

WOMENS' WELLNESS MARKETING BLITZES!

*Saturate these major markets with 3-week sampling & media blitzes.
Team up with 5 like-minded brands!*

- Northwest:** Portland & Seattle markets.
Surrounding the Seattle Women's Show, March 2010
- Midwest:** Twin Cities and Chicago markets.
Surrounding the St. Paul Women's Expo, April 2010
- California:** Los Angeles, San Diego and San Francisco.
Surrounding the Wanderlust Yoga and Music Festival, July 2010
- Texas:** Dallas, Austin, San Antonio.
Surrounding the Dallas Womens' Expo, August 2010
- Southeast:** Jacksonville, Orlando and Miami.
Surrounding the Orlando Southern Women's Show, October 2010

*A Co-Op program bringing together a collective
of women-targeted products*

- Exhibit at major women-centered events (listed above) where demographic is over 80% women. Each company has its own 10x10 booth space for maximum branding.
- Guerrilla Marketing and "Street Sampling" at active, women and family-focused businesses, events, local hotspots, farmer's markets, yoga studios, and more! Each city!
- Insertion of samples and/or coupons in 20,000 goody bags, to be given away throughout the program.
- Print Advertising in target market in EACH of these 4 magazines: Allure, Glamour, Cookie, and SELF. Approx. Reach: 500,000 readers
- 10 in-store demos at Whole Foods throughout 2-3 cities in each region
- Energetic brand ambassadors to represent your product
- Daily Posts on prominent Social Networking sites (Facebook and Twitter)
- Total Turn-Key coordination of an impactful marketing blitz for your brand, from start to finish!

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**Turn-Key
Marketing
&
Promotions, Inc.**

Specializing in the
Natural Products Industry since 2000



WOMENS' WELLNESS
MARKETING
BLITZES

NORTHWEST

MIDWEST

TEXAS

CALIFORNIA

SOUTHEAST

MEDIA COVERAGE

Reach active young women through the iconic magazines of Allure, Cookie, Glamour and Self

As part of the Women's Wellness Marketing Blitz your brand and product will be featured in full page tour ads in four iconic magazines from Condé Nast. A world of inspiration and motivation, these editorial environments help position your brand to 500,000 young women with a commitment to total well-being.

Issue:	Month of the program
Markets:	Geo-targeted by region to run during and after the Blitz
Median Age:	34
Female / Male Readers:	92% / 8%
Median Household Income:	\$115,785



Food for Thought

Consumers who are dedicated to healthy eating are:

- Two times more likely than the average adult to buy food labeled natural or organic
- Two times more likely than the average adult to have shopped at Whole Foods in the past month
- As a group, they spend over \$1 billion each week in food stores

Looking and Feeling their Best

Consumers who are committed to beauty – inside and out are:

- Nearly two times more likely than the average adult to seek the utmost attractive appearance
- More than two times as likely to be medium/heavy users of facial moisturizers
- More than three times as likely to have participated in yoga in the past year
- Nearly three times more likely to visit the spa while on vacation
- As a group, they spend over \$1.7 billion in health and beauty expenditures

Source: MRI Doublebase 08, MMR 08

www.tkpromotions.com

ALLURE

As the insider's guide to looking great, Allure is the first and only magazine dedicated to the subject of beauty.

Allure is the go-to guide or the essentials that define a woman's total look.



COOKIE

Cookie features fashion, home, travel, entertainment and health for both parents and their children.



With a clean, stylish design aesthetic, Cookie believes that being a good parent and maintaining your sense of style are

not mutually exclusive.

GLAMOUR

Each month, Glamour inspires readers with news-making coverage of beauty, fashion, health and relationships. Add in women's issues, work, money and more and watch Glamour's beauty and brains share information and offer solutions to the things that matter in women's lives.



SELF

As the originator of both the fitness and the well-being magazine categories, Self's unique focus is personal, positive and in sync with the most important goals to women today: happiness and wellness. Self is widely recognized as the brand that celebrates individual achievement - a woman's personal best.



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