



CAKE & WHISKEY

MEET THE FOUNDER / CHIEF CURATOR



NAMED AS ONE OF PNC
BANK'S
'WOMEN WHO ACHIEVE'

GUEST JUDGE ON TRAVEL
CHANNEL'S 'AMERICAN
GRILLED'

HER HUFFINGTON POST
PIECE GARNERED A RARE
21,000 'LIKES' AND 4000+
SHARES.

KEYNOTE SPEAKER AT
BUSINESS CONFERENCES
AROUND THE COUNTRY IN
2014

WINNER OF A 2014 PIAS
GRAPHIC AWARD

WINNER OF THE 2014 NAWBO
WINNERS CIRCLE AWARD

GUEST HOST OF THE US
CHAMBER'S ANNUAL CWB
RECEPTION IN WASHINGTON
DC

FINALIST FOR BEST NEW
LAUNCH OF 2013

MOST IMPORTANTLY, WIFE
TO MR. HANDSOME AND
MOM OF THREE LITTLE
HANDSOMES.

***@MrMagazine & Megan Smith talk the allure
of print and the launch of @cakenwhiskey #rmp2014***

***@cakenwhiskey founder @homemaking101 join host
@ChefDavidGuas on @travelchannel's #American-
Grilled***

***@cakenwhiskey founder Megan giving a fascinating
speech #WWFL2014***

MEET THE CAKE&WHISKEY READER



The CAKE&WHISKEY woman has a passion for something beyond mediocre. Beyond the rules established in business and life. Who looks at obstacles as stepping stones and set-backs as learning curves.

Who juggles family and work, not because she's out to prove a point, but because her curiosity for life and limitless boundaries make her better as a mother, businesswoman, wife, colleague, daughter, and friend. Who draws as much joy sitting down to tea with her business idol as she does sitting in the grass, gardening with her children.

She is always cherishing sweet memories and spiriting through difficulties.

She radiates inner beauty and accepts others on their journey— without judgment— always seeking to mentor, support, and champion, never to undercut or shame.

She is poised, lighthearted and relatable. You want to swap stories and giggle over a huge scoop of ice cream with her.

She is far more interested in another's story than her own, knowing that she will glean wisdom from everyone who crosses her path. Thriving off insight from others, she is constantly fueled to do more, reach farther, and dream bigger.

A forever student, continually gaining knowledge from those around her.

She is incredibly persistent in reaching the mark. She is a warrior for causes, a champion for others: sympathetic, humbled, and always seeking to empower.

She's an original. She is CAKE&WHISKEY.

Megan Smith
Founder and Chief Curator

Authentic storytelling
Thoughtful
Purposeful
Diversity of age, wealth, location...
Wise
Moving
Challenging
Relatable
Historical
Futuristic
Celebratory
Engaging
Fun
Sweet
Spirited
Ingenuitive
Mentoring
Risk-Taking
Relatable
Relational
Aspirational

CAKE&WHISKEY



CAKE & WHISKEY

is becoming the leading magazine for today's woman, a trusted partner for organizations and companies that promote female participation, growth and leadership.

MEGAN SMITH
founder and Chief Curator

& MANIFESTO

CAKE & WHISKEY MAGAZINE IS DEVOTED TO WOMEN IN ALL STAGES OF THEIR JOURNEY. IT SEEKS TO MOTIVATE AND SPARK WOMEN TO DREAM BIGGER, REACH HIGHER, AND ACHIEVE GREATER THINGS. FOR THE MODERN WOMAN, SUCCESSFUL NAVIGATION OF TODAY'S LANDSCAPE REQUIRES MASTERING THE FINE ART OF **CAKE & WHISKEY** FINDING THE BALANCE BETWEEN LIFE'S SWEET INDULGENCES AND SPIRITED STRENGTH.

CAKE & WHISKEY provides engaging, provocative and sophisticated perspectives and insights through in-depth interviews conducted over a slice of cake and glass of whiskey, to articles written from a wide geography and perspective, to stunning photography and creative design.

Whether a recent college graduate looking for her first job, a corporate executive climbing the ladder or an entrepreneur looking to start a small business, every woman has a valuable story to share, and we share these stories with readers.

& BRAND GUIDELINES



Melissa Joy Kong ~ Founder of Technori

***A balance of
entrepreneurship &
corporate world content :***

EDUCATIONAL - 30%
INSPIRATIONAL - 50%
FUN - 20%

NATIONAL AND
INTERNATIONAL
FEATURES:

***Women from all walks of life
and points on the journey.***

HIGHEST QUALITY
PHOTOGRAPHY ONLY.
***Professionals with 5+ years of
experience with an extensive
portfolio.***

***Contributing writers, freelance
writers and columnists of
THE HIGHEST CALIBER
AND EXPERTISE IN
THEIR FIELD.***

TARGET READERS/ SPECIFIC AUDIENCE &

WOMEN WHO DESIRE A CHALLENGE &
SEEK INSPIRATION



Rifle Paper Co. ~ Spring 2013 feature

Through our strategic partnerships, we aren't just guessing at who picks up our magazine. It is being placed into the hands of:

85%
READERS

Women 24-32

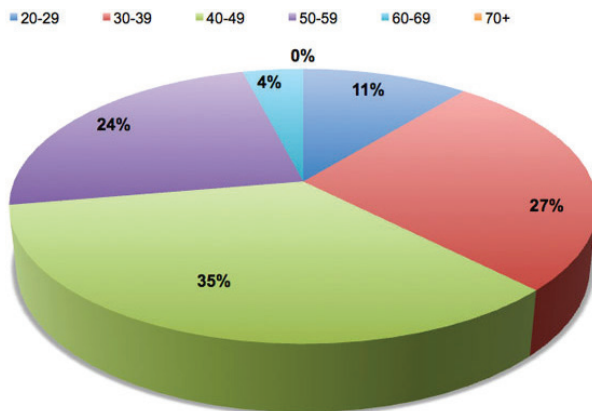
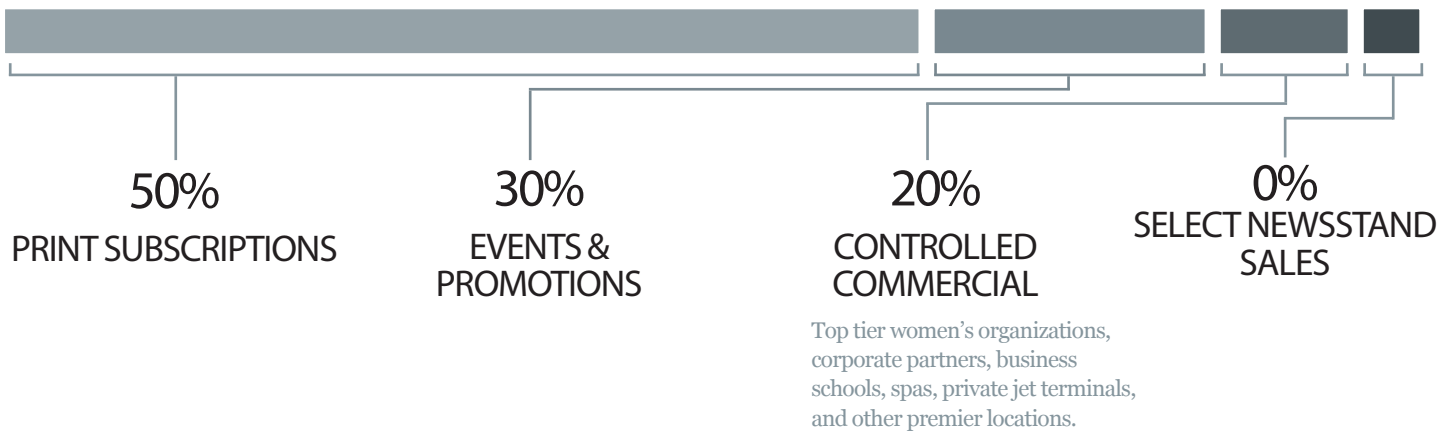
90%
READERS

*Bachelor's Degree
/Graduate*

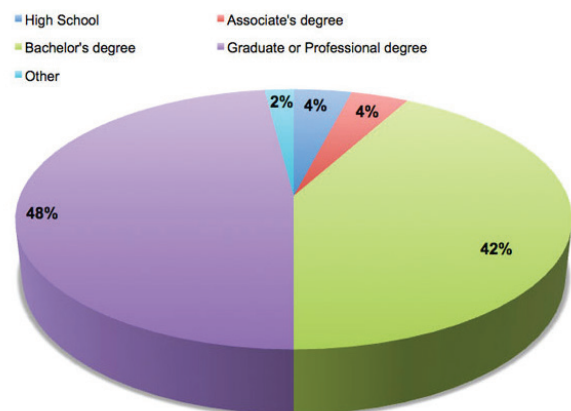
CIRCULATION &

INNOVATIVE, STRATEGIC DISTRIBUTION OF 15,000+ MAGAZINES

- WOMEN'S BUSINESS ORGANIZATIONS
- BUSINESS SCHOOLS NATIONWIDE
- INDEPENDENT BOOKSTORE PARTNERSHIPS
- HIGH END BOUTIQUE SHOPS
- LUXURY TRAVEL HOTELS
- CORPORATE PARTNERS
- INDEPENDENTLY OWNED BOOKSTORE
- NEWSSTANDS
- SPAS/RETREAT CENTERS/BOUTIQUES



86% Ages 30-59



90% Bachelor's / Graduate



CAKE & WHISKEY'S EVENTS AND PRESENCE

CAKE&WHISKEY partners with women's organizations around the globe throughout the year to host events, provide magazines, offer discount subscription rates and form lasting relationships with businesswomen around the globe. Below is a list of just some of the business conferences C&W was given as the publication of choice:

EDGE CONFERENCE FOR WOMEN
WORKING WOMEN STATE CONFERENCE
INNOV8
CIRCLES CONFERENCE
WOMANCON
ETTM 360° CONFERENCE
MBAWI ANNUAL CONFERENCE
SISTERHOOD CONFIDENTIAL
EMERGING WOMEN LIVE
KEEN DIGITAL SUMMIT
WOMEN 2.0: 2020 VISION
C200
US CHAMBER ANNUAL WOMENS CONFERENCE

CAKE&WHISKEY hobnobs happen around the country, where businesswomen come together, quarterly, to 'eat cake, drink whiskey, talk shop'. Below is a list of our current and upcoming groups:

PITTSBURGH
WASHINGTON D.C.
LOUISVILLE
PHILADELPHIA
CHICAGO
RALEIGH
SAN DIEGO
BATON ROUGE
COLUMBUS
NASHVILLE
LOS ANGELES
BALTIMORE
PHOENIX
LEXINGTON



Interview in Minneapolis with Krista Tippett, NPR host of On Being and winner of the 2014 National Humanities Medal



REACHING AMERICA'S MOST INFLUENTIAL WOMEN

Women make 80% of all purchasing decisions in the United States and exercise that powerful purchasing power both at home and in business.

Women business owners contribute nearly \$3 trillion to the U.S. economy.

There are over 10 million women in our target market of 24-59 who are actively seeking to better their career and spend over \$36 billion on books & magazines.

2015 EDITORIAL CALENDAR &

ISSUE EIGHT

The 'Work From Home' Issue

Its not just entrepreneurs who are getting to work from home nowadays. This issue we'll journey with many~ from corporate execs to Etsy crafters who are accelerating their careers in their slippers and jammies.

ISSUE NINE

The 'Weekend Away' Issue

What do we need as women to recharge? Is it a yoga retreat in Arizona? A lazy Saturday at the art museum? A weekend spent in a hotel watching a marathon of HGTV? In this issue we'll remind women of that age old adage of R&R and talk to women who make it habit... which just so happens to make their worklife more productive. Win/Win.

ISSUE 10

The Sporting Issue

From CEO's of hiking clothing companies to NBA coaches, we'll dive (pun intended) into the business of sports around the globe.

ISSUE 11

The Science Issue

Women are breaking some incredible ground in science. Why not fill an entire issue with it? Expect to have your mind blown....