

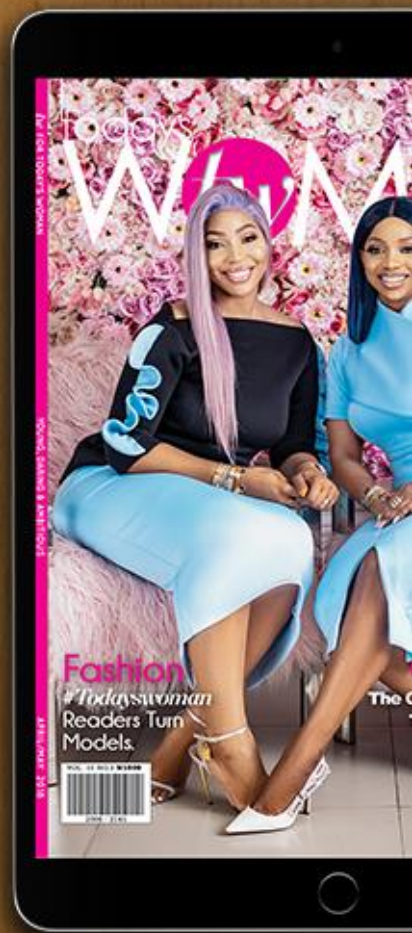
Today's
WtWMAN
Profile



Who Are We?

Today's Woman (TW) Magazine is a holistic, glamorous, yet wholesome, self-improvement magazine for today's total woman. Over the course of 20 years, TW has established itself as the magazine of choice for the woman of style and purpose, and her family.

Today, TW is available only online with special print editions made available.



Our Key Attributes

Versatile



We are a credible source for learning the arts and appreciating the beauty of creativity. Because of the variety in our coverage, from fashion & beauty to health & technology, we truly are the watering hole where today's woman comes to drink up.



Collaborative Hub

Our magazine and its platforms has become a hub for creative minds to speak on topical issues, share their perspectives, enlighten other women on their passion and entertain with creative and informative content.

Thematic Editorials



Each issue of TW Magazine is themed, where all the featured subjects get a chance to exhibit their creativity and expertise.

Our Location



2nd Floor Engineering Building 1 Engineering Close
Off Idowu Taylor,
Victoria Island,
Lagos, Nigeria.



Our Readers

Our Target Audience is made up of upwardly mobile women who love to learn, explore, are passionate and seek self-discovery. They are art lovers and people who are enticed by new trends.

Primary Gender: female

Age: 25 – 65

Our typical reader is either a professional in the corporate sector, an entrepreneur or a homemaker. She is educated and is a decision maker in her own right putting her in control in her business, or as a mid to senior manager level employee in major organizations.



Our Online Community

AUDIENCE REACH: PLATFORM REACH



Why Advertise With Us

1

Advertising with TW gives you access to all our distribution platforms. We believe that through our vast network of middle to high net worth individuals that make up our demographic, your brand will be introduced to a viable market that will immensely be of benefit to you.

2

The guaranteed productive and relevant engagement will prompt our readers towards a favourable consideration of your brand. The digital TW copy ensures timeless access, and with the ease of downloads makes Today's Woman a collectible. Now, readers can access your content for as long as they'd like.

3

Our digital copy allows for audio-visual opportunities like adding working links, GIFs etc within the magazine. What does this mean? Your brand now has more opportunities to have your visual content like movies, vlogs & interviews exposed to our target audience.

Our Reach

TW reaches over 400 000 people monthly, from social media to physical contact; that number is rapidly rising as demand from more distributors increases.



Advertising Opportunities

AD Campaigns

Print

Display

Product
Placement

Print

Display

Product
reviews

Print

Display

Sponsored
content

Digital

Video
Interview

YouTube

Website



Print Rate Card

Inside Front Cover

Specification

3 page spread
17.5 in by 11.5 in

1 page spread
17.5 in by 11.5 in

Price

N 1,500,000.00

N 550,000.00

Flagship Pages

Specification

Page 2 - 10

8.5 in by 11.5 in

Price

N 550,000.00



Full Page

Specification

8.5 in by 11.5 in

Price

N 450,000.00

Inside Back Cover

Specification

8.5 in by 11.5 in

Price

N 550,000.00

Back Cover

Specification

8.5 in by 11.5 in

Price

N 675,000.00



Centre Spread

Specification

17.5 in by 11.5 in

Price

N 850,000.00



Digital Rate Card

SOCIAL MEDIA POST	Product Review, Product Placement AD Campaigns (To be shared on all three social media platforms)	N15,000 per post N50,000 for 4 posts (a month)
INSTAGRAM & FACEBOOK STORIES	Ad content posted on our Instagram & Facebook Stories. (Post disappears after 24 hours)	N10,000 per post
	Stories plus featured link to any desired website	N10,000 per posts
SPONSORED SOCIAL MEDIA POST	Sponsored post on all three social media platforms	N55,000
TW WEEKENDER	Have your event listed among those happening each weekend	N5,000

NEWS/ ADVERTORIAL FEATURE

Ad Feature with
accompanying caption or
article crafted by us
Posted on the website and
all social media platforms

N60,000

LIVE SOCIAL MEDIA FEED

Social Media live coverage of
your event, including 10
posts on our Instagram,
Facebook & Twitter
Platforms

N150,000

TW ON THE GO

AD Placement in our weekly
Sponsored E-Newsletter

N30, 000. 00 A Week

N100, 000. 00 A Month

Weekly Advert Rates For Website

LEADER BOARD 1 930 X 180 PIXELS	Between Home Page post 1 Block Options	N60,000.00
LEADER BOARD 2 300 X 600 PIXELS	Side Bar 2 Block Options	N45,000.00
LEADER BOARD 3 300 X 250 PIXELS	Between Posts 2 Block Options	N30,000.00
VIDEO	5-8 minutes feature on Website and tw YouTube Page. Plus, 1 minute edit for social media.	N70,000.00

Monthly Advert Rates For Website

LEADER BOARD 1 930 X 180 PIXELS	Between Home Page post 1 Block Options	N200,000.00
LEADER BOARD 2 300 X 600 PIXELS	Side Bar 2 Block Options	N175,000.00
LEADER BOARD 3 300 X 250 PIXELS	Between Posts 2 Block Options	N100,000.00
VIDEO	5-8 minutes feature on Website and tw YouTube Page. Plus, 1 minute edit for social media.	N275,000.00

Bank Details

ACCOUNT NAME

TW MEDIA DEVELOPMENT CONCEPT



2017911771



Thank you

 www.twmagazine.net

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 [twmagazineng](https://www.instagram.com/twmagazineng)

 Today's Woman

