

# ADVERTISE *with* SOFIA!

*Our readers are your potential customers.*

**WOMEN HAVE CONTROL OF THE MONEY AND THE PURCHASES.** Women represent the largest market opportunity in the world, according to Forbes magazine. Globally, they control \$20 trillion in annual consumer spending. In the next five years, it is expected that this number will rise to nearly \$30 trillion. **In the United States, women have enormous control, and it's increasing.** Reports range from \$5-15 trillion, with Marketing Zeus citing sources that **\$7 trillion is contributed by women** in the U.S. in consumer and business spending. Fleishman Hillard Inc. estimates that women will control two-thirds of the consumer wealth in the U.S. over the next 10 years. **Women handle the bulk of purchasing decisions** for everyday items like groceries and clothing — even for those items targeted at men. In fact, **50% of products marketed to men are actually purchased by women.** That's why items for men are often marketed with women in mind, as well. In addition to being responsible for most of the day-to-day purchases, **women are also heading up or influential in large ticket purchases like cars, homes and appliances.**

**85%** of **ALL CONSUMER PURCHASES** in the U.S. are made by women.

**93%** of **FOOD PURCHASES** are made by women.

**75%** of women identify themselves as the **PRIMARY** household shopper.

**50%** of **PRODUCTS** typically marketed to men are **PURCHASED** by women.

**80%** of **HEALTHCARE DECISIONS** are made by women.

**68%** of **NEW CAR** purchase decisions are made by women.

**66%** of **PCs** are purchased by women.

**92%** of **VACATION DECISIONS** are made by women.

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