

HER

The Gazette

The Basics

- The Gazette is a daily news organization in Cedar Rapids, Iowa
- Our newspaper dates back 136 years
- We are an independent, employee-owned company
- HER was launched in 2017 under the leadership of Kelly Buchanan (event and sales manager)

*Kelly Buchanan

THE GOAL

In a smaller market, we saw an opportunity to be a leading voice in a topic of deep interest to both the public, and the advertisers and businesses in our area.

By launching a specific vertical: HER, focused on women in business, we gave ourselves a chance to brand ourselves as a thought leader in this important space.



Where We Started (October 2017)

- We did what we knew
- Special Section Magazines (Explore, Hoopla, At Home)
 - A natural extension for our organization: HER
- A luncheon event.
 - Experienced with daily events (Wedding Expo, Festival of Trees, Thrive Senior Living etc.)

HER LUNCHEON SERIES
MAGAZINE WOMEN IN BUSINESS
HOSTED BY: THE GAZETTE



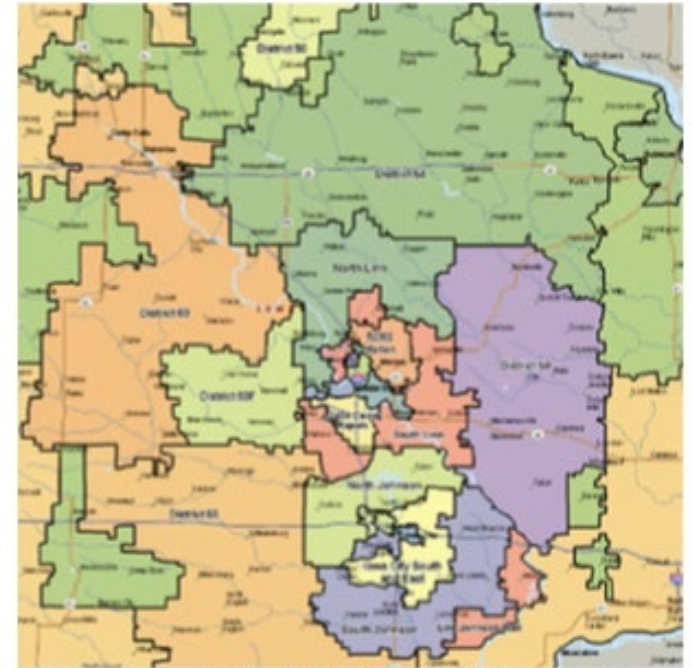
The Magazine

- 2 Times Per Year (Spring and Fall)
- Started as a free rack distribution throughout our market at high traffic locations
- 15,000 copies printed
- A number were withheld to handout at our inaugural event
- Initial Challenges:
 - High distribution expense
 - No subscriber revenue generated
 - Relied 100% on ad sales to be profitable



The Magazine (Pivot)

- Became a premium insert in The Gazette's Sunday edition.
- Positives:
 - Eliminated expensive racking costs
 - Immediate increase in distribution numbers
 - Added value for to the Sunday product
 - Included a premium upcharge on that Sunday
 - Increased advertiser interest
- Magazine revenue jumped roughly **3X** when we shifted distribution models.



The Gazette 16-County Area



HER Luncheon Series: Cedar Rapids & Fairfield

Attendance - Cedar Rapids 280 • Attendance - Fairfield 120

IT'S BACK! HER MAGAZINE LUNCHEON SERIES WOMEN IN BUSINESS Hosted by THE GAZETTE

Thursday, April 12, 2018

The Hotel at Kirkwood Center
Cedar Rapids, IA

KEYNOTE SPEAKER:



NANCY HAUSERMAN
Professor Emerita, University of Iowa

Register & Network:
11-11:30 a.m.

Luncheon:
11:30-1:15 p.m.

Workshop:
1:30-2:15 p.m.

HER LUNCHEON SERIES MAGAZINE WOMEN IN BUSINESS Hosted by THE GAZETTE

Thursday April 12, 2018

The Hotel at Kirkwood Center • Cedar Rapids, IA

Luncheon: \$35 per person | Workshop and Luncheon: \$50 | Table of 10: \$350/\$500 | Register & Network: 11:00-11:30 a.m. | Luncheon: 11:30-1:15 p.m. | Workshop: 1:30-2:15 p.m.

KEYNOTE SPEAKER:

NANCY HAUSERMAN

Professor Emerita, University of Iowa

**BLUEPRINT FOR SUCCESS:
ALIGNING YOUR WORK
WITH YOUR VALUES**



Personal values – respect, truth, honesty, etc. – make us who we are. If we're lucky, our jobs support and enhance those values.

But sometimes they don't.

To enjoy a truly successful and fulfilling career, you need to identify and understand your personal values and find ways to make sure your job responsibilities align well with them. Often, this is easier said than done. You may have to prioritize your values because they conflict with situations found in the business world. If you value honesty, but also value the ability to not cause others harm, what do you do if a work friend asks you to tell a white lie to your superior? Or, what if you have ethical concerns about a new business venture? Aligning our values with our work is rarely an all-or-nothing proposition.

Following the luncheon a special workshop led by Nancy Hauserman will be offered to those who register. Gain tools designed to help you clearly identify and prioritize your primary values. Learn to resolve internal conflicts that may arise when faced with competing values. Empower yourself to honor your values when tough decisions arise.

MODERATOR



Tracy Whitman, CEO
and Senior Advisor,
Adviser Connect

PANELISTS



Mike Murphy
Managing Director,
Adviser Connect



Sandy Rogoff
Senior Director,
Adviser Connect



Loretta J. Dondy
Managing Director,
Adviser Connect



Barbara Koppa
Senior Director,
Adviser Connect



Sheri J. Smith
Senior Director,
Adviser Connect



Megan Schulte
Senior Director,
Adviser Connect

Presenting Sponsor:
FSB
Financial Services Bank

Kosher Sponsor:
Adviser Connect

Sponsorship Sponsor:
Adviser Connect

Sponsorship Sponsor:
Adviser Connect

Sponsorship Sponsor:
Adviser Connect

Sponsorship Sponsor:
Adviser Connect

Sponsorship Sponsor:
Adviser Connect

Register now!
The Gazette | <https://orherwomenluncheon.eventbrite.com> | 319-398-8345

HER LUNCHEON SERIES MAGAZINE WOMEN IN BUSINESS Hosted by THE GAZETTE

Wednesday April 25, 2018

Stephen Sondheim Center for the Performing Arts • Fairfield, IA

Luncheon: \$35 per person | Workshop and Luncheon: \$50 | Table of 10: \$380/\$400 | Register & Network: 11-11:30 a.m. | Luncheon: 11:30-1:15 p.m. | Workshop: 1:30-2:15 p.m.

KEYNOTE SPEAKER:

GALE MOTE

Gale Mote Associates



**LEADERSHIP DOESN'T JUST
HAPPEN IN THE C-SUITE**

Every woman wants to know that she is a valued and respected contributor in the workplace. Each of us want to make a positive impact in our workplaces. Some believe that they need to be in the C-Suite for that to happen.

This inspiring keynote will provide practical techniques to lead where you are and bring your best self to any role, team or workplace situation. To end each day knowing we made a difference is the ultimate measure of satisfaction.

Following the luncheon a special workshop led by Gale Mote will be offered to those who register. You know the value of a high IQ. Gale's presentation is designed to help you also build your EQ (emotional intelligence).

MODERATOR



Tracy Whitman, CEO
and Senior Advisor,
Adviser Connect

PANELISTS



Kelly Heston
Director, Adviser Connect
Market Entry & Research



Amy Whittington
CEO,
LeadMile.org



Linda M. Heston
Executive Director,
LeadMile.org



Lori Schaefer
Executive Director,
Adviser Connect



Loretta J. Dondy
Managing Director,
Adviser Connect

For Sponsorship opportunities, please contact:

Amy Spahr
Fairfield Office: 641-474-1129
Amy.Spahr@thejournal.com

Matt Bryant
Washington Office: 219-640-2191
Matt.Bryant@washington.com

Priority reservations
are due by noon
April 18, 2018

Register now!
<https://fairfieldherwomenluncheon.eventbrite.com> | 319-398-8345
The Gazette | The Journal | Ledger | Mt. Pleasant News

IT'S BACK! HER MAGAZINE LUNCHEON SERIES WOMEN IN BUSINESS Hosted by THE GAZETTE

Thursday, April 25, 2018

Stephen Sondheim Center
for the Performing Arts

Fairfield, IA

KEYNOTE SPEAKER:



GALE MOTE
GALE MOTE ASSOCIATES

Register & Network:
11-11:30 a.m.

Luncheon:
11:30-1:15 p.m.

Workshop:
1:30-2:15 p.m.

Individual ticket - \$35 per person • Table of 10 - \$350 • Table of 10 & Workshop - \$500
Sponsor Revenue: Cedar Rapids \$15,500 • Attendance Averages: 350



What Came Next?... Early 2018

- We had a successful luncheon series
 - Quick adoption from magazine advertisers to sponsor tables, and other levels.
- Magazine Distribution
 - Stable distribution model, and active base of advertisers.
- 50% participated in both

Next Hurdle

- Build out our frequency of touches with the expanding audience base.



HER MAGAZINE

2018 WOMEN OF ACHIEVEMENT AWARD

Nominate someone you know!

The Gazette is seeking nominations of Eastern Iowa's most dynamic women for its inaugural **HER Women of Achievement Awards**. Twelve local business women, community and non-profit leaders who positively impact our communities will be recognized. Established professionals as well as young, up and coming Women of Achievement will be honored in this program.

Nominees will be evaluated on professional achievements in their field, creative contributions to the community and leadership skills.

Those selected as honorees will be celebrated at a special **HER Women of Achievement Awards** luncheon on June 7th and recognized in the pages of The Gazette throughout the year.

This premier event promises to be inspirational and will provide attendees the opportunity to meet and greet these leaders and hear their stories, challenges and triumphs.

HER WOMEN OF ACHIEVEMENT AWARDS CRITERIA

The **HER** Women of Achievement Awards are presented to women who ...

- Exhibit leadership skills in their field of expertise as role models and/or mentors to others at work and in the community.
- Are dedicated to helping others achieve their goals.
- Exhibit qualities of teamwork, integrity and dedication.
- Reinforce policies, practices, attitudes and/or actions that are intended to produce equitable outcomes for all.
- Give back to the community through their time, talent and/or resources.
- Advocate for positive social change.
- Have garnered respect at work and within the community.

To nominate, go to our online form at:

thegazette.com/HERnominations2018

and tell us who's made a difference!

Submit your nominations by February 16, 2018

For questions or sponsorship opportunities, please contact: Kelly Buchanan • Office: 319-368-8961 • E-mail: Kelly.Buchanan@TheGazette.com

Presenting
Sponsor:

FSB
FARMERS STATE BANK
Local. Stronger. Better.

The Gazette
thegazette.com

319-368-8961



thegazette.com/HERnominations2018

HER Women of Achievement: Call for Nominations

- December 16-February 16
 - 88 nominations received
 - Recognizing 15 Women
-
- Each winner had a profile written about them that was distributed each month in the business section of The Gazette.



HER Style and HER Voice

Intimate gathering in a country club setting for 150.

Speaker and networking series for University of Iowa business students.



HER STYLE Business fashion & style show
Hosted by The Gazette

It's easy to stay fashionable ...
...yet professional, in the business world.
Dress for success at the 1st Annual HER Style event. Featuring a luncheon, unique style show and event boutique shopping.

05.01.18
Elmcrest Country Club
Cedar Rapids, Iowa

Presented by:
F&M BANK

TICKETS STARTING AT \$35
RESERVE YOUR SEATS TODAY!
Purchase tickets online at: herstyle.eventbrite.com

business fashion style show
Hosted by The Gazette
Registration, Networking and Shopping: 11-11:30 a.m.
Luncheon: 11:30 a.m. - 1 p.m.
Luncheon Show: 12:00 - 1 p.m.
Shopping: 1:00 - 2:00 p.m.
Cost: \$35 per person (Before 4/20)
\$42 per person (4/21 - 4/26)
Purchase tickets online at: herstyle.eventbrite.com
Ticket ID: 1350

May 1, 2018
Elmcrest Country Club
Cedar Rapids, Iowa



HER STYLE

business fashion style show
Hosted by The Gazette
Registration, Networking and Shopping: 11-11:30 a.m.
Luncheon: 11:30 a.m. - 1 p.m.
Luncheon Show: 12:00 - 1 p.m.
Shopping: 1:00 - 2:00 p.m.
Cost: \$35 per person (Before 4/20)
\$42 per person (4/21 - 4/26)
Purchase tickets online at: herstyle.eventbrite.com
Ticket ID: 1350

May 1, 2018
Elmcrest Country Club
Cedar Rapids, Iowa



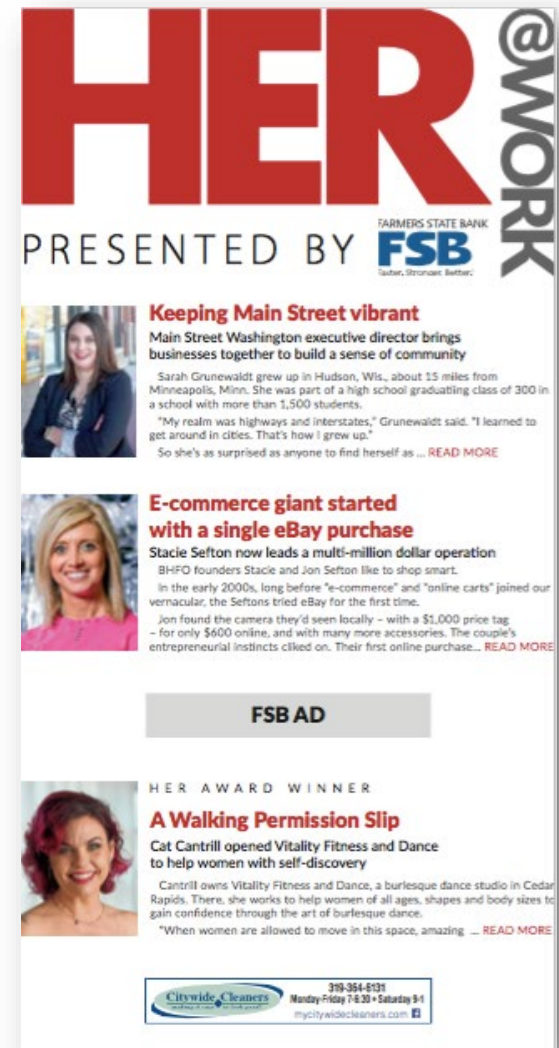
HER VOICE 
SPEAKER SERIES
Hosted by THE GAZETTE

Tuesday, May 1, 2018
11:00 a.m. - 1:00 p.m.
Elmcrest Country Club
Cedar Rapids, Iowa



HER@WORK Newsletter

- Every event added to an ever-growing list of emails.
- Converted this list into a monthly touch-point with all HER participants called the HER@WORK newsletter.
- Display sponsorship ads were sold to existing sponsors as a premium to be included in the newsletter.
- Sold on a flat rate. Not relying on opens or list size.
- Do you want to be a part of the digital touch point of HER? Of course you do.
- A mixture of article content, event announcement, recognitions, and promotion of upcoming HER events or magazines.



Averaging 30 – 40%
Open Rate



What's Next?

- Expanding the reach of HER.
 - Partnerships with markets to the south of Iowa (Fairfield, Mt. Pleasant, Washington)
 - Starting small with a luncheon.
- Additional media partnership with NRG Media in Waterloo, Iowa.
 - They provide access to their advertiser base.
 - They advertise on their media to the Waterloo market.
 - We sell and run the event and revenue share.

HER
M A G A Z I N E
FOR WOMEN IN BUSINESS

