



Voice

magazine for women
vibrant • vocal • vivacious



SERVING SOUTHWEST VIRGINIA AND NORTHEAST TENNESSEE

Voice Magazine for Women Reaches the Young to the Young at Heart!

Gen Z trusts print publications over other media to deliver credible information, a recent study found. Some 83% turn to printed material, such as magazines and newspapers. **Fifty percent (50%)** wish they had more time away from technology, and **forty-eight percent (48%)** wish they put their phones down more. The generation studied are those born between 1995 and 2012. There are an estimated 78.2 million Gen Zs, making up almost one-quarter of the U.S. population, according to GenZGuru.com. By 2020, they will account for **forty percent (40%)** of all consumers.

Annual Circulation

The magazines are distributed **FREE**. Each issue is strategically placed at locations frequently visited by women. We provide over 625,000* readership annually and growing! We have a wide distribution and *Voice Magazine* offers a broad range of an audience through our online readership, social media presence and our company's website www.jancarolpublishing.com. *Voice Magazine for Women*, www.voicemagazineforwomen.com links to other websites and online resources.

*Magazine Publisher Association National Average Circulation & Distribution



Women Audience - Demographics

Decision Maker

Readership: 95% Women
Age Range: Ageless, from Early 30s and Beyond
Income: Higher Bracket
Family Status: Married with Two Incomes
Occupation: Professional



Who We Are

Voice Magazine for Women is owned by its parent company Jan-Carol Publishing (JCP). Established over 15 years ago, *Voice Magazine* has secured itself as the “magazine for women” that women want to read. *Voice Magazine for Women* is a member of the local Chambers of Commerce and other organizations. In addition, *Voice Magazine* presents a weekly newsletter which spotlights an advertiser. A new "sister" magazine *Modern Day Appalachian Woman* debuted in January 2017 offering more opportunities for our advertisers.



Mission Statement

Voice Magazine for Women celebrates women's successes, supports their growth by defining and recognizing their needs, and providing a link connecting all women, and having fun along the way.

A BUSINESS HELPING BUSINESS!

WHY CHOOSE VOICE MAGAZINE AS YOUR MARKETING TOOL?

Consider your Audience

Voice Magazine is directed to the niche market of decision makers. Women make 85-90% of decisions regarding the spending of money in homes, families, extended families and businesses through ownership or management.

VOICE MAGAZINE TAKES YOUR PRODUCTS/SERVICES DIRECTLY TO THE DECISION MAKER.

Make an Impact

Voice Magazine provides a concentrated marketing advantage for your business through our widespread circulation and distribution. Compared to other free publications in the area, *Voice Magazine* offers the largest footprint of coverage in Northeast Tennessee and Southwest Virginia. *Voice Magazine* strategically places the magazines in high traffic areas.

YOUR BUSINESS IS MARKETED THROUGHOUT THE REGION.

Value Positioning

In addition to our print product, *Voice Magazine* provides online exposure for your company through our website (www.voicemagazineforwomen.com) and our newsletter which spotlights an advertiser. In addition, we market through social media outlets, such as Facebook, LinkedIn, and Twitter. We provide access of the current issue on our website along with six months of archived issues for our online readers.

VOICE MAGAZINE IS WORKING FOR YOUR BUSINESS 24/7.

Customer Loyalty

Voice Magazine is a **FREE** monthly women's magazine reaching a targeted group of women in their 30s and beyond. We have a local presence, bringing stories, health articles, career issues and family topics from and about the local region to our readers. *Voice Magazine* sponsors annual events and supports and hosts many community activities.

THIS CREATES A LOYAL FOLLOWING TO OUR ADVERTISERS.

Reach Out

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