




**EMPOWERING
WOMEN**
in industry

2025 MEDIA KIT



@womeninind
@empoweringwomeninindustry
Empowering Women in Industry Group
www.empoweringwomeninindustry.com



OUR STORY:

Our goal is to connect, educate, and empower women. For many of us, we learned to navigate a male-dominated industry without female role models or a community to lean on. We want to use our network to come together to share experiences, expertise, to help women become more efficient empowered leaders. Many women leave the industry for various reasons; some are forced to choose between a career and family life, while others have first-hand experience with the 'glass ceiling' – consistently facing obstacles as they try to climb the corporate ladder. Without support, growing in your career is hard. We have a long way to go, but we believe women in leadership will develop and implement the solutions to the many issues that still need to be addressed. Our team wants to empower you to be YOUR BEST SELF! When this happens, you can stay motivated to work toward your dreams and accomplish the goals you set for yourself. We want to work together with you. Help us Empower Women in Industry.

OUR MISSION:

Our mission is to Connect, Educate, and Empower Women that will not only inspire the next generation of leaders, but provide a community for those who are currently leading. We are passionate about building women up and advocating for them no matter where they are at in their individual journeys. We bring women together to discuss the opportunities and challenges of today as well as learn skills to strengthen our voices as Women! By leveraging our community and events, we elevate women both personally and professionally who then take those skills to make a greater impact across the globe.

OUR VISION:

Our vision is to help women advance in their profession and build a future generation of women in leadership. There is not always a seat at the table where women's ideas can be heard and understood. We will stand together and make sure we equip ourselves and others with the tools needed to use our voices and skills to create positive change in our industries.

CONNECT EDUCATE EMPOWER



CHARLI K. MATTHEWS
Founder & CEO



REBEKAH MECHTENSIMER
Chief Marketing Officer



AMBER BREWSTER-GRANING
Director of Marketing



MALLORIE BOWLING
*Graphic Design & Digital
Media Manager*

a message from *our founder*

"Empowering women isn't solely about breaking barriers; it's about forging paths of strength, resilience, and purpose. As we uplift one another and provide resources and knowledge sharing, we amplify a collective voice in progress, shaping a future where each challenge transforms into an opportunity." - CHARLI K. MATTHEWS, Founder & CEO

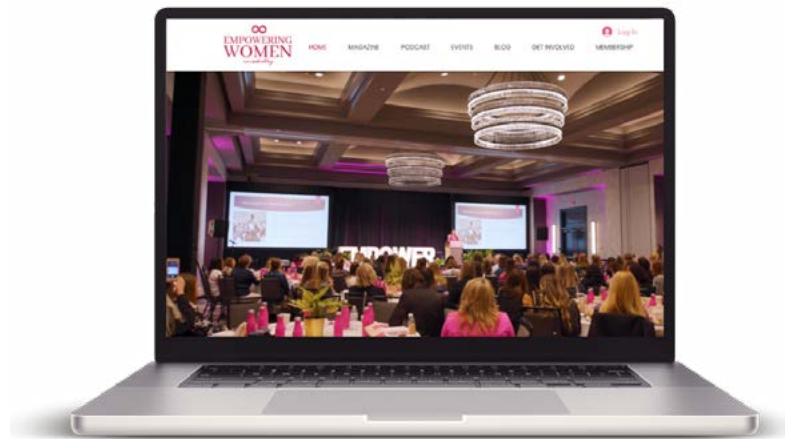
Contact us to learn more! Email Charli K. Matthews at charli@empoweringwomeninindustry.com for more information.

REACH YOUR AUDIENCE

ABOUT OUR COMMUNITY

In today's business and marketing climate it's imperative to develop strategies to reach your target audience regardless of where they are. Engage with your audience across a variety of platforms! Empowering Women in Industry's engaged audience can help you do that.

Empowering Women in Industry's community is truly one of a kind. Our community is made up of website visitors, eNewsletter subscribers, social followers, event attendees, and podcast listeners. Our audience will help you get in touch with the right women in industry to help you grow your business.



our stats



400K+

Annual Social Media Impressions



2.1K+

eNewsletter Subscribers



18.5K+

Annual Website Users



34K

Annual Social Media Exposure*



1.5K+

National Conference Attendees

* Influencer channels through Charli K. Matthews



OUR TOP MARKETS

- Construction
- Industrial
- Water/Wastewater
- Manufacturing
- Oil & Gas
- Energy

LINKEDIN AUDIENCE

- Manufacturing
- Marketing, Advertising & Consulting
- Information Technology
- Oil & Gas
- Construction
- Civil Engineering
- Higher Education
- Non-Profit
- Environmental Services
- And Others

POSITIONS/JOB TITLES

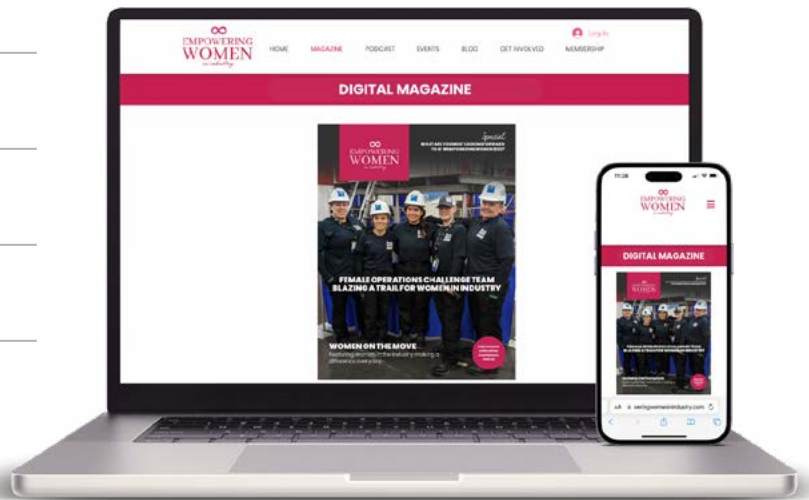
- Tradeswomen
- Engineers
- Sales & Marketing
- Human Resources
- Entrepreneurs



DIGITAL MAGAZINE

In our mission to Connect, Educate and Empower the Women in Industry Community while distributing the right content to the right audience at the right time. Empowering Women in Industry has developed a special digital publication that gives you the best of digital media, but has the feel of a magazine. These custom publications will be created and distributed for select audiences as well as key industry events. With a digital magazine format, we're also able to incorporate videos into our issues to create an engaging and interactive experience for our reader and for those looking to advertise in a creative way.

AD FORMATS	RATES
COVER STORY	\$6,000
FULL PAGE 8.5" x 11"	\$3,000
1/2 PAGE HORIZONTAL 8.5" x 5.5"	\$1,750
BRAND SPOTLIGHT	\$500
PREMIUM SPOT	+15%



ISSUES & DEADLINES

In 2025, there will be four digital issues: January, April, July, and October.

JANUARY

Editorial: Dec 1
Artwork: Dec 15



APRIL

Editorial: Mar 1
Artwork: Mar 15



JULY

Editorial: June 1
Artwork: June 15



OCTOBER

Editorial: Sept 1
Artwork: Sept 15

AD SPECS

Color Mode: RGB



Resolution: 300 dots per inch (DPI)



Full-Page Sizing: 8.5 inches wide, 11 inches tall

Half-Page Sizing: 8.5 inches wide, 5.5 inches tall

Embedded Video: Mp4 File Format, under 100 Megabytes



Be part of a transformative movement at the 7th annual Empowering Women in Industry Conference and Awards Gala in Chicago, October 1-2, 2025. This is more than an event—it's a catalyst for change where women leaders unite to share experiences, break barriers, and lift each other up. Join us October 1st for our Members' Mingle and Industry Fashion Show, highlighting what real women look like in the workforce along with the advancements made in women's workwear. October 2nd brings powerful keynotes and collaborative discussions.

The day culminates in our Awards Gala, honoring those who exemplify excellence and empower others. Together, we're building the support network and community that many of us never had. Come connect with leaders who understand your journey and are ready to help you become your best self.

Sponsorship Opportunities Available!

ABOUT THE EVENT

Get ready for an unforgettable experience at Empowering Women 2025 in Chicago! Our 7th annual event brings together amazing women who are making waves in industry. Whether you join us in person or tune in through the Whova App, you'll be part of something special. Over two energizing days, you'll hear real stories from inspiring women, share experiences in our interactive sessions, and build connections that last. Watch as our Industry Fashion Show spotlights brands that get it - creating workwear that works for all the different hats we wear. And don't miss our Awards Gala, where we celebrate the incredible women who are changing the game and lifting others up along the way. This isn't just another conference - it's your chance to join a community of women who understand where you're at, where you're headed, and want to help support and empower you along the way.

EXPECTED AUDIENCE

200+ Women looking to advance in their careers.

AVAILABLE SPONSORSHIPS

EXCLUSIVE LEVEL SPONSORSHIP - \$20,000

- Presenter Spot - Main Stage
- Sponsor Table at Conference (15 tickets)
- Exhibitor Table
- Promotional item in welcome bags
- Award Presenter
- Logo in Program and Conference Graphics
- Mention during Conference
- Listed on EmpoweringWomeninIndustry.com & email Promotions
- Mentions through the Empowering Women & Empowering Pumps social media channels
- Virtual Monthly Meet-up Speaker 2x
- Interview spot on the Empowering Women in Industry Podcast
- Ambassador member spot

GOLD LEVEL SPONSORSHIP - \$15,000

- Presenter Spot - Breakout Session (sold out)
- Sponsor Table at Conference (10 tickets)
- Exhibitor Table
- Promotional item in welcome bags
- Award Presenter
- Logo in Program and Conference Graphics
- Mention during Conference
- Listed on EmpoweringWomeninIndustry.com & email Promotions
- Mentions through the Empowering Women & Empowering Pumps social media channels

SILVER SPONSORSHIP – \$10,000

- (5) Conference Passes
- Logo in Program and Conference Graphics
- Mention during Conference
- Listed on EmpoweringWomeninIndustry.com & email Promotions
- Mentions through the Empowering Women & Empowering Pumps social media channels

BRONZE SPONSORSHIP – \$6,500

- (2) Conference Passes
- Logo in Program and Conference Graphics
- Listed on EmpoweringWomeninIndustry.com & email Promotions
- Mentions through the Empowering Women & Empowering Pumps social media channels

MORE SUPPORTING SPONSORSHIP OPPORTUNITIES

MEMBERS' MINGLE – \$3000

Members' Mingle cocktail reception for Empowering Women members

BOOK SPONSOR – \$2000

Each participant will receive a book. Sponsor can design bookmark to be included.

AWARD SPONSOR – \$2000

Sponsor of one award with opportunity to present the award during the awards ceremony

FASHION SHOW SPONSOR & EXHIBITOR TABLE – \$2000

Showcase your brand during the event and scheduled networking times

EXHIBITOR TABLE – \$2000

Tables will be step up during conference and will be open to attendees during scheduled networking times

Contact *Charli* today to secure your sponsorship: charli@empoweringwomeninindustry.com



CAMPAIGN CALENDAR



	CAMPAIGNS	EVENTS	SPECIAL PROMO
Q1	JAN Goal Setting, Leadership Development, Career Planning, Financial Wellness	*	Digital Magazine
	FEB Women's Health, STEM Advocacy, Engineering	Empowering Women in Industry - Alabama, Women in HVACR, 2025 Coastal Bend Women in Industry Education and Career Expo	#Eweek2025, #GirlDay2025, National Women Inventors Month
	MAR Celebrating Women's Success, Gender Pay Gap Awareness, STEM, Recruiting & Talent Retention	WiM West, GROW & Flourish	#InternationalWomensDay, #IWD2025, #WomensHistoryMonth, #WorldEngineeringDay, #WICWeek, #AccelerateAction
Q2	APR Sustainability, Industry Innovation	Alabama - Mississippi Water Joint Annual Conference	Digital Magazine, #NationalWeldingMonth, #WaterWeek
	MAY Mental Health, Work-Life Balance	Moms in MFG	#NationalSkilledTradesDay, National Mental Health Month, National Women in Aerospace Day
	JUN Safety, Gender Equity, Inclusion	EWii In-Person Meet-up & Model Call	#NationalSafetyMonth, #PrideMonth, #INWED25
Q3	JUL Financial Literacy, Overcoming Imposter Syndrome	WIM's Summer Leadership Conference	Digital Magazine
	AUG Together We Rise, Manufacturing, Skilled Trades, Equity in the Workplace	NAWIC Annual Conference	#WomensEqualityDay
	SEP Branding, Safety Awareness	Women of TPS, Tradeswomen Build Nation Conference	#TWBN2025
Q4	OCT Innovation, Leadership	Empowering Women in Industry Conference	Digital Magazine #EmpoweringWomen2025, #MFGDay, #RepresentationMatters
	NOV Talent Retention, STEM Careers	Empowering Pumps & Industry Conference	#EPIC2025, STEM/STEAM Day
	DEC Entrepreneurship, Planning for 2026	Vision Board Planning	#StrategicPlanning

CONTACT CHARLI K. MATTHEWS, CHARLI@EMPOWERINGWOMENININDUSTRY.COM IF YOU HAVE ANY QUESTIONS ABOUT THE CAMPAIGN CALENDAR OR IF YOU ARE INTERESTED IN BECOMING A CONTRIBUTOR

*THERE WILL BE FOUR EMPOWERING WOMEN IN INDUSTRY DIGITAL MAGAZINES RELEASED IN 2025:

JANUARY, APRIL, JULY & OCTOBER | LAST UPDATED NOVEMBER 2025



VIRTUAL & REGIONAL EVENTS



Mentorship Circles

Second Wednesday every Month • Virtual

Empowering Women in Industry Virtual Meet Up

Quarterly • Virtual

Empowering Women in Industry - Alabama

February 7 • Tuscaloosa, AL

EWii In-Person Meetup

Summer 2025 • TBD

Empowering Women in Industry Model Call Meet Up

June 2025 • Chicago, IL

Empowering Women in Industry Conference & Gala

October 2, 2025 • Chicago, IL

Networking Sponsorship

Sponsor one of our local events to network with our community outside of the annual conference. Contact, Charli@empoweringwomeninindustry for more information.



BECOME A MEMBER TODAY.

Our vision is to help women advance in their profession and build a future generation of women in leadership. There is not always a seat at the table where women's ideas can be heard and understood. We will stand together and make sure we equip ourselves and others with the tools needed to use our voices and skills to create positive change in our industries.



As an Empowering Women in Industry member you will have exclusive access to connect with some of the top leaders in the industry. Our network includes people from all walks of life and career paths empowering each other to become the best version of themselves. If you are looking to expand your network all while developing yourself both personally and professionally our membership is the perfect choice for you. Regardless of the membership package that you choose, you will receive:

- ✔ Online membership directory for Empowering Women community & customized individual profile
- ✔ Access to all on-demand videos of speakers for virtual meet-ups and conference sessions
- ✔ Ability to use the “Proud Member of Empowering Women in Industry” logo
- ✔ Opportunity to serve on one of our various event planning committees
- ✔ Discounted rates on partner courses, books, and other promotional items
- ✔ Members-only group coaching call with Charli K Matthews

Friend

\$195

- ✔ 20% discount on Conferences
- ✔ Discounted rate for Leadership course
- ✔ Access to job opportunities board
- ✔ Opportunity to be featured in our magazine

Advocate

\$595

- ✔ 30% discount on up to (3) tickets to Annual or Local Conference
- ✔ Access to Leadership course
- ✔ Access to post up to (3) job listings on our job board
- ✔ (1) Virtual webinar for the members-only portal
- ✔ Listed as an Advocate Sponsor on the website and promotions

Ambassador

\$2,250

- ✔ 50% Discount on up to (10) tickets to Annual or Local Conferences
- ✔ Membership for up to (10) employees
- ✔ Access to Leadership course
- ✔ Access to post any time on job opportunities board
- ✔ (1) Virtual meet-up speaking opportunity
- ✔ Listed as an Ambassador on the website and promotions
- ✔ Recognition in monthly eBlast Listed as an Ambassador



THE EMPOWERING WOMEN PODCAST

The Empowering Women Podcast is a production of the Empowering Women in Industry organization. We aim to bring the stories of inspiring career women to inspire and encourage the next generation of leaders. In particular, we highlight women in male-dominated fields (such as engineering, manufacturing, construction, etc.), and seek to bring some of the more difficult conversations around workplaces sexism and bias to an open space for exploration.

PODCAST STATS



28K+ downloads

85 episodes published

Listened to in 135+ countries

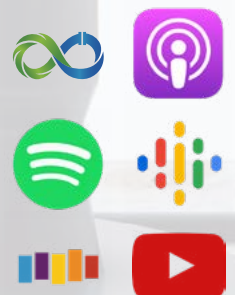
Sponsorship opportunities available.

For more information, email
Charli@empoweringwomeninindustry.com



OUR HOST

Shannon Bumgarner



What does Empowering Women in Industry Mean to You?

From our Community



Elizabeth Dodson:

Empowering women to me means showing women the mirror I have of them! One that is amazing, one that is worthy, and one that is strong. The women around me sometimes do not understand how powerful they are, and I want to show them from my perspective how amazing they are in the special capacity they offer the world. Because deep down I truly believe we are all super heroes!



Mimi Phree:

To me, empowering women means genuinely supporting and uplifting each other. It's about creating a space where women can embrace their strengths, pursue their dreams, and overcome the challenges they face. It's not just about providing opportunities but also listening, offering encouragement, and standing beside them as they navigate their paths. Empowerment is personal—it's about celebrating each woman's unique journey and helping them feel confident and capable of achieving their goals.



Heather Eason:

Women are more capable than we give ourselves credit. When you empower a woman, you encourage her to step outside her comfort zone, face her fears, and support her as she starts to soar.



Renee Hastings:

Empowering women is like giving them a superhero cape— it's all about cheering them on, providing opportunities, and letting them shine in every aspect of life. Picture a world where women feel confident, supported, and free to chase their dreams. It's like being part of a fantastic team where everyone has their unique strengths, and together, we create a space where women truly thrive. So, to me, empowering women is like spreading joy, positivity, and a whole lot of encouragement, making sure every woman feels like the incredible hero she is!

