

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.

For additional advertising information contact one of our representatives below:

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