

## MEDIAPACK

### THE FEMALE CEO CREATE. EVOLVE. OVERCOME

## ABOUT US.

A magazine designed wholly to help female entrepreneurs and Founders to grow internally and outwardly. Create Evolve Overcome Magazine is a handbook for modern living and working.

Focusing on all aspects of professional and personal growth and development with 20 voices across six countries we're covered from startup to CEO.

With practical business tools, tips and know-how, as well as a wealth of information relating to psychological, mental and physical health we're helping today's entrepreneurs form a strong foundation upon which to build a stable business. And for the times when it's all too much, we have quiet space with meditation, simplicity and how to make time for what matters most.



INSTAGRAM FOLLOWERS

3,600 COMMUNITY MEMBERS

1,800 READERS

GLOBAL FOLLOWING



# NUMBERS.

## **AUDIENCE**

92% **FEMALE** 

28-55 YEARS OLD





**DEMOGRAPHICS** 

UK | REGIONS

32%

US | REGIONS

3%

SWITZERLAND | REGIONS

OTHER COUNTRIES

Our audience is predominantly made up of Female Entrepreneurs, CEO's and Women In Business. A strong UK presence with 20 prominent industry experts contributing regularly.

We also have a partner Female-led community in Michigan, USA and Editors and contributors in a further six countries. We have built a strong demographic and following overseas and regularly collaborate with features and events.

Each issue we offer a range of topics and features to our readers as well as Guest Blogs from selected partners across the globe. We have a total team of 18 Editors and Contributors with different areas of expertise bringing a diverse range of content ensuring a captive read from cover to cover.

#### Regular features include;

- In The Spotlight (inc. cover)
- A Seat At Tricia's Table
- Women of The World
- Overcoming The Odds
- Ask The Author
- Money Matters
- Success Engineering
- The Zen Den
- Cracking Content
- That Girl Meets
- Life Lessons: Cultural diversities
- The Empowered Mama
- Reset Your Mindset
- Lauren Loves
- -The Creatrix Journey



· What are the deliverables at each phase? interact with you at each stage? Once you have this all mapped out, you can build out templated delivery work-flows, using project anagement software to support you. laving a clear path for each project in advance may

Step 2: Automate the admin

Be honest, though, does this work?

The dream, right?

Let's be honest, who actually enjoys the admin part

low cost. You can automate processes for as little as \$350 a year! When set up correctly, automated processes become like an extra employee that

works 24/2 without ever needing to take a sick day

Once you've started to standardise your services, you can use automation to deliver the admin side in a way that is both affordable and scalable.

owner, let's call her Heema for the article, but this

an excellent experience for their clients, but the cracks start to show when they look to scale. They're ambitious and want to grow. However, ping the ball isn't an option when looking to

loyal to a business they feel understands r unique needs. Now more than ever, with

I'm going to give you a peek behind the curtain

- Step 1: Standardise, standardise,

- first want to map out your customer journey. · What are the different phases of the project?

Heema had worked in agencies all her career and



that Fence YEAR Creatrix





It was early in 2006, and I took the train from central Modena back to my hotel after a day of solo sightseeing.

It gets dark early in Italy during winter, and although it was only 3:0 pm, if felt and local like 0 pm. I entered an empty carriage except for two women sitting together (I assumed a more and her adult daughter who had a toddler with her). They sat on the left side, so I took the rist seat on the right diagonally opposite them and took out my cown of Voren unagazine.

Shortly after the train pulled out of the station, a middle-aged man entered the carriage. He walked past at least 20 empty now of seats and came and sat on the benefit opposite me, so we were facing each other. I thought this was weight, especially when I saw the look of concern on the younger woman's face as she

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At that moment (and this was a decade before I became a therapist), I realised that this was psychological warfare- he was trying to intimidate a young foreign woman on her own. To him, I might have looked like easy prey. Of

that he wouldn't do anything on a public train

his eyes on me, just sitting there, staring at me in silence. After a few minutes, he made an extensive display of suddenly splaying his legs open as far as possible, putting his crotch

on show, and stroking his inner thigh- all the while staring at me and licking his lower lip

with two witnesses less than 5 metres away.

course, he had no way of knowing that I had, in fact, survived an attempted rape at gunpoint and was absolutely unavailable for his antics.

I felt the adrenalin rush through my body, just as before with my attempted assault. My "fight" response kicked in, and I decided that I would not be polite or the "good girl" I had been taught to be.

I lowered my magazine, looked him straight in the eyes and stared back with laser intensity, refusing to look away or break eye contact. My inner warrior had shown up; she was tired of this shit and came to slav.

It felt as if time had completely slowed down; in my peripheral vision, I saw the young woman elbowing her mother again, both tensely watching this scene unfold

My eyes started burning from the intense staring, but I had never felt more powerful in my body, so I instinctively folded my arms across my chest, signalling that I was settling in and felt zem fear.

The voice announcing the next stop broke us out of this trance, and he stood up. The older woman said something to him that I didn't understand, but I knew it wasn't anything friendly from his facial expression.

Had I been polite, smiled at him, or moved, he would've won, and who knows how that would encourage him to elaborate on his scare tactics in the future.

As a therapist, many of the stories my clients tell often start with them having a gut reaction

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that something didn't feel right, that the "vibe" was weird, but they defaulted to social etiquette because they had been taught their entire life lives to be a good girl.

Like the woman who stopped to give a stranger directions, only to have him expose himself and try to push her hands onto his privates or the

> one who allowed her blind date into her apartment when he asked for a glass of water, knowing full well she never wanted to see him again, never mind start a relationship.

How often do we women put ourselves at risk just because we are taught to be peacemakers, avoid conflict, be friendly, and make people around us feel comfortable— even if we

After several personal experiences and listening to survivors' stories, I know that I would prefer to sunderstanding than land up

apologise for a misunderstanding than land up dead. I'm totally OK with a stranger (and even people I know) thinking that I'm rude because I trust my intuition and value it over what other people might think of me- and I hope you will too.

Imagine how different the world would be if little girls were taught to set boundaries, as often as they were taught to be polite.

I invite you to teach your daughters that their feeling of safety trumps societal norms so that they too can practice standing in the power of

Janine,

"My inner

warrior had

shown up; she was tired of this

shit and came to



## WRITE FOR US.

Could you see your work published with The Female CEO or in Create Evolve Overcome Magazine?

Alongside our regular columnists, we offer space for guest articles, allowing our members and readers the opportunity to be part of the business and showcase their own work.

Guest posting is a great way to reach new audiences and drive traffic to your website.

Each published article comes with Social Media support and an author bio and link to encourage web traffic and improve SEO. Plus we're going to shout out about you in our communities!

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DISPLAY ADVERTISING

1 ISSUE | 3 ISSUES | 6 ISSUES

**DOUBLE PAGE SPREAD - £800 | £725 | £650** 

FULL PAGE - £375 | £300 | £225

HALF PAGE - £150 | £75 | £50



Janine Weth, aka 'The Trauma Whisperer', is allicensed psychotherapist, clinical hypnotherapist and business coach specialising in helping women all over the world heal from unresolved trauma and painful life experiences so that they can discover their purpose and create businesses that are centred around fun, freedom and making an impact in the world.

Each week, you'll hear inspiring stories of female entrepreneurs who have not only healed from traumatic experiences but have gone on to thrive despite it. The mission of his podcast is to inspire women and help you recognise that trauma is just one page of your story and doesn't get to define you. Once you heal, you can consciously create the life and business of your dreams.

I caught up with Janine to ask her why she decided to launch this brilliant new podcast into the world and how it serves her fans and followers. Here she is in her own words.

So often, I'm the first person to hear and hold space for women's traumatic stories because they're scared and ashamed to speak their truth.

I believe secrets are shackles of shame, so I wanted to provide a safe, nonjudgemental space to tell these stories and celebrate these warrior women for overcoming.

originally wanted to create the podcast in 2020, but having three children and a lustsand at home 24/for several months put a pin in it. I could easily have given up, but with the flexible structure I have in place in my business, I just decided to postpone a few months and brought it to life in 2021.

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I hope to normalise people sharing their painful life experiences, so we can all be inspired to do the inner work and keep evolving into who we were always meant to be despite our trauma.

We've been sweeping shit under the carpet for decades, and it simply doesn't work. If I can inspire one woman to heal, it's a win for me, simply because of the compound effect it will have on her intimate relationships, how she parents her children, and how she shows up in her life.

compare doing this deep healing work o slaying dragons, and I'm so happy and grateful I GET to do this work every

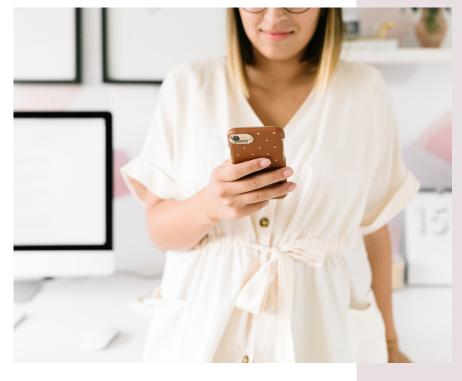
If you want to listen to Janine's fantastic podcast and the stories of the women thriving despite their trauma, you can



IN PARTNERS



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