

WILES

MAGAZINE

[POISE | PURPOSE | POWER]

Media Kit

2017

Our Perspective



Read online in more than 100 countries, *Wiles Magazine* (WilesMag.com) is the leading online lifestyle destination for influential multicultural women who crave stylish and substantive content.

Multicultural women make up the majority of the general market and are influencing the US economy, wielding a buying power in excess of **\$1 trillion**.

They are the primary decision-makers in the vast majority of their homes and already account for nearly a third of the women's population. Multicultural women will be in the majority in a little more than 30 years and 20 years from now, multicultural women will pre-dominate among 25 to 44 year-old women. *Wiles Magazine* is well positioned to be the go-to transmedia source for this influential demographic now and into the future.

The Wiles Reader

- ▣ **Ages 25 - 44** (Millennials and Gen. X)
- ▣ **\$75,000+** Annual Income
- ▣ **98%** Social Media and Mobile Device Users
- ▣ **80%** College Educated
- ▣ **70% Women 30% Men**

Our Reach



WilesMag.com Site Traffic

200,000+ Unique Visits

US, Australia, Brazil, South Africa, India

40% Search Engines

40% Referral

20% Direct

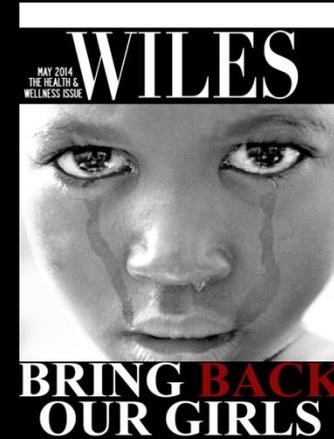
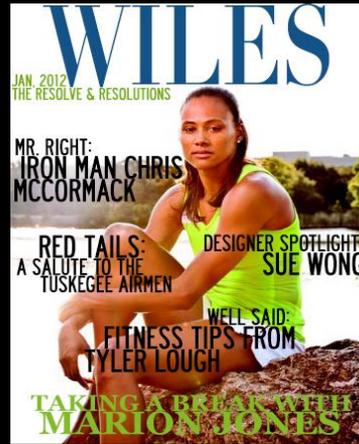
Our Mandate

The mission of *Wiles Magazine* is to shine on a spotlight on women with **poise**, **purpose**, and **power**.

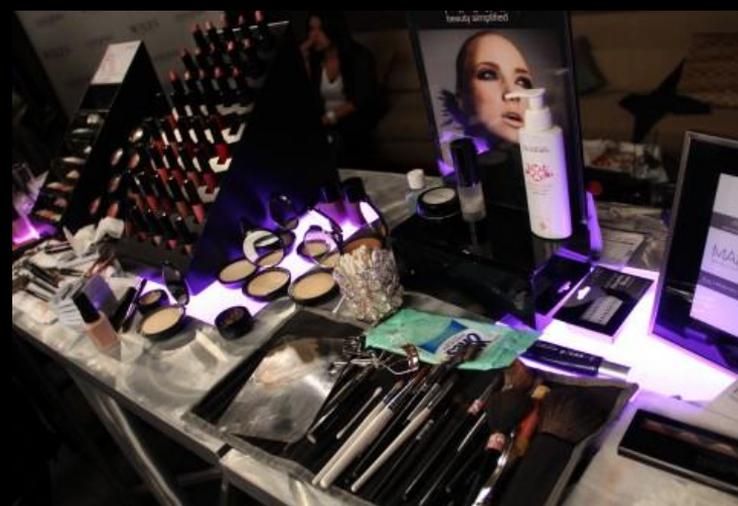
Wiles Magazine publishes compelling cover stories about women who are key influencers pioneering new territories around the world in all industries and who are change agents using their power for good. As a lifestyle transmedia entity, WilesMag.com also features stories about relationships, travel, leisure, business, fashion, beauty, the arts and entertainment.

For 2017, our mandate is to work to build healthy relationships between men and women through strategic alliances, thematic editorial content, relationship-based social media campaigns and signature special events designed to heal wounds and bridge gender gaps.

Compelling Cover Stories



Fashion & Beauty



Arts & Entertainment



Business & Social Affairs



Each month, Wiles Magazine shines a spotlight on social issues that are relevant to women from every corner of the globe. From internationally known business leaders like Founder of beauty brand Carol's Daughter Lisa Price, to emerging entrepreneurs, we spotlight smart, savvy women who are changing the face of the business world - one boardroom at a time.

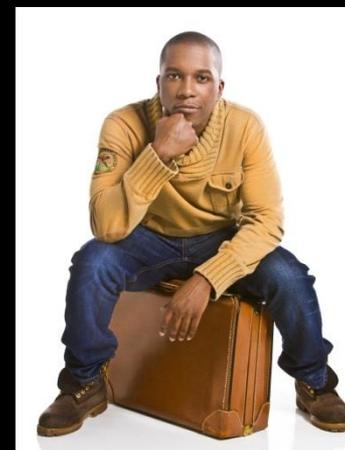
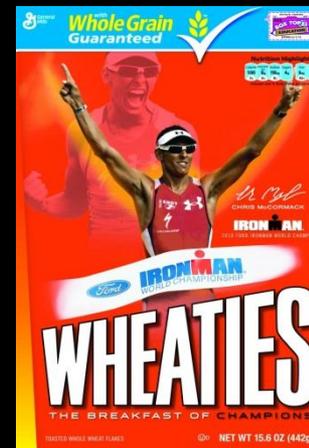
Our annual "**Hot List**" publishes each August to showcase the achievements of trailblazing women under the age of 40 in S.T.E.M. fields.



Engaging Our Men

Through our regular “Mr. Right” features, our candid “What He Wants” relationship advice columns and our annual June all male takeover “Daddy Issue,” Wiles seeks to build strong, positive relationships between men and women by inviting men into our conversations.

Wiles has also been at the forefront of recognizing emerging talent on their way to stardom like actors **Michael B. Jordan**, Tony Award-winning triple threat **Leslie Odom, Jr** and star of the Netflix original series *Luke Cage* **Michael Colter**.



Signature Events for 2017

The Gentlemen's Club - June 2017

A Men's Relationship Health Experience in June

Much like cigar clubs and traditional English Gentlemen's social clubs, our **Gentlemen's Club** will feature industry experts, celebrity influencers and interactive parlor "game" experiences to inspire and empower male thought leaders to become effective, anti-domestic violence ambassadors among the men within their spheres of influence.



GAME FACE: Monday Night Makeovers - September 2017

A Sports & Beauty Event



One of our most popular signature events, **GAME FACE: Monday Night Makeovers** brings together the love of football and an appreciation for beauty in a chic, sexy setting. For women who love sports or who simply want to learn more so they can share the love of the game with their men, **GAME FACE** offers single men and women a lounge experience with a sports bar and beauty bar atmosphere all in one. The event also includes a raffle of premium items with proceeds benefiting the **AMERICAN HEART ASSOCIATION**.

Wiles in the Community

Through targeted social media campaigns, special event sponsorships, media partnerships and volunteerism, Wiles Magazine consistently demonstrates a commitment to supporting organizations that promote health & wellness, entrepreneurship and literacy among girls, women and multicultural people.



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FOUNDATION OF CALIFORNIA



LOS ANGELES
PUBLIC LIBRARY

Brand Partnership Opportunities

In addition to exclusive event sponsorship packages, Wiles offers monthly and quarterly display advertising opportunities.

Quarterly Ad Displays (Monthly Options Available)

- \$4,500 1280 Wallpaper
- \$2,250 300 Half Page
- \$3,000 600 x 340 Image Carousel
- \$1,500 780 x 90 Leaderboard
- \$1,500 125 x 600 Skyscraper
- \$750 480 x 330 Thumbnail
- \$750 125 x 125 Banner



Monthly Advertorial Package

- \$1,500 -Feature Story, 780 x 90 Leaderboard, Social Media Promotions
- \$100 Weekly Promotions
- \$50 Seven Social Media Mentions

BARE ESSENTUALS®

Some of our brand partners include:



WILES

MAGAZINE

For advertising and sponsorship opportunities contact:

Andrea Wade | VP of Brand Strategy & Partnerships

Wiles Magazine

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