



THE WOMEN'S JOURNAL

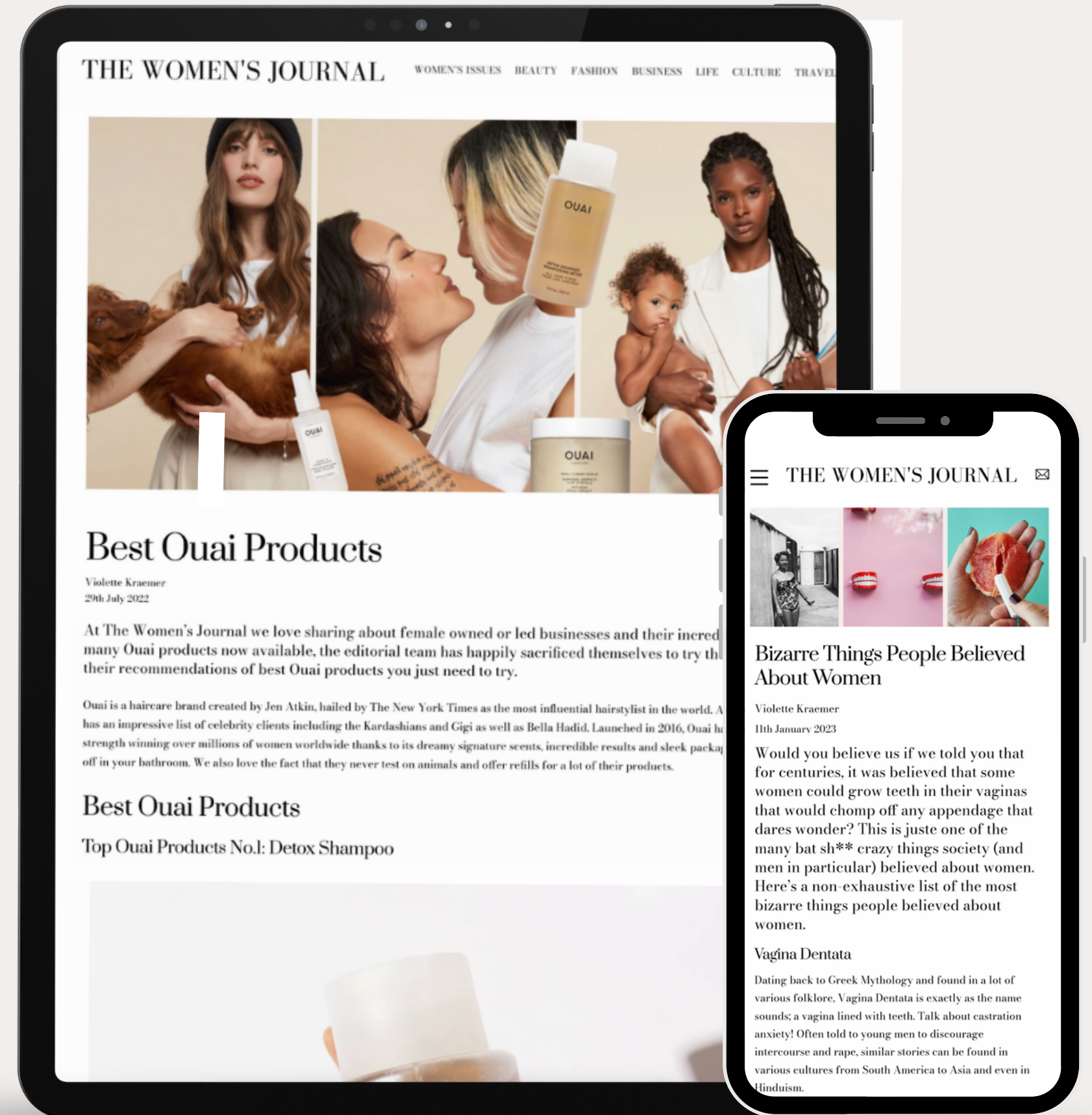
By Women; For Women.
www.thewomensjournal.co.uk

A DIGITAL & FEMINIST LIFESTYLE BRAND INFLUENCING AND INSPIRING MODERN WOMEN

The Women's Journal is not just another lifestyle magazine that occasionally touches on women's issues. The online publication was born out of the need to readdress women's rights at a time when there have been many steps backwards for women worldwide.

By building content around what women are secretly searching for, The Women's Journal helps to shed a much needed light on women's issues; from breaking the still existing taboos on women's mental and sexual health and safeguarding female solo travellers, to celebrating female-founded brands and supporting women in business.

#bywomenforwomen



MARKET RESEARCH

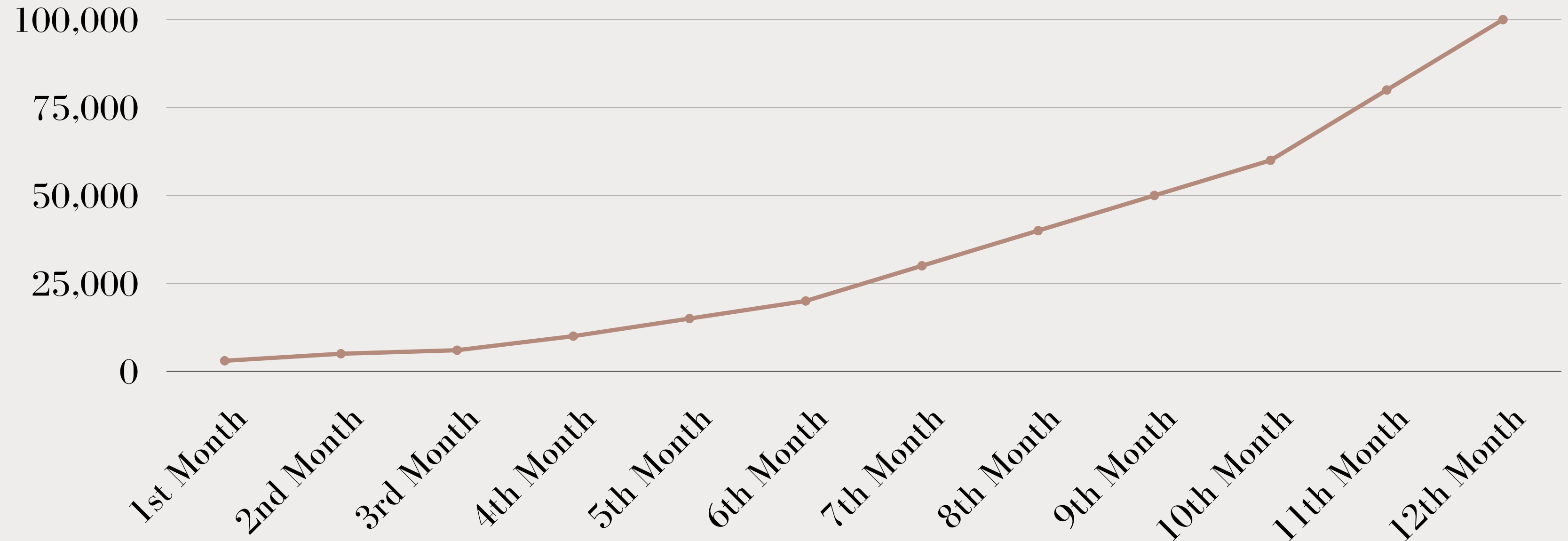
- **68%** of women use the internet seeking health information vs. only **56%** of men*
- Search Engine is first in the list of channels used for brand research by women
- **80%** of buyers research brands and products before purchasing
- **100%** increase in search for 'modern feminism' in the last 12 months
- Google Search trends 2022 shows searches by women are driven by heightened emotions (e.g anger at Roe V Wade)

*Sources: Eurostat, Hootsuite, Google Insights, Google Trends



PROJECTED WEBSITE ORGANIC TRAFFIC GROWTH

By analysing the website traffic of our competitors and their growth curve in their first 12 months post-launch and our keyword research around search volume versus competition, we can gain an attainable estimation for our 2023 organic traffic growth.



LAUNCH RATE CARD

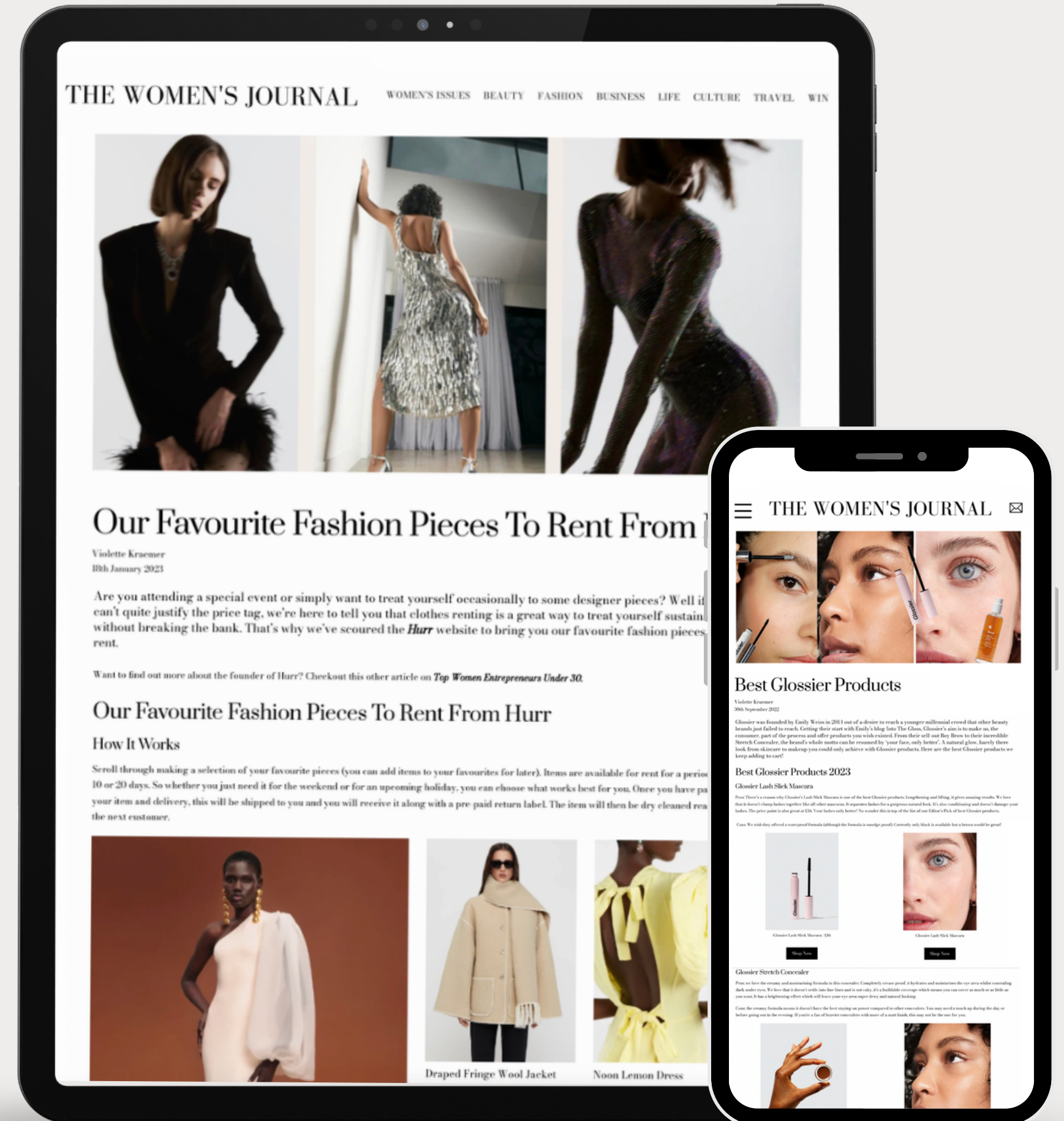
Advertorial

Focused advertorial solely about your brand and/or products written by our editors in The Women's Journal tone of voice that our audience resonates with. You provide us with a brief and high-resolution images and we'll do the rest.

Your Advertorial will be featured on the homepage for 7 days and shared across social media and newsletter(s).

Rate: ~~£3,000~~

Launch rate*: £2,500



*launch rate valid only from 15/01/23 to 30/04/23

LAUNCH RATE CARD

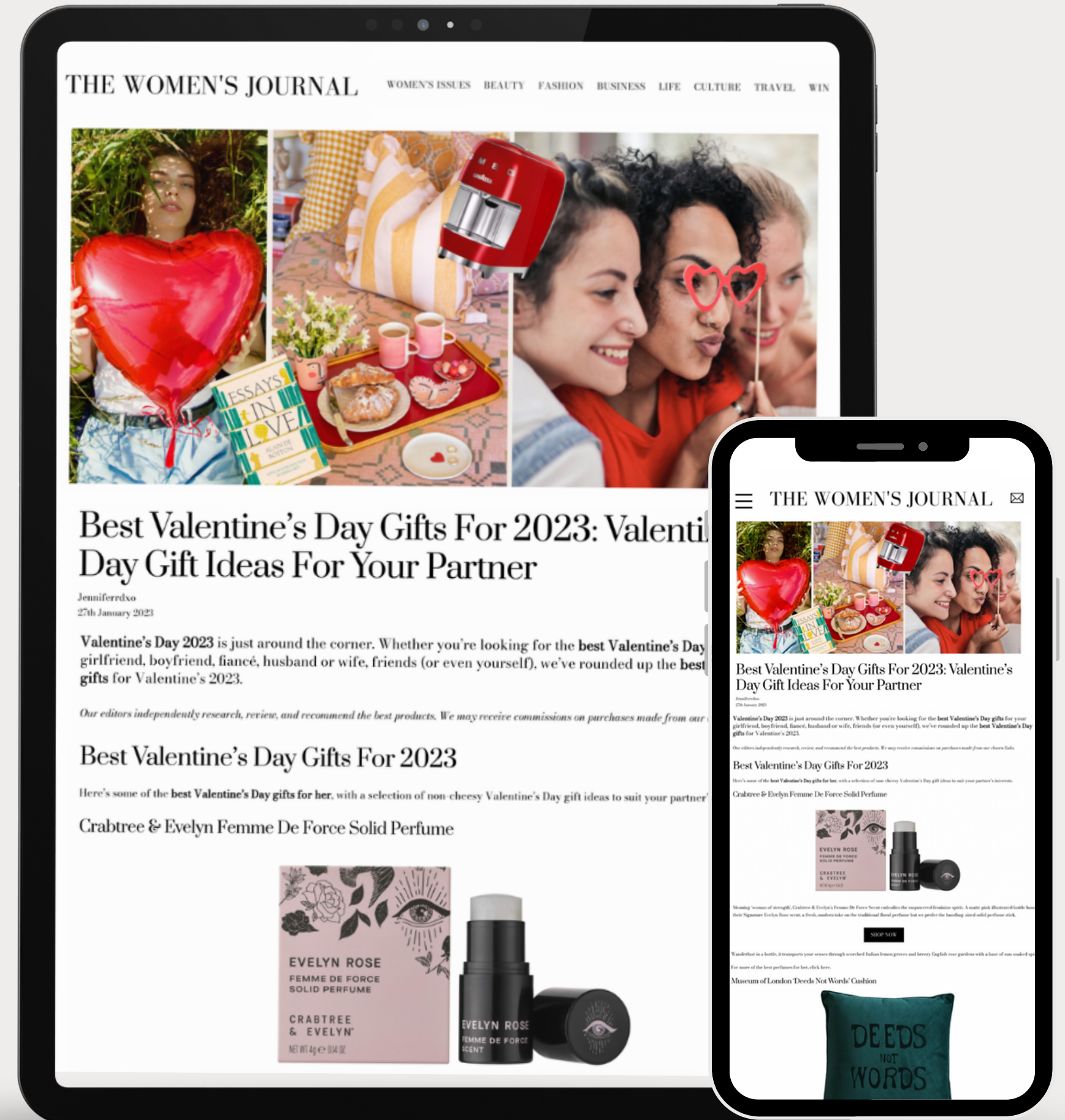
Sponsored Gift Guide

Sponsored Gift Guide focused solely on your brand and products written by our editors in The Women's Journal tone of voice. You provide us with a brief, the products you want to feature and high-resolution images and we'll do the rest.

Your Sponsored Gift Guide will be featured on the homepage for 7 days and shared across social media and newsletter(s).

Rate: ~~£3,500~~

Launch rate*: £3,000



*launch rate valid only from 15/01/23 to 30/04/23

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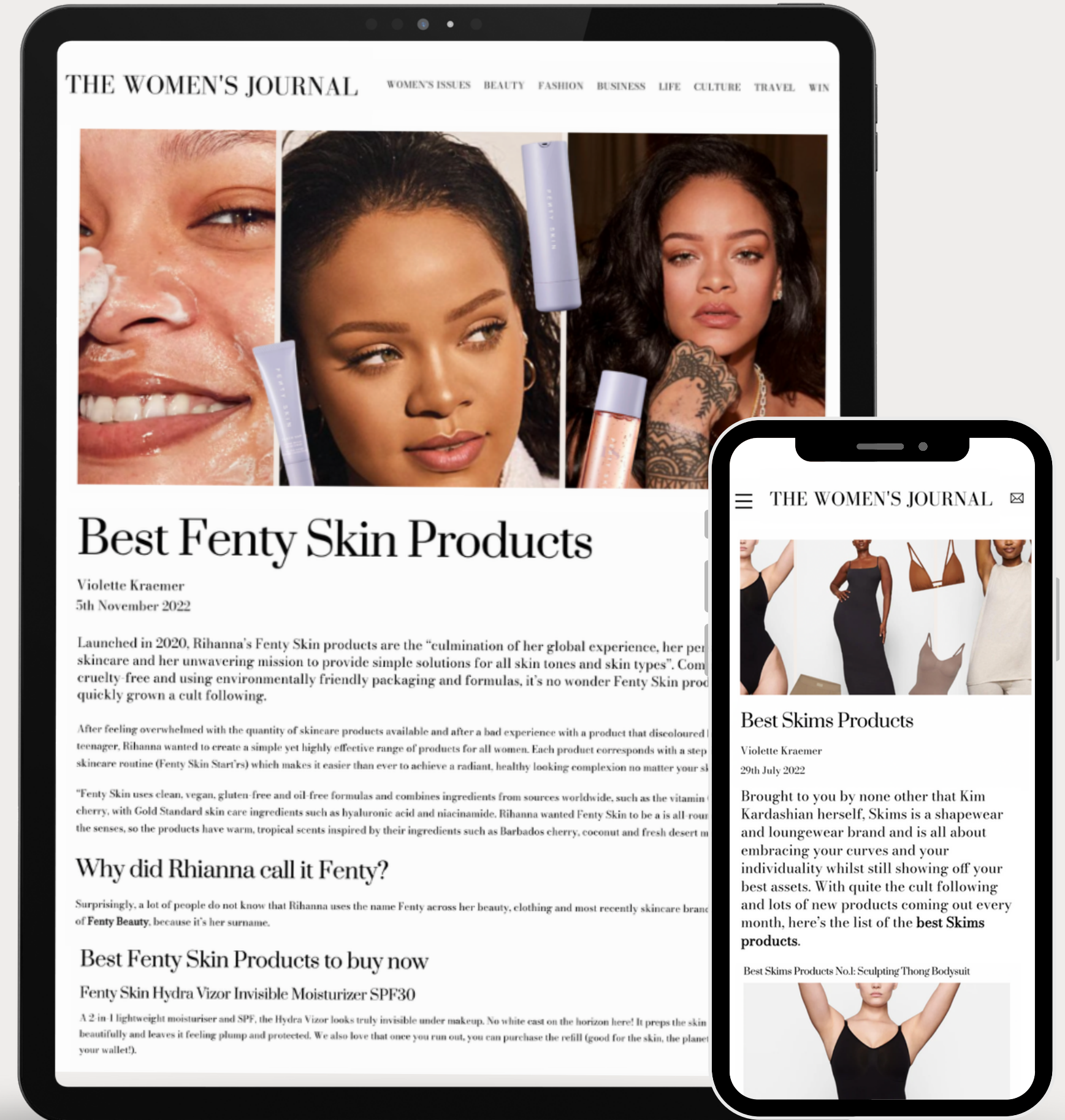
Guest Blog

A guest blog solely about your brand and/or products and written by yourself. A great opportunity to benefit from our audience, reach and expertise if you already have quality content on hand.

Your Guest Blog will be featured on the homepage for 7 days and shared across social media and newsletter(s).

Rate: ~~£2,000~~

Launch rate*: £1,000



*launch rate valid only from 15/01/23 to 30/04/23

LAUNCH RATE CARD

Banners

We offer a range of digital banner options with flexible pricing based on the number of impressions required. Depending on the chosen format, these banners will be visible on our homepage, category pages and article pages.

We also offer a 7-day full site display takeover with every unit taken up by your brand (£POA)

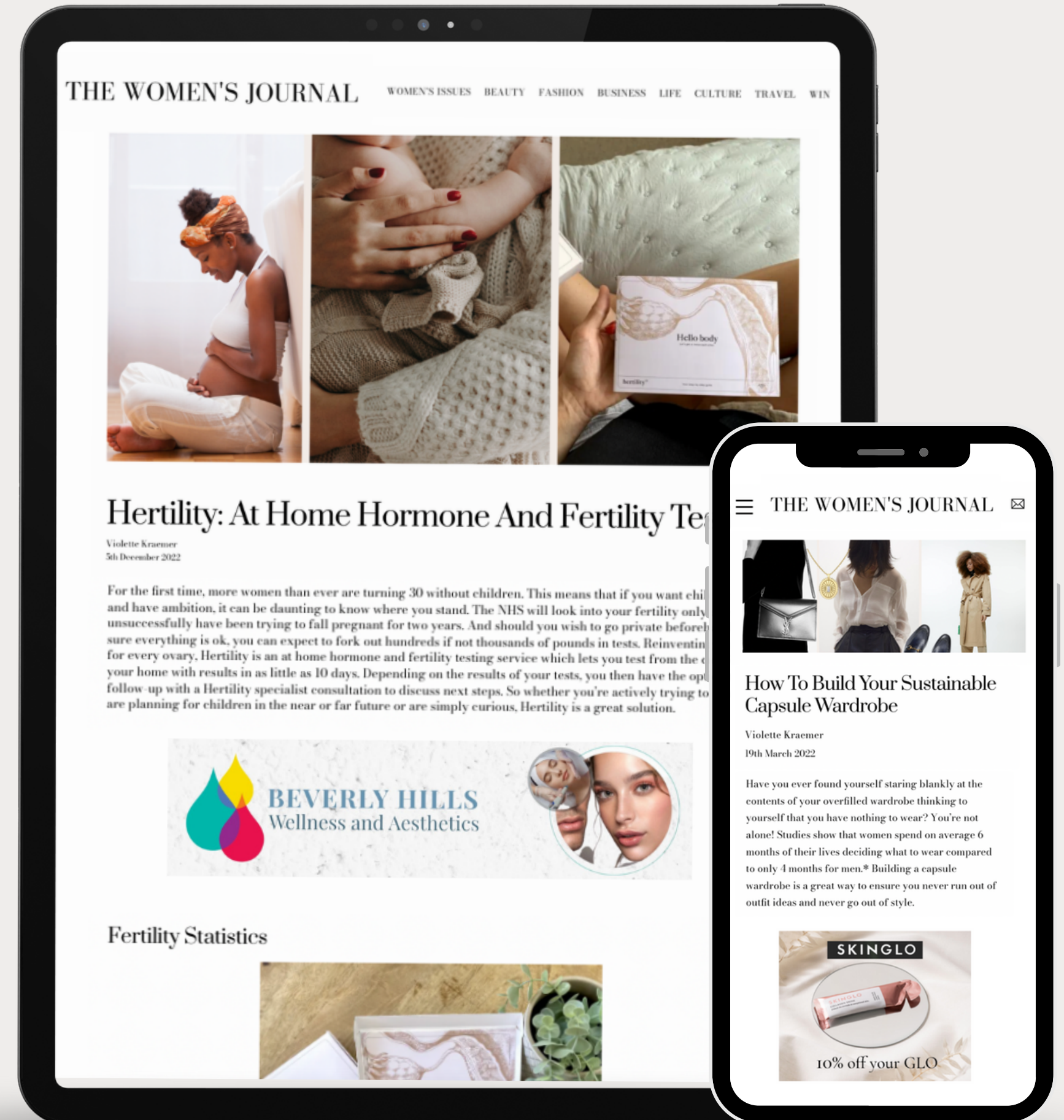
Billboard - *£20 CPM*

Leaderboard - *£25 CPM*

MPU - *£20 CPM*

DMPU - *£23 CPM*

Mobile - *£25 CPM*



*launch rate valid only from 15/01/23 to 30/04/23

LAUNCH RATE CARD

Competitions

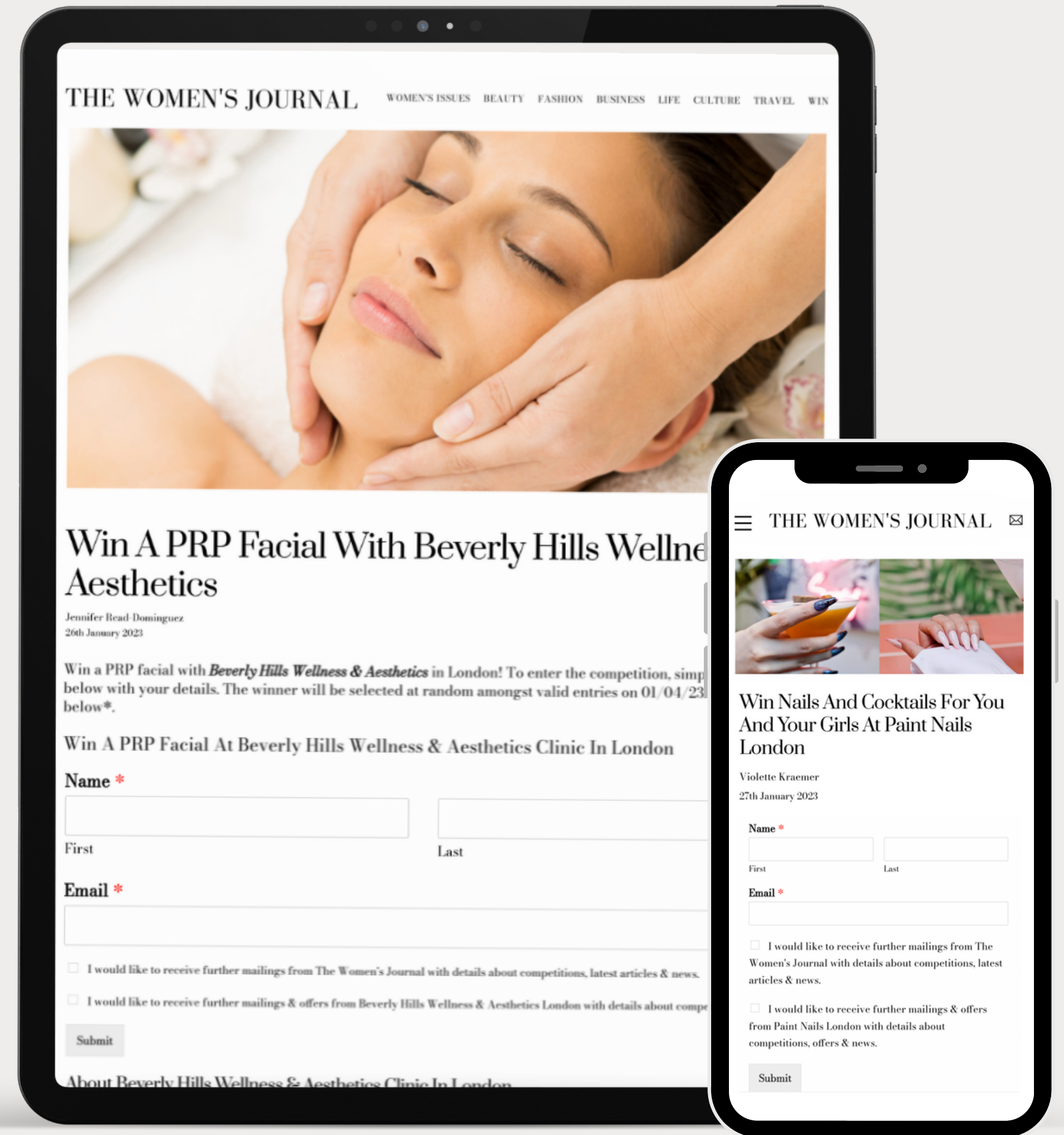
Competitions are a great complement to advertorials or guest blogs with the added option for brands to purchase the GDPR compliant data for future email marketing. Simply send us details of the competition you wish to run as well as images and we will handle the rest.

Your competition will be live on our homepage for 7 days and will also be under the 'Win' tab of the website. Competitions will be shared via social and newsletter(s).

Rate: ~~£1,000~~

Launch rate*: £750

Opted-in data: 80p per email



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LAUNCH RATE CARD

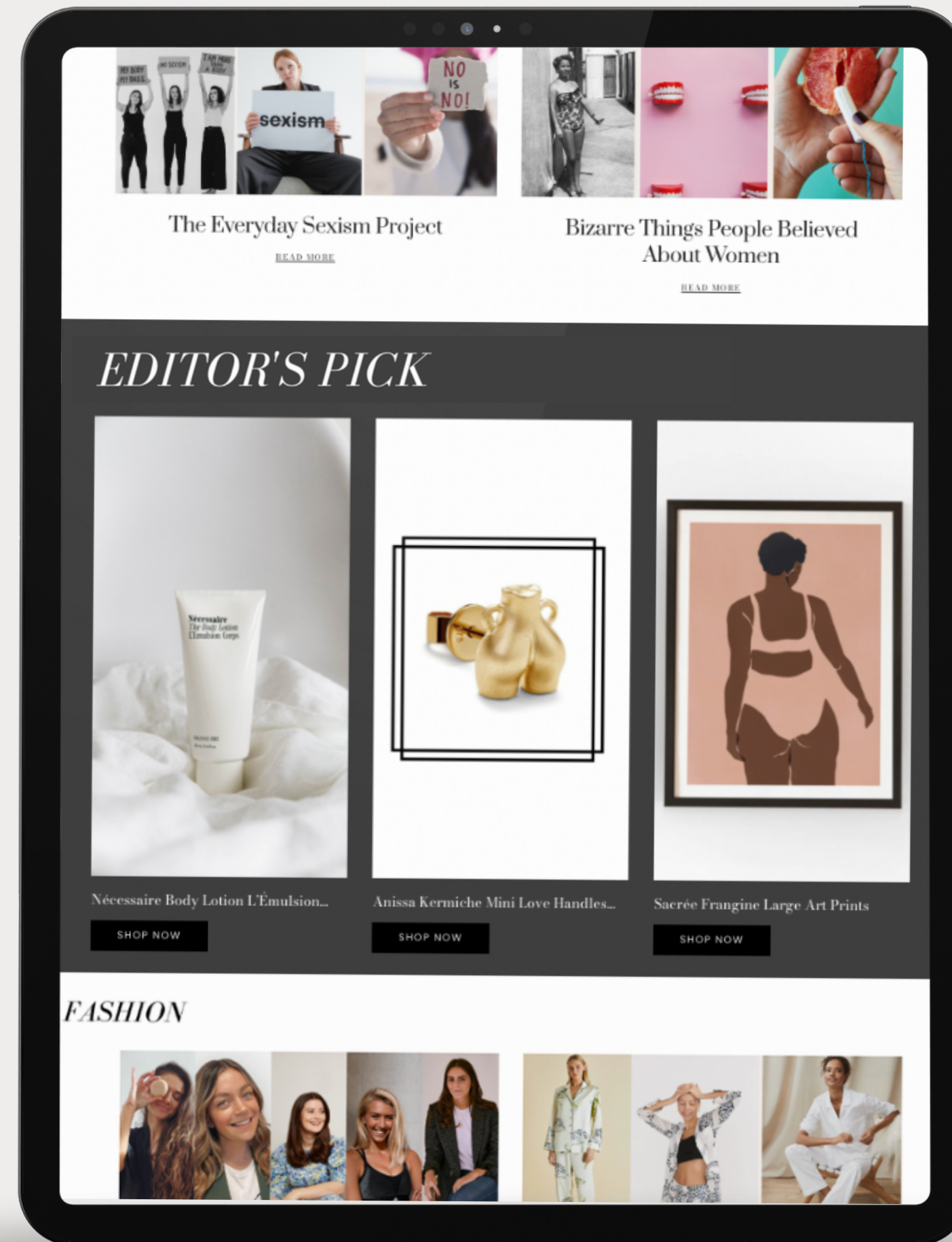
Editor's Pick

Our Editor's Pick section on The Women's Journal homepage is a highly sought after opportunity for women-owned brands to feature one of their star products.

Your star product will be featured on the section of the homepage with a direct link to your site for a duration of 7 days.

Rate per product for 7 days: ~~£750~~

Launch rate*: £500



*launch rate valid only from 15/01/23 to 30/04/23

LAUNCH RATE CARD

Launch Party Goody Bags & Press Wall

The Women's Journal launch party in March 2023 will be a great opportunity to get your brand and products noticed by an audience of highly influential women: female founders, influencers, and celebrities.

Each guest will receive a branded tote bag filled with goodies, special offers and vouchers from exclusive brands handpicked by our editorial team.

Your brand's logo can also be featured on our press wall where photos of celebrities and influencers will be taken, Getting your brand featured in the likes of The Daily Mail Online etc (would usually charge £10k per feature)

Rate per flyer or product: £5 (x150 bags)

Rate for logo inclusion on Press Wall: £3,000



LAUNCH RATE CARD

Bespoke Partnership

Whether you're looking for a full website sponsorship or looking to create an event in partnership with The Women's Journal, we have a variety of options available to brands upon application.

£POA



BRANDS ALREADY WORKING WITH US



HARVEY
NICHOLS



boohoo

VICTOR&GARTH



SKINGLO

CONTACT US

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