured in the March/April issue.

CHAMPIONS OF ALZHEIMER'S AWARENESS

Women are not only more likely to be struck with this disease but are nine times out of ten the primary caregivers. Along side the National Capitol area Chapter of the Alzheimer's Association, the May/June issue recognizes leaders of Alzheimer's Awareness and promotes caregiver support.

FREEDOM RINGS

This entire issue celebrates the freedoms our nation was built upon. Local readers express gratitude and recognize their friends and family members in the service. The July/August issue is an issue in which women in particular reflect on how far we have come.

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