

## **You've Heard of the Super Store –Applaud Women LLC Creates the Super Magazine**

*Applaud Women magazine has always been a place where women readers can find information and inspiration. Now however Applaud Women LLC, in an endeavor to be on the cutting edge, has added a shopping mall experience within its pages. Founder and publisher Susan Caldwell is passionate about giving women everywhere what they need. What better way to accomplish this than creating a vehicle for them to conveniently shop for what they need and want right in the magazine itself.*

October 3, 2014 (FPRC) -- Initially Ms. Caldwell created an online Shopping Mall on the Applaud Women website. However, she decided that including the ads with links directly to retailers in the magazine would be much more convenient for women than forcing them to leave the magazine for a different webpage. "When I decided to include affiliate marketing into my business plan I thought creating the Mall webpage was the way to go. After thinking about it though, I realized that it would be much easier to incorporate it into the magazine so that as readers can check out sales offered by relevant retailers in each section. Then when they find something they want, all they need to do is click on the link and the retailer's website opens in a new window. How easy is that," questions Ms. Caldwell?

### About Applaud Women's Magazine

Although the magazine itself is the real draw, Ms. Caldwell is hoping to get the word out that women can now go shopping and reading in the same place. The magazine was created almost 12 years ago as a high quality print magazine for women in New Hampshire, Massachusetts and Maine. In 2009, Ms. Caldwell transitioned out of print to online and in 2013 she made another leap when she took the magazine worldwide. "It has been quite a ride here. With no education or training in creating a magazine or in the publishing field (except a certificate in graphic design) I came up with an idea and just started running with it," shares Caldwell. So the original Applaud magazine was birthed, to inform, inspire and applaud women. Now it's not only providing information and inspiration but convenience and retail therapy as well.

Adding the mall experience is not that far removed from the whole Applaud Women magazine experience. For one thing many sections of the magazine: Food, Dating, Marriage, Parenting, Beauty, Fashion, Advice, Health & Wellness, Home and Business are filled with information so that women readers can make the best possible decisions in their lives. They can now expand on that information by purchasing products that will assist them with taking the next step, such as the Erin Kurt's parenting tape sets or the books and tapes available through Hay House that readers can now purchase just by making a couple of clicks on the magazine pages. Because of the magazine's affiliation with Hay House, it can not only provide readers with the opportunity to purchase their many wonderful products but the magazine also shares articles by many of their authors. "I thought this was a perfect fit. Being an avid reader myself I know that after reading and enjoying an article I usually want to read more. Now readers who read say, Dr. Wayne Dyer's article, and want to read more can just click on one of the affiliate ads for his products and continue that reading experience. It just makes total sense to me and such a time saver," explains Caldwell

Applaud Women is known for its unique reader experience that is robust, comprehensive, and

interactive. Now that interaction is going one step further. Not only does the magazine make shopping convenient but again because of that affiliate relationship, it has access to sales that otherwise might not be available to readers elsewhere. This is particularly significant for the next issue of the magazine, Holiday/Winter 2015, as it will be including a huge Holiday Gift section. For gift ideas and holiday fashion readers can shop at leading retailers that run the gamut from high end to low cost, for example it will include: Walmart, Target, Kohls, The Limited, White House Black Market, Lord & Taylor, Saks 5th Avenue, Bloomingdales, Nordstrom plus some of the designer fashion boutiques like DKNY and Donna Karan. Readers will also find favorites like; Brookstone, Things Remembered, QVC, Ghirardelli, Harry & David, Gevalia, Popcorn Factory and Mrs. Fields where they can purchase gifts and holiday entertaining treats. Parents will find tons of toy gift ideas and be able to purchase from: Legos, Mattel, Melissa & Doug, Sesame Street and Build a Bear. "This is the biggest issue of the year because the Gift Galleria section is so large. It's a huge amount of work but I want to provide my readers with as many shopping opportunities as possible to save them both time and money," states Caldwell.

To view Applaud Women magazine, visit [www.applaudwomen.com](http://www.applaudwomen.com) or to go directly to the current, Fall 2014 issue, visit <http://www.applaudwomen.com/AplaudWomenFall2014mag.html>

To schedule an interview with Susan Caldwell, please contact her at [applaud@comcast.net](mailto:applaud@comcast.net) or call 603-895-4699.

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