

{Pamper Yourself}

Make your spa or salon the destination women in the Triangle think of when they finally have time to think of themselves. Our special Pamper Yourself shared page in skirt! magazine offers special rates so that you can put your name at the top of skirt! readers' minds and, with repeated exposure, keep clients coming back. Do something for yourself, and call to be a part of Pamper Yourself today.



skirt! BENEFITS ...

- A distribution of 30,000 from more than 300 locations in Raleigh, Cary, Chapel Hill and Durham.
- The potential to reach more than 100,000 adult readers each month.
- Readers who are more likely to visit day spas.*
- Readers with a median age of 43.*
- Readers with a median household income of \$81,116 and more likely to be homeowners (76 percent).*

* Scarborough Research, Multi-Market Study, August 2007-September 2008

PUBLICATION DATES

The 1st of each month

Space/Proof Deadline

The 10th of each month

Electronic Ad Deadline

The 13th of each month

Cost per ad

8 Advertisers: 3.7" x 3.7"

3-time rate: \$250

6-time rate: \$225

12-time rate: \$195

For more information, contact:

Wendy Holmes 919-836-5605
wendy.holmes@newsobserver.com

Kristin Worley 919-836-5692
kristin.worley@skirt.com

raleigh.skirt.com

