



athena

MAGAZINE

British Media Kit 2026

*“The world changes
every time a woman
decides she’s ready”*

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MAGAZINE

athenamagazine.co.uk

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MAGAZINE

SEPT
ISSUE NO.04

MAKING
MENOPAUSE
MANAGEABLE

MEET THE
WOMEN
BREAKING
FREE

WHEN
COWORKING
MEETS
CO-LEARNING

TURNING TIDES

HOW ONE WOMAN IS NAVIGATING NEW
WATERS AS THE FIRST FEMALE HELM
OF THE DART LIFEBOAT

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MAGAZINE

JAN
ISSUE NO.02

7 STRATEGIC
STEPS TO A
SIMPLER,
STRONGER
BUSINESS

WHAT YOU
REALLY NEED
TO KNOW
TO MAKE
MONEY

HOW ONE
DEVON WOMAN
IS REFRAMING
A MALE-
DOMINATED
PROFESSION

LESS BUT BETTER

MAYBE IT'S NOT ABOUT BEING OR DOING MORE?
PERHAPS THERE'S A BETTER WAY TO APPROACH
BUSINESS AND LIFE?

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MAGAZINE

SEPT
ISSUE NO.01

5 BARRIERS THAT FEMALE
ENTREPRENEURS NEED
TO COVERCOME
TO SUCCEED

11 MENTAL HEALTH
AND WELLBEING TIPS
FOR LONE
WORKERS

BORN TO RISE

JOLANTA RADKO REMINDS US OF THE IMPORTANCE
OF MINDSET FOR BUILDING A
HAPPY, HEALTHY LIFE

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MAGAZINE

MAY
ISSUE NO.03

CAN PERSONAL
STYLING
HELP YOU
REDISCOVER
WHO YOU
ARE?

THE CHALLENGES
AND BENEFITS OF
NEURODIVERGENCE

HOW WOMEN
CAN BUILD
WEALTH &
FINANCIAL
SECURITY

A NEW VISION

HOW A TRAGIC ACCIDENT LED A PHOTOGRAPHER TO
VIEW LIFE THROUGH A COMPLETELY NEW LENS

Connecting Devon's *WOMEN IN BUSINESS*

What is Athena Magazine?

Athena Magazine is a free digital magazine for women in business based in Devon. It empowers them in business with actionable insights, inspiring stories, relatable role models, and opportunities to be more visible, whilst they learn and grow as part of a supportive community.

- Over 10k views of the magazine to date and still growing
- Published **3 times per year in January, May and September**
- Distributed directly to over 450 subscribers, plus through our partner mailing lists (totalling over 1,500 recipients) and through Local Libraries (via BorrowBox)
- As it's a digital magazine, all URL's in adverts are clickable by our readers
- Our issues are 'evergreen', and previous issues are still read every month as new readers discover Athena Magazine

What's Inside Athena Magazine?

- The most comprehensive guide for women in business in Devon.
- Local news and inspiring stories from female-led businesses in Devon.
- Useful articles with advice about subjects such as finance, marketing, legal, funding and business support.
- Business networking information
- Advertorial features where advertisers can promote events / news / updates about their business.
- Directory listings for local female-led or female-supporting businesses.

OUR AUDIENCE

Audience Demographics

Our readers are primarily women in the South Devon area, who own their own businesses (or are looking to start a business). Many are self-employed, with smaller businesses looking to grow.

The vast majority of our readers are women with school-aged children, which also opens up lifestyle advertising opportunities.

The majority of our readers are aged 35-54 (with readers above and below that age range too). They all identify as women, and the vast majority have children, mostly of school age. The vast majority are based in Devon. Most have small businesses and have businesses that have been running for over 3 years (with most over 5 years). Covering a wide range of industries, both B2B and B2C.

Some useful stats about our audience:

44.4% of our readers are aged 45-54

27.8% of readers are aged 35-44

16.7% of readers are aged 55-64

100% of our readers identify as women

66.7% of our readers have school aged children

WHY *ADVERTISE WITH US?*

We reach exactly your audience. Readers are highly engaged and trust our recommendations. Plus we offer affordable packages for all budgets, so your ads can sit alongside inspiring and empowering content, without intrusive pop-ups.

Stats and Engagement Metrics

- Over 10,400 views of our magazines
- Over 760 clicks on links in our magazine (primarily adverts and directory listings)
- Mailing list: over 450 subscribers
- Social Media: over 1300 followers

Our audience is loyal and engaged:

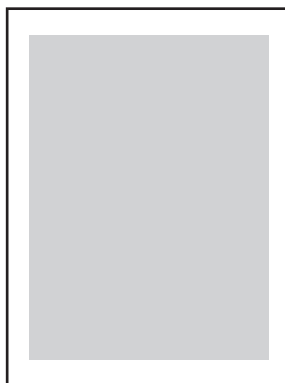
- 65.6% of readers read every single issue, cover to cover
- 70% of readers say Athena Magazine has helped by introducing them to other local women in business
- 100% of readers said they would recommend Athena Magazine to other women in business
- 19.3% of readers got in touch with a business after seeing it in Athena Magazine
- 51.6% of readers plan to get in touch with a business they have seen in Athena Magazine, they just haven't done it yet
- 89.4% of advertisers felt the adverts in Athena were good value for money

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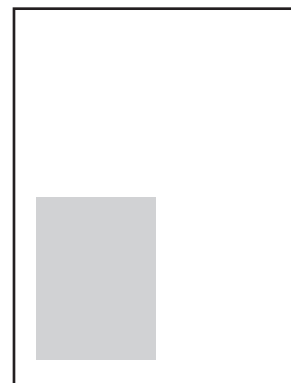
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AD OPTIONS *AND PRICING*

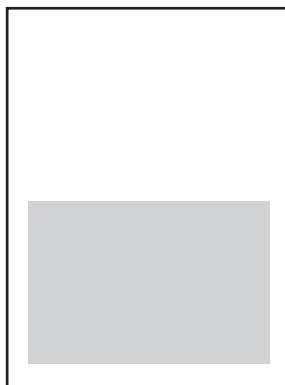
Ad sizes below. Please note ad orientation.



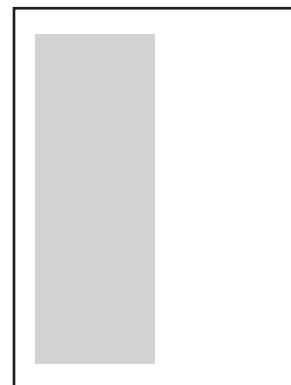
Full page:
210 x 297mm



Quarter page:
85.1 x 123.3mm



Half page landscape:
184 x 123.30mm



Half page portrait:
85.5mm x 259.6mm

Advertising rates per issue:

- Advertorials: £300 (DPS - 500 words copy and 3 images max - paid for artical)
- Inside Covers (back or front) or Back Cover £250
- Full Page £200
- Half Page £100
- Quarter page £50
- Directory Listing (in magazine and on website)
£10 per issue/£30 for the year

ard-winning Brand, Design, A
and Events Consultant



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For further information visit
email anthea@denningdesign.co.uk
or call 079

THE TROBE

COMMUNITY. COLLABORATION. CONNECTION

START &
GROW YOUR
BUSINESS
WITH US

Supporting women to start a
and grow businesses. Join us
for coworking, community,
connection & collaboration.

Join our coworking
membership, book our
hotdesks, attend our
workshops, join our
networking events.

OFFICE 1, THE BYRE
BERRY POMEROY
TOTNES
TQ9 6LH

www.thetribecoworking.co.
stacey@thetribecoworking.

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AD OPTIONS *PRICING: PACKAGES*

To book a listing please contact:
advertising@athenamagazine.co.uk

Discounts are available for multiple ads and multiple issue bookings. All annual bookings across 3 issues receive a free annual directory advert plus a 10% discount on the total booking cost. In addition, if you need support designing an advert this can be arranged for a small fee. Please contact us to discuss on advertising@athenamagazine.co.uk

Advertising Bundles

THE TAKEOVER PACKAGE

1 x Advertorial
Both Inside covers & back cover
1 x Full Page Ad
Directory Listing
Feature in email newsletter
Social media feature
TOTAL: £1,305
ATHENA BUNDLE OFFER: **£1,000**

THE ADVERTORIAL PACKAGE

1 x Advertorial
1 x Back Cover
Directory Listing
Feature in email newsletter
Social media feature
TOTAL: £655
ATHENA BUNDLE OFFER: **£500**

THE MINI SPONSOR PACKAGE

1 x Back Cover
1 x Half Page Ad
Directory Listing
Feature in email newsletter
Social media feature
TOTAL: £405
ATHENA BUNDLE OFFER: **£350**

Devon's *IN BUSINESS*



Online &
FREE



ES, SPARKING
G SUCCESS

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AD OPTIONS *SOCIAL MEDIA*

Social and Newsletter Advertising rates:

Athena Magazine offers the opportunity for advertisers to promote their business through paid social media posts, spaces in our newsletter, and guest blog features. Please note that all content shared through these channels will be subject to our editorial discretion to ensure alignment with our brand values and audience interests.

Email newsletter promo feature £30

A short promo piece in one of our monthly newsletters, ideal for promoting events, services, offers etc.

Sponsored Social Media Posts £30

A short promo piece on our social media platforms, ideal for promoting events, services, offers etc.

Guest Blog Posts on our website £75

Includes social media and newsletter feature promoting the post .

To book please contact advertising@athenamagazine.co.uk



Online &
FREE



DISTRIBUTION & PROMOTION OF ATHENA MAGAZINE

At Athena Magazine, we are committed to getting our publication into the hands of as many readers as possible. Our distribution strategy ensures that we reach a highly targeted audience of women in business, entrepreneurs, and local professionals across Devon and beyond. Here's how we get our magazine out into the world:

Where We Distribute

1. Digital Distribution

We publish Athena Magazine digitally on our website, making it easily accessible for our audience. Visitors can access the latest issue as well as past editions, offering a seamless reading experience. Print editions coming 2026!

BorrowBox - Library Distribution

Athena Magazine is available on BorrowBox, a platform run by Libraries Unlimited. This allows us to reach a broader audience, particularly avid readers who use their local library services. With over 97,000 users and 2.4 million loans across the region, BorrowBox opens up our magazine to library users, many of whom are women in business looking for inspiration and local resources.

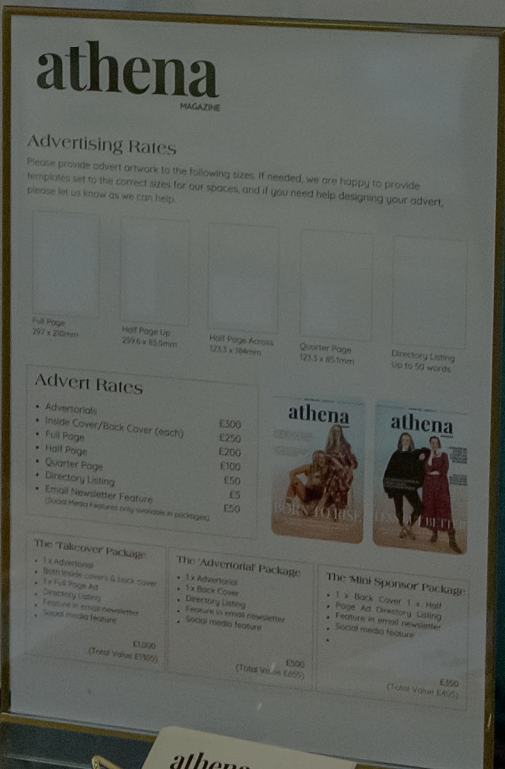
2. Our Own Mailing List (450+ subscribers)

Athena Magazine is sent directly to our loyal subscribers, who are primarily women in business and local professionals. We've carefully built this mailing list of over 450 individuals, ensuring we reach a relevant, engaged audience.

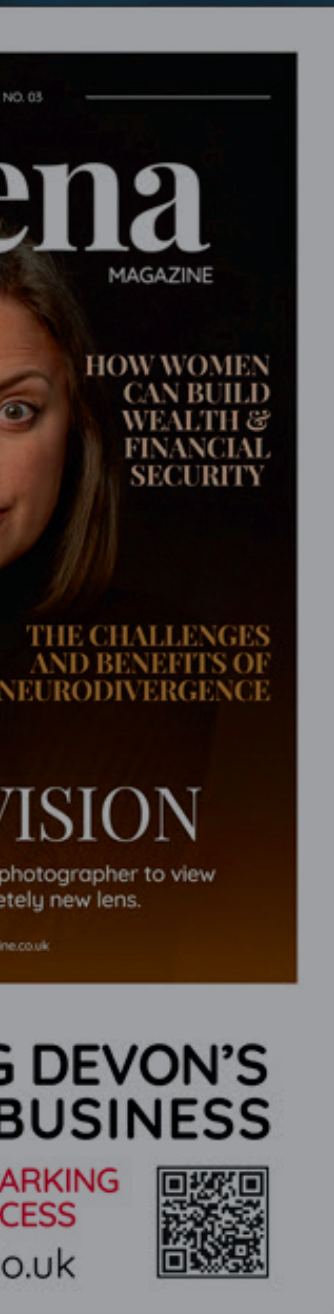
Emailed by Our Partners

We have strong partnerships with key local organisations who help distribute Athena Magazine to their extensive networks. These partners include:

- **Freelance Mum:** A local business networking group for mums, with a mailing list of 500 women in business across the South West. Many of Freelance Mum's members have already found the content of Athena Magazine useful, interesting, and inspiring.



DISTRIBUTION & PROMOTION *OF ATHENA MAGAZINE*



Devon Women in Business: This organisation has a dedicated following, including over 900 mailing list subscribers, 1,000+ members in their Facebook member group, and thousands of additional followers on social media. They actively promote Athena Magazine to their community, expanding our reach across Devon.

Our Promotion Strategy

We're not just relying on distribution alone to get the word out about Athena Magazine—we're actively promoting it through a variety of channels to increase our reach and visibility.

1. Our Own Social Media Channels

- We regularly promote Athena Magazine on our social media platforms, including Instagram, Facebook, and LinkedIn. These platforms allow us to engage directly with our community of women in business, share magazine updates, highlight featured stories, and create buzz around upcoming issues.

2. Social Media Channels of Our Partners

- In addition to our own channels, we benefit from the collective power of our partners' social media reach. Both Freelance Mum and Devon Women in Business share Athena's content across their own social channels, further amplifying our message and attracting a wider audience.

3. Advertising Campaigns

- We occasionally run advertising campaigns to promote Athena Magazine across digital billboards in key locations in Devon.
- We also invest in PPC ads to drive traffic to our website, increase magazine views, and boost overall awareness. These targeted ads ensure we're reaching the right audience at the right time.

TO *CONCLUDE...*

By advertising with Athena Magazine, you are reaching a highly engaged and growing audience of professional women, entrepreneurs, and local business owners. Here's why our platform is the ideal place to promote your brand:

- **Targeted Audience:** We focus on women in business, particularly entrepreneurs and women juggling business and motherhood. Our readers are decision-makers, business owners, and professionals looking for valuable resources, inspiration, and opportunities.
- **Collaborative Exposure:** Through our partnerships, social media efforts, and advertising campaigns, we ensure that our advertisers gain maximum exposure to a highly relevant and engaged audience

Testimonials

"I absolutely love reading Athena Magazine. As a business owner myself, it's so inspiring to see so many other amazing women in business right here in Devon. The stories and features not only showcase incredible talent, experience and skill, but they also remind me how much expertise and creativity we have on our doorstep and in this small corner of the world. I've made some great connections after reading different stories in the magazine. Athena is a real celebration of our local business community and a brilliant way to raise awareness of women who are smashing it."

"I love this magazine! High quality articles and photos, it has not only opened up my perception of Devon, it has also helped me connect to other women in business and find info I needed! A true place of cheerleading and possibility!"

"I have loved being a part of the Athena Magazines first year in business, both as a business included in the edit but also as a reader. The topics covered are diverse in range but so useful to so many women in business; whether you're just starting out with a brand new idea, or whether you've got an established business, there is something for everyone!"

TERMS AND CONDITIONS

All advertisements must be paid for at the time of booking unless alternative credit terms have been agreed upon in advance. Advert bookings will only be confirmed once full payment has been received.

Advert artwork must be supplied by you (in the correct size for the advert space you have booked) to Athena Magazine at least 10 days before the issue is published as high resolution PDF and JPG versions. It is your responsibility to ensure that all advertising content and materials are submitted by the agreed-upon deadline, and with the correct information included in the advert. Athena Magazine cannot be held responsible for missed publication dates or any losses incurred due to late submissions or incorrect information in the supplied artwork.

If you require assistance or advice in creating your advert, please contact us at advertising@athenamagazine.co.uk, and we would be happy to offer guidance.

We reserve the right to withdraw or withhold your advertisement in the event of non-payment or late payment. Cancellations must be made in writing within 7 days of placing the order. Cancellations made after this period may still incur the full payment. No refunds will be issued once an advertisement has been published.