



2025 Media Kit

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www.womelle.com

ABOUT

Welcome to **WomELLE**, where we support and empower women from all walks of life through a spectrum of initiatives designed to enhance visibility, foster development, and celebrate achievements. This media kit outlines our diverse offerings, including WomLEAD Magazine, the Female Founders Podcast, and the Female Voice Awards, each crafted to resonate with a broad audience of women.



Mission

At WomELLE, we empower women to achieve their full potential. We provide a supportive community, practical resources, and inspiring stories to help every woman thrive in business, leadership, and life.

Vision

Our vision is a world where every woman has the opportunity to succeed. We strive to be a catalyst for change, celebrating women's achievements and advocating for gender equality in all spheres.



WOMELLE SUMMIT

The **WomELLE Summit** is an annual event held every March during Women's History Month, dedicated to empowering women through learning, connection, and celebration. This transformative gathering brings together women from all industries to share their journeys, inspire growth, and foster community. With engaging sessions, impactful discussions, and opportunities to network with like-minded individuals, the summit provides tools and inspiration for women to take meaningful steps toward their goals.

In 2025, the WomELLE Summit will take place on March 22 at The Linq Hotel Casino in Las Vegas, NV. Combining She's Possible and the Female Voice Awards, this summit creates a unique space for women from all professional backgrounds to connect, grow, and be celebrated for their achievements. The day will conclude with the prestigious Female Voice Awards Gala, an unforgettable evening honoring exceptional women.



Who Will Be at the Summit?

Over the years, the WomELLE Summit has brought together women from across industries, fostering connections and inspiring growth. Past attendees have praised the event for its supportive atmosphere, meaningful sessions, and lasting impact.

The WomELLE Summit brings together a diverse group of women, united by a shared goal: taking control of their future and achieving lasting success in their careers and personal lives. From seasoned professionals to those just starting out, this event is designed to support every woman who is ready to grow, learn, and lead.

Business Leaders & Entrepreneurs

Corporate Professionals & Executives

Mentors & Industry Experts

Mentors & Industry Experts

Learn more at womelle.com/summit

WOMELLE SUMMIT

Who Else Benefits from the Summit?

The WomELLE Summit is an opportunity to give back and make a difference. Proceeds from the event support WomELLE for a Cause, our nonprofit organization dedicated to empowering women and children. This initiative funds programs that foster growth, development, and meaningful change.

One such program is **RISE**, a book club designed to inspire children aged 6 to 12 through reading, creativity, and self-expression. Proceeds also support GirlUp, a program that equips young girls with the tools and resources they need to thrive. Joining the WomELLE Summit means investing in yourself while contributing to the future of women and children everywhere.

Learn more about our nonprofit programs at womelle.org



Sponsorship Opportunities

Partner with us to empower women and support their growth. Sponsorship packages include branding opportunities, speaking engagements, complimentary tickets, and marketing exposure. Contact us for more information on how your organization can be part of this inspiring event.

Official hashtags

[#womellesummit2025](#) [#femalevoiceawards](#) [#womenshistorymonth](#)

Female Voice Awards

The **Female Voice Awards** is a prestigious recognition program dedicated to celebrating and amplifying the achievements of exceptional women across various fields and industries. Established by WomELLE, these awards seek to honor women who exemplify leadership, innovation, and dedication in their professional endeavors and community engagements.

Each year, the Female Voice Awards recognize women in multiple categories, including Female Founder of the Year, CEO of the Year, and Top Women Coaches of the Year, among others. These categories are designed to highlight the diversity of talents and the impact of women leaders who are not only excelling in their respective areas but are also paving the way for future generations.

The awards are open to women from all professional backgrounds, including entrepreneurs, executives, mentors, activists, and those in women-owned businesses. Nominees are evaluated based on their professional achievements, their role in inspiring positive change, and their contributions to their communities.



Over 100 women celebrated to date, with the event garnering significant media attention and providing honorees with broader recognition.

2024 Female Voice Awards Stats

Applicants



1,432

Winners



36

Social media



8,500+



1,500+



200,000+

Interviews



65,000+

Newsletters



175,000+

Learn more about the awards at:

www.womelle.com/awards

WOMELLE SUMMIT

Some of Our Speakers



Carol Perry

President of IF News at IF Management



Dr. Alexandra Elinsky

CEO & Founder of Empower Human Potential LLC



Krista Rabidoux

Partner at Andersen LLP



Susan Taylor

CEO of Generon International



Staci Swiderski

CEO & Founder of Family Source Consultants



Nikki Brooker

Founder & CEO of YANA (You Are Not Alone)



Ashley Poklar

Clinical Director & Founder of A Poklar Ponders



Rayna Schroeder

Professional Certified Coach & CEO of Positive Impact Leaders



Nichole Berlie

Anchor and Correspondent, NewsNation



Joy Vanichkul

CEO of Wellness of Joy

Join us as a speaker at our event and inspire women to take charge of their futures. Share your expertise, personal experiences, and unique perspective with an engaged audience eager to learn, grow, and connect

Host



Mireya Villarreal

National Correspondent, ABC News



FEMALE VOICE AWARDS

2023



SHE'S POSSIBLE

She's Possible, now in its fourth year, is a vibrant celebration during Women's History Month honoring the impact of women leaders. It recognizes top women, inspires future generations, and fosters a supportive community. A powerful platform for visibility, She's Possible features panel discussions, empowering events, and recognition in WomLEAD Magazine. This celebration highlights women's achievements, amplifying their voices and stories to create a more equitable world.



Draws over 500 participants each year, fostering a community of supportive and motivated women.

2024 She's Possible Stats

Panels



2

Participants



500+

Social media



15,000+



3,400+



450,000+

Newsletters



150,000+

Learn more about the awards at:

www.womelle.com/shes-possible

TOP 10 FEMALE LEADERS OF 2024

SHE'S POSSIBLE



Staci Swiderski

Founder and CEO of Family Source Consultants



Cecilia Dahl

Founder of The Remote Leadership Lab and Partner at Travelytic



Laura Sabia

Author and Entrepreneur



Lori P. Purnell

Founder, Principal Engineer and Occupational Health - Environmental Specialist Spencer-SHE



Stefani Havel

Sales Strategist and Leadership Development Expert



Laura Ponticello

Three-Time Bestselling and Award-Winning Author, Founder and CEO of Divine Phoenix



Lindsey S Mattinson

Founder and Owner of First Choice Resumes, Inc.



Nadia Adam

Founder of Ecwind Solutions



Reyna Rodriguez

Business Owner of Linguistica Interpreting and Translation

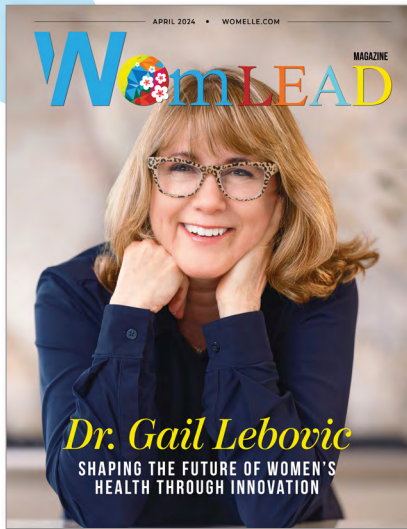


Charlene D. Gonzalez

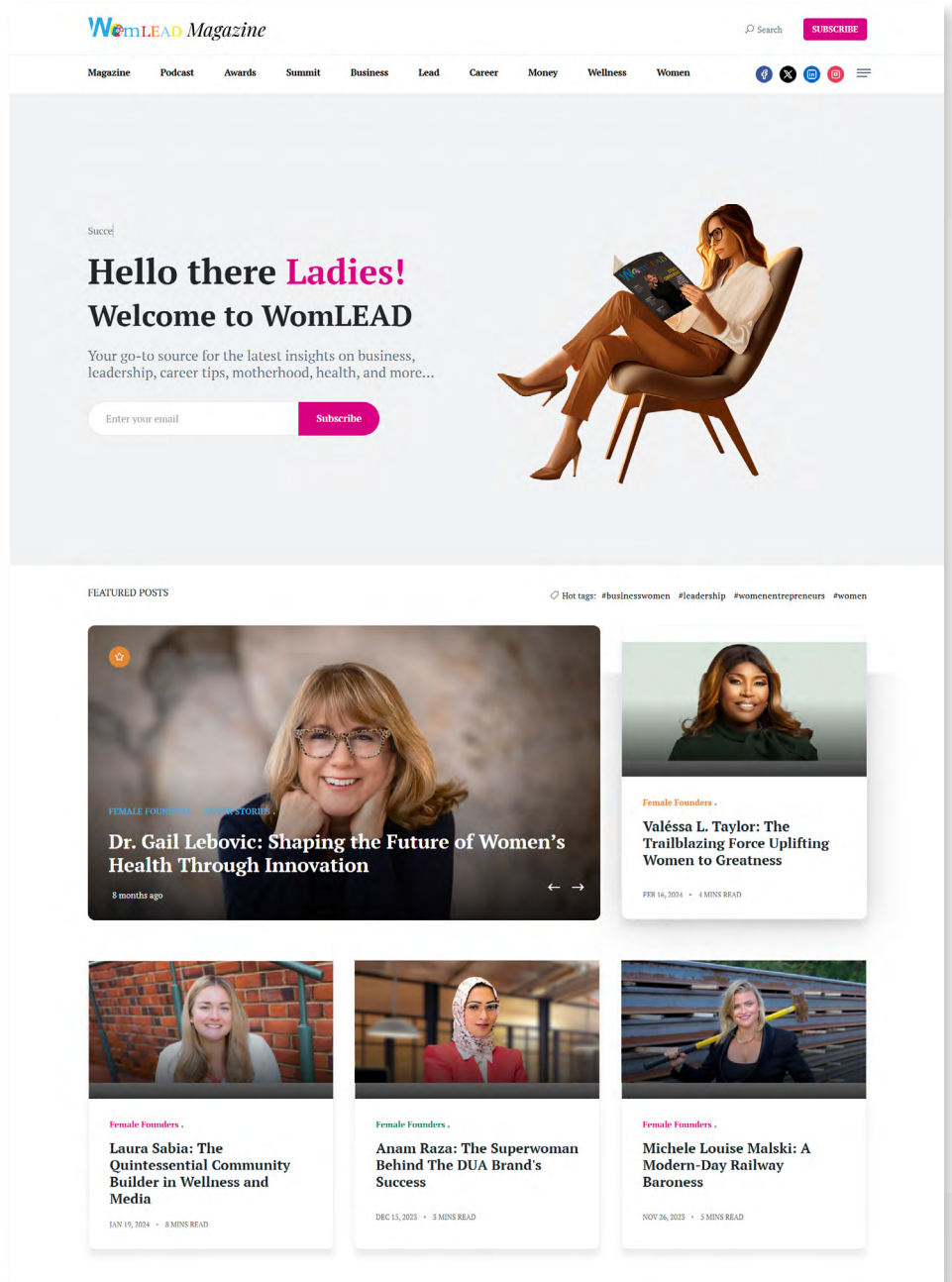
Founder and CEO of Lab Phorms

WomLEAD Magazine

WomLEAD Magazine enriches its readers with stories and articles on a variety of topics from career development, leadership, business, and personal wellness, striving to inspire and educate every woman who seeks to enhance her life.

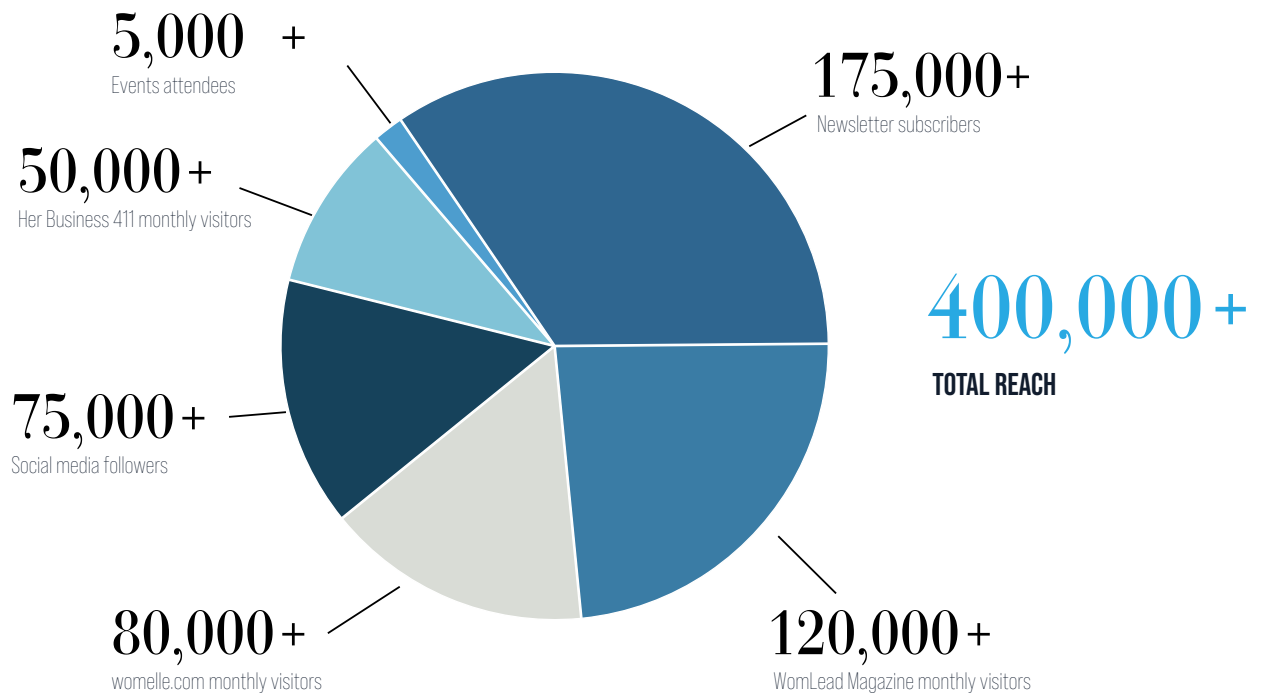


www.womleadmag.com



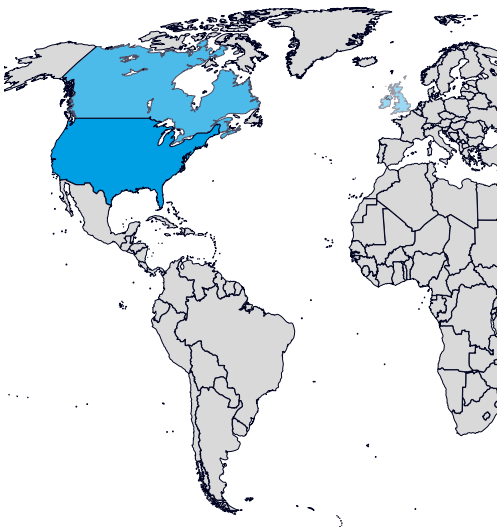
Reach

With a monthly distribution to over 50,000 subscribers and an extended digital audience of over 500,000 globally, WomLEAD Magazine makes an impact far and wide.



Readership concentration

USA, CANADA, UK



 Age 30-50

 98% Female - Male 2%

 Education: College Graduate

 Household Income HHI: \$52K - \$125K

 Total Number of partners: 60 with 750,000+ connections

Past Features

Our features span a diverse group of women, from community leaders and entrepreneurs to artists and educators, each sharing insights that resonate across our readership.



CUSTOM PUBLICATION INSERTS

LET US HELP TELL YOUR STORY.

WE KNOW BUSINESS AND WE KNOW PUBLISHING.

We are WomLEAD specialists in delivering a business message, persuasively and on-target. Our publications highlight businesswomen, Entrepreneurs and Women Leaders.

Let us help tell your story like we have done for these clients:

Staci Swiderski

Laura Sabia

Anam Raza

Michele Louise Malski

Dr. Janet Gottlieb

Kaci King

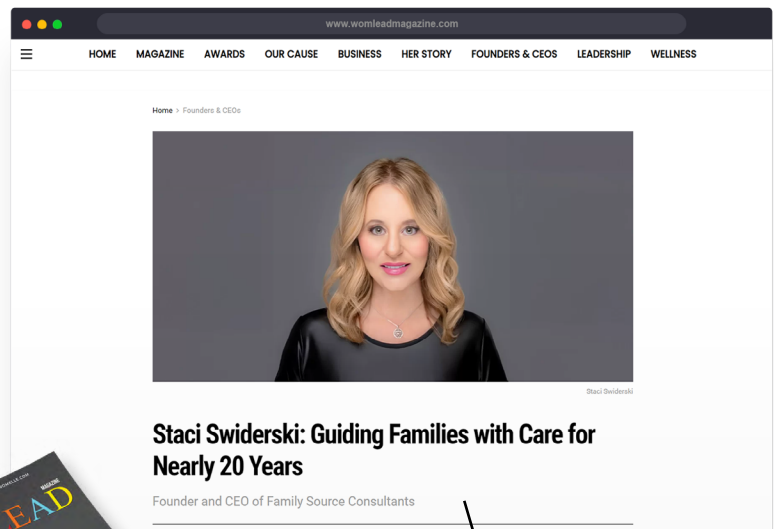
Robbin Jorgensen

Heather Wilson

Dr. Charryse Johnson



Staci Swiderski Cover of March 2024 issue



Interview with Staci Swiderski published on womleadmag.com

CELEBRATORY PACKAGES

CELEBRATE YOUR ORGANIZATION'S

ANNIVERSARY, milestone, rebrand or grand opening with WomLEAD Magazine print and digital platform. Let us create a custom campaign to honor your achievements and proudly proclaim your company's work to the business community

Our celebratory packages may include:

- ◆ Multiple page advertorial
- ◆ Appearance in a WomLEAD issue in the month of your choice
- ◆ Professional writing services
- ◆ Professional photoshoot
- ◆ Native content article on WomLEADMag.com
- ◆ Social media campaign
- ◆ Email marketing



Testimonials



YELIZA CENTEIO

Owner of Integral Marketing and Advertising

Thank you so much - this is so beautiful, and the magazine is such great quality!!!! Hats off to all of you for such a beautiful work of art. Keep up the great work!



DR. PRISCILLA KUCER

CEO of Kucer Consulting Solutions LLC

Thanks again Naghilla Desravines for this opportunity. I enjoyed sharing about my founder entrepreneurial journey with you and now your subscribers.



SHERYL BRINKLEY

Founder and CEO of ITM Coaching Next Level

Sharing my deepest expression for this amazing opportunity to work with all of you for the October WomLEAD interview. The excellence poured into every facet of the process, the professionalism, care and talent are noteworthy.



SARAH MAGRUDER

Founder and CEO of Safire Oil and Gas Consulting

Thank you so much!!! We will spread the word on our social. I had a chance to listen to it and think it turned out great. Appreciate y'all!



JENNIFER FURLONG

CEO of Communication TwentyFourSeven, LLC

Thanks so much for having me on the show! That was a lot of fun and you asked some great questions to help us explore these topics in a meaningful way.



MARGO LOVETT

Podcaster

Featuring in WomLEAD Magazine has connected me with a supportive network and opened up new personal growth opportunities



SANDRA AKUFO

Founder and CEO of Onvesso

Thank you, this looks great. Appreciate all of your team's hard work and patience on this!



RACHEL RANDOLPH

Founder of Spec

Thank you! I absolutely love the article, it's exceptionally well-written and I'm so grateful to be featured! Thanks again!

Pricing

PRINT AD SPECS

SPACE		WIDTH	HEIGHT	PRICE
2 pages spread		16"	11"	\$600
Full page		8.5"	11"	\$300
Half page Horizontal		8.5"	5.5"	\$150
Half page vertical		4.25"	11"	\$150
1/3 page horizontal		8.5"	3.667"	\$80

Ad Specifications

Bleed

When designing for print magazines, incorporating a bleed of 0.125 inches is essential. Bleed refers to the area of the design that extends beyond the final trim size of the printed page. This extra margin ensures that the artwork extends to the edge of the page without any white borders, accommodating any slight misalignments or movement during the printing and trimming processes. By including a 0.125-inch bleed, designers can guarantee that images and backgrounds reach the very edge of the finished product, resulting in a professional and polished appearance.

Print ad formats

- Adobe Illustrator® CC 2014 or earlier, Adobe Photoshop® CC 2014, Adobe InDesign® CC 2014 or earlier.
- 4-color CMYK**
Any layouts containing RGB, Spot or Pantone colors must be converted to their CMYK equivalents. Any layouts found to have a differing color scheme must be revised accordingly. We want to ensure that colors are represented properly, therefore, the client will be notified if there are any inconsistencies in color scheme.
- All screen and printer fonts and all CMYK graphics files included. For InDesign® files, please include **PDF X-1a (2001)** format with files and turn bleeds on when exporting to PDF if submitting ad with bleeds.
- File should be exported with 0.125" bleed, no crop marks.
- EPS and TIFF files: 300dpi resolution with CMYK color or grayscale at actual size with all fonts converted to outlines Press-Ready PDF files are acceptable if all fonts are embedded and images are converted to CMYK at 300 dpi.

Digital Ad File Formats

72dpi web optimized .JPG, .PNG, or .GIF. HTML files are also accepted. Images with higher resolutions will be subject to reduced file size conversion.

DIGITAL AD PRICE (per month)

SPACE	WIDTH	HEIGHT	PRICE
WomLEAD website - banner	1,200 px	300 px	\$300
WomLEAD website - small	305 px	405 px	\$150

NEWSLETTER

SPACE	WIDTH	HEIGHT	PRICE
Newsletter - WomELLE	600 px	340 px	\$1,000
Newsletter - LinkedIn	1,920 px	1,080 px	\$500

BUSINESS PROFILE

Collaborate with our team to promote your business, control your message and timing. Partner with WomLEAD magazine to create your Business Profile which will promote your company's products or services. Here, you can provide the details and photos and we will handle the rest!

Your story will also appear on www.womleadmag.com for more than a year. To know about the pricing, please refer below.

WomLEAD Magazine Cover

Package	Back Cover	Front Cover	Story (pages)	Price
Basic	●		2	\$1,000
Premium		●	4	\$2,500
Ultimate	●	●	6	\$3,500

WomLEAD Magazine Feature

Package	Story (pages)	Price
Starter	1	\$300
Professional	2	\$500
Executive	4	\$800

Female Founders Podcast Feature

Package	Price
Standard	\$500
Elite (includes 2 page story)	\$800

Leading Ladies Sponsorship Program

This program offers a unique platform to showcase a woman leader from your company within WomLEAD Magazine. We'll create a captivating profile featuring their leadership journey, achievements, and insights, alongside your company logo and a brief description.

Benefits for Sponsors

- Brand Elevation:** Align your company with the advancement of women in leadership, enhancing your brand image and attracting diverse talent.
- Targeted Exposure:** Reach a dedicated audience of engaged readers interested in success stories and leadership inspiration in your industry.
- Employee Recognition:** Celebrate the achievements of a woman leader within your organization, boosting employee morale and engagement.
- Sustained Visibility:** Gain prominent placement throughout the sponsorship period.

Female Founders Podcast

The Female Founders Podcast delivers inspiring stories and actionable advice from women who have built successful businesses. Hosted by Naghilia Desravines, each episode features conversations with a female founder, offering insights into overcoming challenges, proven strategies, and the mindset shifts that lead to success.

Notable Guests

Includes a varied lineup of guests from various backgrounds and industries, all sharing their unique paths to success.



Staci Swiderski

Founder and CEO of Family Source Consultants



Dr. Janet Gottlieb

Co-founder of Govise, Inc.



Robbin Jorgensen

Founder of Women Igniting Change®



Laura Sabia

Author and Entrepreneur



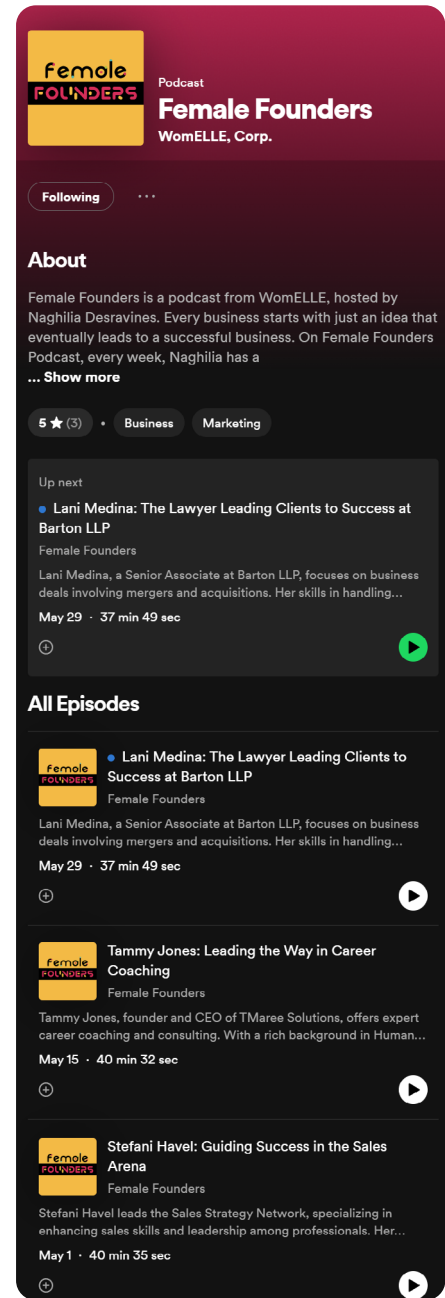
Anam Raza

COO of The DUA Brand

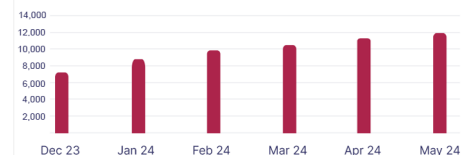


Dr. Gail Lebovic

CEO & Founder of Silicon Valley Innovations, Inc



Monthly Podcast Downloads



Attracts over 10,000 listeners per episode, with a growing audience interested in real stories of female empowerment and success.

Events

Our year-round events include skill-building workshops, panel discussions, webinars, and networking meetings that cater to the holistic development of women.



Our events: by the numbers

5000+
/
12

attendees Events

Attendees industries'

- Home business owners
- Small business
- Startups
- Entrepreneurs
- Public relations
- Nonprofit
- Retail
- Real Estate
- Sales & Marketing
- Technology
- Education



Webinars



There is such a collective power in all of our stories. I feel so honored for each of us to hold space to share our truths and thereby teach others.

Laura Ponticello



That visualization was truly moving. It helps me to recognize that joy comes from being present and then making a choice to let it bubble above the surface!

Brandy Little



Thank you for inviting me to join this panel discussion. I enjoyed my time, and the information was very inspirational. Thank you, panel for sharing.

Denise Johnson



Have enjoyed this so much. Thank you for putting this together!

Jodee OBrien



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Contact us

OUR MAIN CONTACT

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