

Photos by Liz Martin

# "A dedicated space to explore opportunities for women in Eastern Iowa"

**G**rowing up in Los Angeles, Karen Chappell remembers a weekend tradition. Every Saturday, her family would head to the movie theater and "sit in the way, way back."

"It wasn't just one movie. You would choose two movies with either a suspense or a horror theme. We'd love the movies."

Her stepfather was a plasterer for the Golden Age of Hollywood, so movies were a common sight in her home.

"I feel like I've been in the blood since I was born."

Movies continue to be a passion for Chappell is a founding chairwoman of the Eastern Iowa Film Festival.



## **HER** for Women in Business

**Sun, October 10**

**Deadline: Sep 7**

HER Magazine, a product of The Gazette, provides opportunities for in-depth story telling about outstanding individuals who are having an impact in Eastern Iowa. Who is leading the charge on big issues facing our region and why it is important for readers to know these individuals is highlighted in every publication.

### **Advertising Benefits:**

HER Profile, a unique opportunity to profile one or more women from your organization. Deadline for profiles is Aug 30. The Gazette can arrange a photographer starting at \$100.

- \$795 Full, up to 500 words with photo
- \$483 Half, up to 200 words with photo
- \$345 Third, up to 125 words with photo

HER Magazine Advertising. All sizes include full color and design. Price per publication.

- \$2,510 3 Page Ownership
- \$1,405 Premium Position \**Inside front, inside back or back*
- \$1,125 Full (7.5" x 10")
- \$685 Half Horiz. (7.5" x 4.9583") or Vert. (3.675" x 10")
- \$415 Quarter Horiz. (7.5" x 2.4375") or Square (3.675" x 4.9583")
- \$255 Eighth (3.675" x 2.4375")

Promotional digital ads on thegazette.com directing to the digital publication. Begins on publication date for 60 days.

Add a video ad into the digital edition of the HER Magazine, \$250

### **Join the HER@WORK conversation:**

Each month, HER@WORK e-newsletter will feature several successful Eastern Iowa women, information on upcoming business events and a quick snapshot of recent recognition.

- \$250 Five positions available

**Full run in our Sunday  
Gazette: 100,787 Readers**

**Interactive digital  
publication on  
thegazette.com.**

**In Q4 2020, thegazette.com  
female readers accounted  
for 42.24% of our sessions,  
with 55+ making up the  
largest percentage of  
females:**

- 18-34 age: 22%
- 35-54 age: 33%
- 55+: 45%

**Contact us today: [Advertising@thegazette.com](mailto:Advertising@thegazette.com) | 319-398-8351**

