

GET READY FOR 14TH ANNUAL *the 2012* **women's** *fair*



February 17, 18 & 19, 2012

**Expected Attendance:
Over 14,000**

380 Exhibitors including:

- Beauty, Fashion, Jewelry
- Food & Cooking Demonstrations
 - Health & Fitness
- Home Decor & Services
- Children's Products
- Education/Career and much more

Place Your Ad in the
The 2012 Women's Fair

**Publish date:
Sunday, February 12, 2012**

Full color throughout

Advertise Now!

- Women control more than 80% of all buying decisions

Added Value:

The entire section will appear on
Kansas.com
increasing your total reach of the
market to 80%

Women's Fair Demographics

Attendees Age:

Under 18	.5.8%
18-24	.7.3%
25-34	.18.2%
35-54	.41.3%
55-64	.20.1%
65+	.7.3%

Residence in Wichita Area:

Less than 5 yrs	.10.74%
5-10 yrs.	.8.74%
10 yrs +	.67.42%
Live in City of Wichita	.56.6%
Surrounding Metro Area	.30.5%
Outside Metro Area	.13.4%

Incomes

Under \$24,999	.13.37%
\$25,000 - \$34,999	.13.13%
\$35,000 - \$49,999	.12.77%
\$50,000 - \$85,000	.31.96%
\$80,000+	.21.84%

63.8% Married

76% Own Homes

76.3% Have some form of College Education

73% Plan to make Purchase at the Fair

98% Plan to Attend the Fair next year

The Wichita Eagle
Kansas.com

WOMEN'S FAIR AD TIP:

Ad placements that run in advance of and during the event will increase your exposure. Pick up your ad in

the Wichita Eagle for 50% off. Ad must run within 6 days of 2012 Women's Fair tab publishing.

the 2012 **women's** fair

PARTICIPATION AGREEMENT

We invite all vendors and businesses to join us in this unique opportunity.

Distribution

This special edition dedicated to 14TH ANNUAL

WOMEN'S FAIR

will be distributed to 100,000 households in the Greater Wichita area.

The publication will be in The Wichita Eagle on
Sunday, February 12, 2012, with an overrun for distribution at the event.

Participation

We will purchase space in your newspaper tabloid section
published as part of The Wichita Eagle, Sunday,
February 12, 2012, and we will be billed by The Wichita Eagle.

Space Rates:

- Back Page: \$3,500 • Full Page: \$2750 • 3/5 Page: \$1650
- Half Page (H): \$1125 • 2/5 Page: \$1100
- 1/3 Page: \$500 • 1/5 Page: \$550 • 1/10 Page: \$300
- **All ads receive full color.**
- All layout and creative work is done at no extra charge
- Final reservation and copy deadline: January 27, 2012

Approved by: _____

Title: _____

Company: _____

Address: _____

Phone: _____

Date: _____

The Wichita Eagle
Kansas.com

Please call
Brad Painchaud at
316-268-6688 to
reserve your space or fax
the form to
316-268-6658.