



www.poisemag.com

VISION:

POISE is a lifestyle magazine for career women.

MISSION:

In a market saturated with publications, POISE offers sound career insights and lifestyle tips for the young ambitious woman. POISE fuses the witty, chic brilliance of *Jane* with the career and business focus of *Forbes* and *Fast Company*. POISE is the how-to guide for the modern generation of trendy working women.

TARGET:

POISE is for the woman who is establishing her career or exploring her options. She is sophisticated, urban, stylish and driven. She makes time to socialize with friends, shop for the newest trends, and try new restaurants.

POISE is for the woman who wants to know how to nail her interview, negotiate her raise, and travel on a budget. She needs reliable advice for how to pay off college loans, where to find a reputable stock broker and how to look fabulous doing it. She wants thorough and current advice for both her life and career. That is why she comes to POISE.

Age range: 20 - 35

Education: College graduate

Income range: \$30,000 - \$75,000+

MARKET COMPETITION:

The POISE woman is fast-paced; she considers her time valuable. If she can get everything she needs in one place, she will and that is why she comes to POISE. While she can go to *Glamour* for makeup tips, *Lucky* for fashion advice, *Money* for budgeting "how-tos" and *Fortune* for career advice and entrepreneurial highlights—POISE brings it all to one place.

POISE will cover issues such as career networking, starting a retirement plan early and tips for planning a vacation. While one page may feature interviews with up and coming entrepreneurial talent, another will highlight makeup tricks that transform a day look to a night look.

POISE is a virtual publication, thus having the advantage of frequently refreshed content. Our readers will not have to wait a month for new content, but will be able to read new articles weekly on our site. Additionally, the POISE blogs, message board, and polls give our audience an opportunity to discuss pressing issues and shape our content to what most interests them.

ADVERTISING RATES/SPECS:

POISE
magazine
Your career. Your lifestyle.

1
ADVERTISEMENT
full banner
486x60

Logout

career ▾ beauty ▾ lifestyle ▾ features ▾ members ▾ about us ▾ links ▾

Welcome back, [Tom!](#) No new messages.

Money
Why Young People Should Start A Retirement Plan Savings Habit Now
When you're young and just starting to make money, the last thing you may want to think about is retirement. But in reality, there is no better time than a first job to start setting money aside systematically in a retirement plan. ...

Wellness
Do You Have Fitness Issues?
Are you a person that starts to exercise and you are going great only to be stopped short due to tummy aches, sore joints and/or muscles? The unfortunate fact about becoming and staying fit is that sometimes it hurts. ...

Travel
Planning Your Getaway
There are so many ways to do your travel planning nowadays that it can be very overwhelming. There's a variety of Internet options, you can call a travel agent or you telephone the airline or property. So what is the best way to book your airline travel? ...

Feature
9 Ways to Network and Move Ahead in Your Career
Jump start your career now with these smart moves!
by Rachel Williams

Journal Break!
May 25, 2005 at 2:17pm
by Lauren (5 comments)
It's just after one and I am back from my all too short lunch break. This was a particularly productive break, as I had an impromptu ...

Friendships in the Office
May 27, 2005 at 10:25am
by AiLun (3 comments)
Monday to Friday, 9am to 5pm, I see the same faces. My coworkers have become a part of my daily routine. But why does it seem like when you have an office ...

Post-1st Blog Two Weeks Notice
June 09, 2005 at 9:18am
by AiLun (1 comment)
It's common practice, usually expected practice, to give your employer two weeks notice before the last day on the job. Those two weeks are for your ...

Daily Grind
June 02, 2005 at 9:50am
by Lauren (6 comments)
Do you ever have days when you wake up for work and think, "I just can't do this again." You roll over and stare at your alarm clock. You ...

2
ADVERTISEMENT
square button
125x125

3
ADVERTISEMENT
square button
125x125

4
ADVERTISEMENT
vertical banner
120x240

join us • contact us • privacy policy • media kit • advertisers

Copyright © 2005 Poise, LLC. All Rights Reserved.
info@poisemag.com
Design and Development by [Naked Pixel Productions](#)

Position 1: Full Banner, 486 x 60

Position 2: Square Button, 125 x 125

Position 3: Square Button, 125 x 125

Position 4: Vertical Banner, 120 x 240

High resolution JPEG photos and GIF images or animated GIF files are acceptable.

All advertisements are subject to review by POISE prior to listing. For more information on advertising rates, please contact advertising@poisemag.com.