

Photos by Liz Martin

Growing 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 comedy theme. I loved the movies.”

Her stepfather was a plasterer for MGM and the “Eagle” movie studio. He was in the Golden Age of Hollywood, so movies were a common pastime.

“I feel like I’ve been in the blood since I was a child.”

Movies continue to be a passion for Chappell. She is a frequent chairwoman of the Film Society of Eastern Iowa.

“A dedicated space to explore opportunities for women in Eastern Iowa”

HER for Women in Business

Sun, October 10

Deadline: Sep 6



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 9.05")
- \$685 Half Select: Horiz. (7.5" x 4.4833") or Vert. (3.7" x 9.05")
- \$415 Quarter Select: Horiz. (7.5" x 2.2") or Square (3.7" x 4.4833")
- \$255 Eighth (3.7" x 2.2")

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 | 319-398-8351

