



# GFWC CLUBWOMAN MAGAZINE

## ADVERTISING DATES AND INFORMATION

GFWC Clubwoman Magazine is a quarterly publication produced four times per calendar year (Winter, Spring, Summer, Fall).

The magazine is the premier publication of the General Federation of Women's Clubs, and is an excellent place to advertise your brand, product, or service to GFWC's nearly 70,000 members.

### ADVERTISING DEADLINES AND PUBLISHING DATES

#### FALL 2022

##### (SEPTEMBER, OCTOBER, NOVEMBER)

Ad Space Reservation	May 23, 2022
Final Ad Artwork Due	July 5, 2022
Publication Date	September 15, 2022

#### WINTER 2023

##### (DECEMBER, JANUARY, FEBRUARY)

Ad Space Reservation	September 6, 2022
Final Ad Artwork Due	October 3, 2022
Publication Date	December 1, 2022

#### SPRING 2023

##### (MARCH, APRIL, MAY)

Ad Space Reservation	December 2, 2022
Final Ad Artwork Due	January 9, 2023
Publication Date	March 1, 2023

#### SUMMER 2023

##### (JUNE, JULY, AUGUST)

Ad Space Reservation	March 3, 2023
Final Ad Artwork Due	April 4, 2023
Publication Date	June 1, 2023

### MECHANICAL INFORMATION

Printing Specs: Web offset  
Binding: Saddle Stitch

Page Sizes:  
Full page: 8.5 x 11.125" full bleed  
(8.25 x 10.875" trim)

Back cover: 8.5 x 9.25" bleed  
(8.25 x 9" trimmed)

Half page: 7.25 x 4.6875"

Quarter page: 3.375 x 4.6875"

### ADVERTISING MATERIAL

Electronic files accepted: print-ready PDF, TIFF and jpeg. All images except black and white should be set up in CMYK and at 300 dpi.

Artwork may be sent via email to:  
[TFussman@GFWC.org](mailto:TFussman@GFWC.org) or can be shared through an FTP site, DropBox, etc.

### ADVERTISING RATES

AD TYPE	1X RATE	3X RATE	6X RATE
Full Page	\$1,650	\$1,500	\$1,312.50
1/2 page	\$825	\$750	\$675
1/4 page	\$412.50	\$375	\$337.50

(\*Rates shown above reflect a 25% discount for GFWC program partners, endorsed fundraisers, and affinity program partners.)