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STILETTO WOMAN MEDIA

media  
*kit*

2012

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HER  
MODERN  
STYLE





# SW

STILETTO WOMAN MEDIA

***Stiletto Woman Magazine** is our means of speaking to everyday business women in a real way, particularly solo/micro business owners! The publication debuted in the summer of 2009 with our annual Amazing Women edition, in print and digital format to excellent reviews and enormous support. Today, we are committed to delivering content that is relatable, engaging, transparent, and meaningful.*

*Every issue is intended to be a page turner with insightful stories and educational features. When reading our magazine, we hope to help you feel independent, inspired, and understood! As a print and digital magazine we tell the “true” story—your story!*

*We intend to show what women have accomplished, how they've done it, and how it's impacted their lives. It's time we hear every woman's story, because truth is, we all have one.*

***Stiletto Woman Media** is home to Stiletto Woman Magazine, The Stiletto Woman in Business Awards (SWIBA), and National Walk in Stilettos Day. [www.stilettowoman.com](http://www.stilettowoman.com)*



# MALLY RONCAL

Interview by Karlena L. Wallace

With an indelible charm and 1000-watt smile, celebrity make-up artist, Mally Roncal has turned some brushes and a set of pigments, along with an endless passion for beauty, into an enviable empire. Internationally known and revered, Mally's innovative brand goes beyond her as a personality—it encompasses a successful product line as well as a cutting-edge web experience.

Mally has an awe-inspiring ability to create a range of looks from au naturale, sexy-chic and girl-next door to ultra-glam, high-fashion and avant-garde. Her stunningly diverse breadth of work continues to garner her numerous prominent clients and gigs: her clientele includes Beyoncé, Jennifer Lopez, Angelina Jolie and Heidi Klum; her editorial portfolio boasts covers and spreads for Harper's Bazaar, Elle, InStyle and Glamour; and her high-profile events include the Oscars, Golden Globes, Grammy's, MTV Video Music Awards and New York Fashion Week shows for top designers, such as Tracy Reese and Isaac Mizrahi.

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MEET THIS BEAUTY MOGUL UP CLOSE AND PERSONAL



look. I want to empower women. I want to e... I believe that your most beautiful days are al... de, and our amazing product, I just know the

KLW: Well I've seen some of your past clients—and they are beautiful, obviously, Beyoncé and J-Lo. I know in 2004 you created your cosmetics line ... is this something that was always in the works or did

goosey face, with great definition; a very warm look. Something that was natural, and fresh, but still fierce and fabulous. So that's one of our Mally Beauty philosophies, aside from being a very serious professional make-up line with high performance cosmetics

accomplish that for every woman out there. KLW: Absolutely. Tell us more about that transition. I think a lot of m... artists want to work with A-list celebrity clients. How did you go from... up artist to being one of the top style makers today—one who has w... with some of the most famous and most beautiful people in the wor... MR: I'll be honest with you, my love, none of it was calculated. It all just

# who is the *stiletto woman* reader?



*“Congrats!!! I know getting out an issue takes a ton of effort & this looks beautiful.”*

She is conscious of her purchasing habits and what she consumes—it’s not about quantity, but quality

She likes to look at the big picture, and is one with big dreams, big goals, and big ideals

She is a woman with a vision and believes in valuable connections; family and relationships are important to her

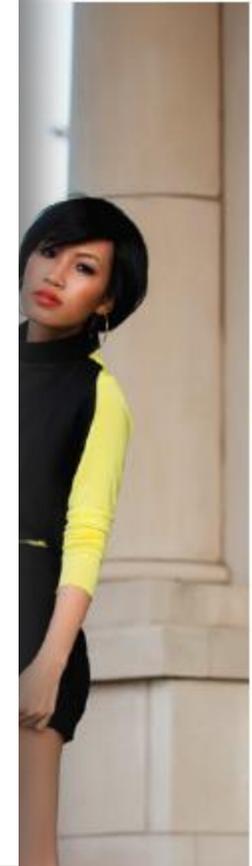
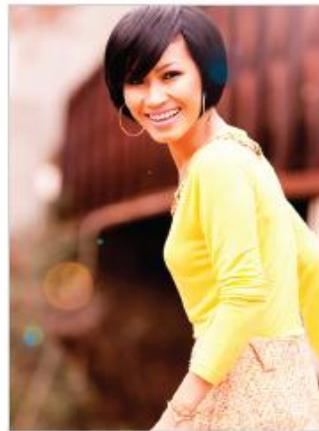
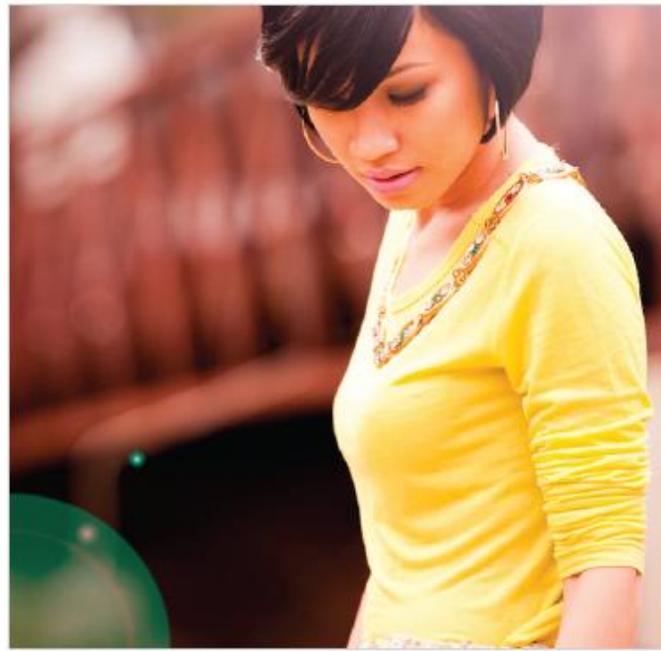
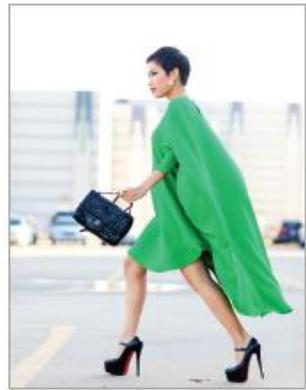
She is in tune with the trends; what’s hot and what’s not, but creates her own style

She is both the married and single female; she’s happy in her skin, and doesn’t let others define her

She is intelligent, but most important, applies practical knowledge, common sense, and professional know-how to resolve issues that matter

# OUR READERS

# HER MODERN STYLE



THIS PAGE NINI emerald green circle dress \$595, Christian Louboutin Lady Daf, Chanel 2.55, vintage Chanel earrings and Melody Ehsani ring, Nars lipstick Schlap.

OPPOSITE PAGE Chanel multi-color tweed skirt, Madewell long sleeve tee, Christian Louboutin Figalle, vintage necklace from Paris, hoops earrings from H&M  
Images courtesy of [www.ninistyle.net](http://www.ninistyle.net)



We target the contemporary business woman between 22-50 years of age

This woman has an average annual household income of approximately \$30,000-\$90,000

Within one year of launch (email) subscribers **TRIPLED** in size, and increases daily

StilettoWoman.com launched in 2009, and just over a year site traffic **DOUBLED**

Stiletto Woman has featured new/established models and famous photographers; some have worked with celebrities, entrepreneurs, and social leaders

Stiletto Woman is proud to have featured the works of major publishers including Simon & Schuster, Penguin Group; and bestselling authors on the New York Times Bestseller list

*“I LOVE LOVE the concept behind Stiletto Woman.”*

DEMOS



## how to keep your light shining

AN INTERVIEW WITH DEE WALLACE, AUTHOR OF "BRIGHT LIGHT"

By Maureen Francisco

**W**ith more than 100 credits to her name, including lead roles in films *Cujo*, *The Howling*, and *E.T. The Extra-Terrestrial*, Dee Wallace is used to being in the spotlight. But somewhere along her journey, Wallace almost found herself in the dark. Now the author of *Bright Light* reveals how she is making sure that doesn't happen to her again.

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**Maureen Francisco:** I found myself one weekend, Dee, just reading your entire book.

**Dee Wallace:** Oh . . . thank you.

**MF:** I even rented *E.T.* so I could relive the experiences you described in *Bright Light*. What inspired you to write this book?

**DW:** A good 20 years of my life, I lost myself. When you find out that you don't have to do that, and you get your life back, and you get your joy back, and you get your passion back, well, I think it's a duty really to share that with others and let them know that they and only they can reclaim who they are. Their light never went out, and they can turn it back up. They can love themselves and they can feel empowered and be a force in the world again. I think that's what we are all looking for, isn't it?

**W**e know her as a funny gal, but Margaret Cho is a serious woman. She talks with *Stiletto Woman Magazine* about her future and past projects and her plans to clean up her act.

**Maureen Francisco:** Thank you so much for carving time in the midst of your busy schedule. I just watched your music video, "I'm Sorry." I had no idea you can sing.

**Margaret Cho:** Thank you.

**MF:** "I'm Sorry" can be heard in your CD, "Cho Dependent," which also earned you a second Grammy nomination. Congratulations!

**MC:** Thank you.

**MF:** You're welcome. Your songs are dark, twisted and funny, too. You cover everything from break-ups to lice. Did you write these songs yourself?

**MC:** Yes, I had some help in [the] composing of the music. Lots of different people helped me. For that particular song, "I'm Sorry," that was great. I did that with Andrew Bird. For every song, there's a major amazing collaborator behind it. I used a lot of best-selling music.

**MF:** People know you as a comedienne and actress. Why did you decide to explore the music side?

**MC:** I just wanted to do more and really work with people who I love . . . to do something a little different. I really enjoy the process of collaborating with musicians and making music. It's not necessarily leaving what I love to do.

**MF:** You are now working on *Drop Dead Diva*, going on its third season on Lifetime. It's a dramedy—a drama and a comedy. The show premiered in June. What can we expect this season?

**MC:** I think there will be a lot of romance, lots of drama, lots of intrigue. My character [Tori Loe] definitely does a lot more this season, which I'm excited about. It's a great show. We are having so much fun making it. This is the third year. It's a big hit for the network. We just have a great time making it happen.

**MF:** You will also have Kathy Griffin, Lance Bass and Clay Aiken on the show. Why do you think you got so many stars to appear on *Drop Dead Diva*?

**MC:** It's all about teaching us to feel good about ourselves. Showing women that we are beautiful and pursued and have all these fabulous romances. And, still accept who we are . . . all sizes, of all ages, all different types of beauty are represented in our cast and audience. We have a great appeal to people. I think that's really important to have positive images of women's beauty out there.

**MF:** *Stiletto Woman Magazine* believes that, too.

Facebook game with a

with elements of race, class and to be like. It's another amazing project I really loved it. It's wonderful to do it in just like *Drop Dead Diva*, which has it. It's a cool fit.

acts have a strong message behind or being funny, but what people don't dy was your outlet to deal with the growing up. At 14, you were already dy, and the rest is history.

and my comedy, I think, has a message too, self-love.

household name in the ABC sitcom, 's the first show I can remember that dy on a major network during prime e executive producer of that show. show had such a short shelf life?

**MC:** It wasn't the right thing at the right time, which was unfortunate because I really loved doing it. I also didn't know what I was doing exactly then, so it's hard to steer when I really didn't know how to do it. It was a very tough project.

**MF:** I read somewhere that network executives coached you to be "more" Asian, and at times, to be "less" Asian.

**MC:** It was very hard. I also didn't realize how ridiculous it was. I just wanted to keep the job. They were also complaining about my weight, about me being too fat to do that part, which was weird because I was playing the part of myself. It didn't make any sense.

**MF:** I can't think of another Asian American show on a major network at prime time, since your show was cancelled. (In 1976, *M. T.* and *Tina* was the first American sitcom with a person of Asian background.) As the Asian American population continues to grow, why do you think we haven't seen a show dealing with Asian American issues?

**MC:** I don't know, but I would really love to see that. I think it's time.

**MF:** Are you open to doing another sitcom that focuses on Asian American issues?

**MC:** Yes! I would love to do that. I would definitely be very excited about that. I think it would be wonderful.

**MF:** For someone who loves creating, being in the spotlight is a must. Does all this get hard?

**MC:** It's not hard. It's great! It's about feeling inspired and having the freedom to do what you want to do and having the time to do it. I'm really lucky this is my job.

**MF:** So, is there something you haven't revealed to us that we don't know about you?

**MC:** I am a very good housekeeper, which I'm discovering right now. [Laughs] I'm quite a neat freak. I never knew this about myself. So, I thought I was messy my whole life, but actually, it's not true. I'm cleaning up my act.

**MF:** You don't have maids!

**MC:** No! [Laughs]

**MF:** I can tell that's something you aren't sorry about.



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# Pretty Business

[America's Next Top Model]

Cover Story

Up Close and Personal with a Beauty Industry Expert

*Katie has been intrigued with makeup for as long as she can remember. Her mom was a hairdresser, so the setting was always the perfect place for people wanting their makeup done. When asked about her first makeup application experience (aside from putting makeup on her Raggedy Ann Doll), she remembered working with one of her mother's clients. The client needed her makeup applied for an event but didn't have a makeup artist. From there Katie's talent expanded mostly by word of mouth. Today she continues doing the work she loves.*

Model: Sundai Love  
Makeup artist: Katie C.  
Photographer: Scot Woodman



***Stiletto Woman Magazine* has been called *meaningful, chic, and empowering*; an independent publication that's become a fast-growing source of *inspiration & "real" talk*. We have featured influential women including (but not limited to):**

**Dr. Connie Mariano (The White House Doctor):** The first military woman to become the White House Physician to the President of the United States, the first Filipino-American in U.S. history to become a Navy Rear Admiral, as well as the first female director of the White House Medical Unit.

**Dee Wallace:** An author and actress with more than 100 credits to her name. Wallace has appeared in blockbusters: *The Howling*, *Cujo*, and one of America's most celebrated films, *E.T. The Extra-Terrestrial*.

**Cheryl Burke:** Celebrity starlet and two-time champion of the hit ABC show, *"Dancing with the Stars,"* and the only dancer in the show's history to appear in the finals four times.

**Mally Roncal:** Beauty pioneer and creator of Mally Beauty cosmetics, and one of the most sought-after style makers who has worked with A-list celebrity clients like Beyonce, Jennifer Lopez, Angelina Jolie.

**Valerie Smaldone:** Five-time Billboard Magazine award winner, best known for holding the #1 position in the New York radio market as midday host of 106.7 FM for more than two decades.

**Kathi Goertzen:** The most recognized Seattle Anchorwoman for KOMO [News Network]; she's covered stories from Bill Gates to Princess Diana.

**Tina Sloan:** The legendary 20+ year Hollywood SOAP TV star of *"Guiding Light"*; she's appeared on *"Search for Tomorrow"*, *"Law & Order: SVU"*; and in feature films as *The Brave One* and *Changing Lanes*. Sloan is the author of *Changing Shoes* (Gotham Books) an imprint of Penguin Group.

**Margaret Cho:** A comedian, actress, and author best known for her bold stand-up routines. Among other accomplishments, Cho has appeared in her own sitcom, *"All American Girl,"* the hit TV show *"Drop Dead Diva,"* and popular movie *Face/Off*.

**Dr. Debbie Berebichez:** The first Mexican woman to graduate from Stanford University with a PH.D. in Physics; she's appeared on *OPRAH & Friends Radio*, and *National Geographic TV*.

**Mary Mazzio:** A 1992 Olympic athlete, former law-firm partner, and award winning documentary filmmaker. Mazzio's first work of art was cited as a "Landmark film" by *New York Times*.

**Dr. Mary Gatta:** The Director of Gender and Workforce Policy at the Center for Women and Work, and faculty member in the Department of Labor Studies and Employment Relations at Rutgers University.

**Rachel Renee Russell:** A two-time *New York Times* Bestselling author of the *Dork Diaries* book series published by *Aladdin* an imprint of *Simon & Schuster*.

**Tracy Evans:** Three-time Olympic aerialist, philanthropist, and founder of *Kids Play International*. Evans was named *Female Athlete Philanthropist of the Year* by the *United Athletes Foundation*.

**Marshawn Evans, JD:** An attorney, entrepreneur, frequent expert on *ESPN*, bestselling author of *S.K.I.R.T.S.* in the *Boardroom* published by *WILEY*, and past star of the hit TV show *"The Apprentice"* alongside *Donald Trump*.

**Cindy W. Morrison:** An author and Emmy-Award winning TV journalist who's been recognized for groundbreaking investigative work on high-profile cases, such as the infamous *Oklahoma bombing*.

**Dr. Andrea Pennington, MD:** An Integrative Medicine physician and former medical director for *Discovery Health Channel* who's appeared on *OPRAH*, *Dr. Oz*, and *CNN*.

**Susan Gunelius, Ph.D.:** Author of over a half dozen business non-fiction books by major publishing houses; online columnist for *Entrepreneur*, and a featured blogger for *Forbes*—her work has appeared in the *Washington Post* and *BusinessWeek*.



# media kit

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