

WILES

MAGAZINE

[POISE | PURPOSE | POWER]

Multicultural women make up the majority of the general market and wield 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. Read by thousands of readers from more than 100 countries around the world, Wiles Magazine (wilesmag.com) is the premier online destination for multicultural women who crave stylish and substantive content.

The Wiles Reader

Ages 25-44 (Millennials and Gen. X)

\$70,000+ Annual Income

98% Social Media and Mobile Device Users

80% College Educated

75% Women **25%** Men

70% American **30%** International

Wiles Content

FASHION & BEAUTY

BUSINESS & SOCIAL AFFAIRS

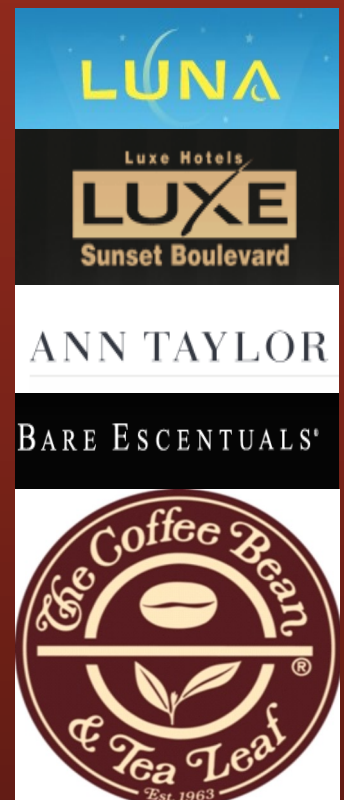
HEALTH & WELLNESS

ARTS & ENTERTAINMENT

RELATIONSHIP ADVICE

TASTEMAKER RECOMMENDATIONS

Some previous partners include:



Advertising & Event Opportunities

Quarterly Ad Displays

1280 Wallpaper

300 Half Page

600 x 340 Image Carousel

780 x 90 Leaderboard

125 x 600 Skyscraper

480 x 330 Thumbnail

125 x 125 Banner



Monthly Advertorial Packages

Feature Story, 780 x 90 Leaderboard, Social Media Promotions

Weekly Promotions

Text Links & Social Media Mentions

Lifestyle Event Sponsorship Advertising Packages include:

Digital and Advertorial Advertising includes:

One Advertorial (Feature story)

780x90 Leaderboard (for three consecutive months)

125x600 Skyscraper (for three consecutive months)

480x330 Thumbnail (for three consecutive months)

Targeted Social Media promotional campaign across multiple platforms

Exclusive branding as the presenting sponsor on all appropriate editorial sections in monthly issues published on WilesMag.com (for three consecutive months)

"Your Brand Presents:"

Additional Event Sponsorship Benefits include:

Presenting Sponsor naming rights

Branding on all marketing and promotional materials for the event

Signage and print material during the event

Social media coverage of the event, including live streaming (optional)

Post-event photos/video for your brand's promotional purposes

Post-event coverage on the Wiles Magazine Society page