

women inc.

THE COMPLETE RESOURCE FOR THE WORKING WOMAN

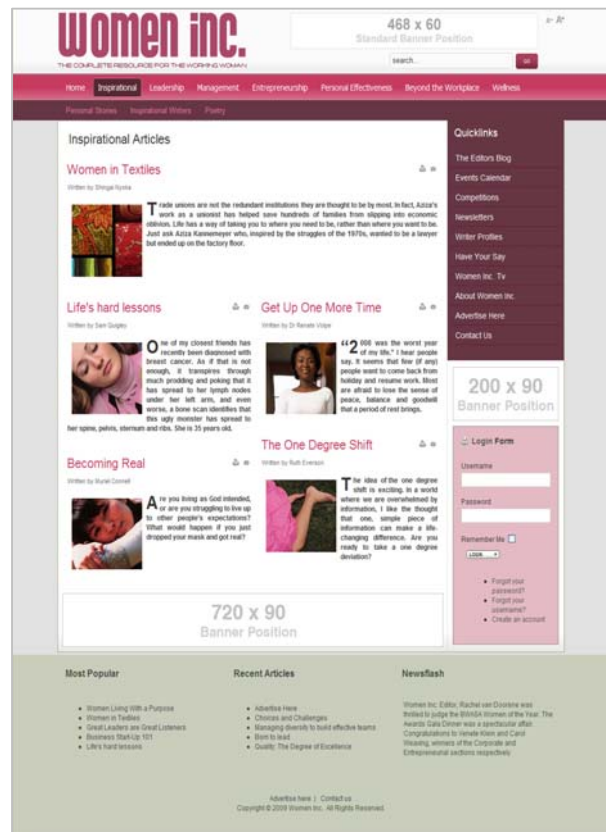
The Women Inc. Online Magazine is a valuable resource that speaks to working women across South Africa. The magazine is divided into seven categories; leadership, management, inspirational, entrepreneurship, personal effectiveness, wellness and beyond the workplace. Every Woman is the publisher of Women Inc.

Over the last seven years we have conservatively touched the lives of 350,000 women through our publishing, events, training and consultation.

In the first two years of publishing the hard copy version of Women Inc., we secured a subscriber base of 17 000 subscribers. The current active base of online participants is 6000 strong. We have a 70:30 mix between corporate and entrepreneurial women.

Total monthly visitor figures

www.womeninc.co.za currently has an average of 5 000 readers/unique browsers per month, with readers spending an average of 3.5 minutes browsing the website. www.womeninc.co.za is currently serving approximately 15 000 page impressions per month.



We are pursuing BRANDS AND ORGANISATIONS who value their female customers and staff and who wish to partner with us in the goal of inspiring, educating and challenging the working women of South Africa. Once we have identified these partners we structure a strategic partnership with them - this creates an effective win/win solution for both parties.

Strategic Partners

Our strategic partners enter into an annual agreement with us in which we collaboratively determine how their brand/products will best be represented to our readers.

Strategic partners can:

1. Become a category sponsor. (one category per sponsor)
2. Provide artwork for adverts on the site - header, leader and banner ads. (unlimited)
3. Provide artwork for brand exposure in our bi-monthly newsletter. (limited to logo's)
4. Submit competition and surveys to us for distribution to our readers. (one a quarter)
5. Provide articles or subject matter experts for online publication.
6. Participate at Every Woman events through presentations. (a maximum of two per year)
7. Request that we cover particular events that they are hosting/sponsoring and reflect these to our readers. (a maximum of two a year).
8. Provide marketing material for distribution at our events. (unlimited)
9. Listing of their companies on our Directory. (unlimited)
10. Advertise events on our site and in our newsletter. (unlimited on the site, a maximum of two per year in the newsletter)

Costing

We have a tiered structure based on the number of opportunities you wish to actualize.

BRONZE PARTNER

Bronze Partners select 3 of the 10 opportunities above.
The annual cost of this partnership is R12,000 (ex VAT).

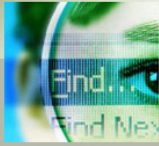
GOLD PARTNERS

Gold Partners select 6 of the 10 opportunities above.
The annual cost of this partnership is R36,000 (ex VAT).

PLATINUM PARTNERS

Platinum Partners can utilize all of the 10 opportunities above.
The annual cost of this partnership is R120,000 (ex VAT).

Should you be interested in pursuing this partnership further.
Please could you call Rachel van Doorene on 082-739-4626 or email rachel@everywoman.co.za.



Learning While Managing

Managing people is hard: really, seriously, HARD! And you really only realise this after managing people for at least a year or so, although it usually feels a lot longer. For me, the first year of management was like being in a honeymoon period.

Mind

1 If your inner energy is misdirected, so will your whole life be. ~ C. Astrid Weber

Body

2 Our bodies are our gardens - our wills are our gardeners. ~ William Shakespeare

Soul

3 The human heart feels things the eyes cannot see, and knows what the mind cannot understand. ~ Robert Vallett



Women Living With a Purpose

Written by Andrea Pauquet
Thursday, 30 July 2009 12:29

I wonder if it's a life-stage thing. Perhaps it's the final stage of burnout or the result of boredom. What I am noticing is that those around me are asking "Why?" more: "Why am I running around like a mad woman?" "Why does it have to be so hectic?"

'Why is being at home with my kids just not enough?' 'I climbed the ladder and at the top of the corporate empire', my voice continues to scream, 'WHY, and for what, am I doing this?'

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Personal Stories

One of my closest friends has recently been diagnosed with breast cancer. As if that is not enough, it transpires through much prodding and poking that it has spread to her lymph nodes under her left arm, and even worse, a bone scan identifies that this ugly monster has spread to her spine, pelvis, sternum and ribs. She is 35 years old.

Inspirational Writers

"2008 was the worst year of my life." I hear people say. It seems that few (if any) people want to come back from holiday and resume work. Most are afraid to lose the sense of peace, balance and goodwill that a period of rest brings.

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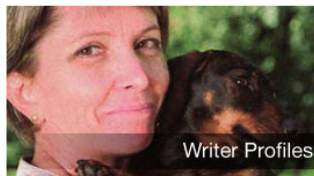
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Newsflash

Women Inc. Editor, Rachel van Doorene was thrilled to judge the BWASA Women of the Year. The Awards Gala Dinner was a spectacular affair. Congratulations to Venete Klein and Carol Weaving, winners of the Corporate and Entrepreneurial sections respectively