

## THE GLANCER MEDIA GROUP, INC.

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### PRESS RELEASE

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## The Naperville Glancer Launches the Power of the Purse™ Campaign

NAPERVILLE—Local community living magazine, *The Naperville Glancer* recently launched a media campaign titled **the Power of the Purse**. The campaign targets area business as an effort to create awareness about the importance of marketing to women in today's community marketplace.

"Women are the world's largest market. They account for 80% of all spending by U.S. households, they represent 70% of new business startups and they control over half the private wealth in the United States. This is who reads our magazine," said 33-year-old Lindy Kleivo, founding publisher.

Ranked as one of Money Magazine's "Best Places to Live," Naperville is a mecca for happy, healthy women and their families. From entertaining events and leisurely activities to everyday living within the community, *The Naperville Glancer* has a diverse approach that delivers all that Naperville has to offer directly to select homes every month. It also remains unique in filling the demand in Naperville's marketplace to reach women effectively.

*The Naperville Glancer* is a monthly community living publication that entertains and informs readers with diverse articles on the latest resident, business and community trends in Naperville and its immediate surrounding areas. The magazine's content covers topics relative to adult Naperville enthusiasts, with an emphasis on females, as well as topics fit for the entire family, including kids, teens, men and seniors. Issue features will include dining, entertainment, arts & leisure, healthy living, style & fashion, children and community events.

Distributed by *The Glancer Media Group, Inc.*, the magazine targets all demographics while its primary demographic is women ages 25-65. *The Naperville Glancer* is direct mailed monthly and includes many popular features to Naperville residents including; editorials, contests and local shopping and dining information.

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