

2013 advertising program

Profiles in Diversity Journal®



Profiles in Diversity Journal, now in its 15th year, is the only magazine in the industry to guarantee its advertisers editorial space in each issue to share their corporate diversity and inclusion success stories, best practices, leadership, ideas and innovations, and WomenWorthWatching®!

2013 ADVERTISING PARTNERSHIP PROGRAM

MISSION AND PURPOSE

Your organization is invited to participate in an engaging series of bi-monthly issues designed to support the business case for diversity and inclusion. *Profiles in Diversity Journal* promotes the positive achievements of organizations and individuals, encourages the advancement of women in senior leadership, and supports the efforts in recruiting and retention of top employees.

ASK ABOUT OUR 2013 BEST VALUE WITH THE PURCHASE OF SIX FULL PAGE ADS

1. Free editorial participation in all 2013 special features.
2. Favorable right-hand positioning for your ad in each issue.
3. Free corporate logo placement on all pages of our Web site for one full year - www.diversityjournal.com
4. Fifteen complimentary one-year subscriptions.
5. High-resolution PDFs of all your articles in 2013, for internal and external distribution.
6. Electronic link to all 2013 issues, plus years of archived issues for employee online access.
7. Confirmed space for your executive in the Annual WomenWorthWatching® Issue (Sept/Oct).
8. Invitation to participate in the Annual Innovations in Diversity Awards.

ASK ABOUT OUR 50% OFF ADVERTISING SAVINGS PROGRAM!

For Advertising Reservations, call James Gorman at:
Phone: 800.573.2867 Fax: 440.892.0737

Profiles in Diversity Journal

Gemini Towers #1 • 1991 Crocker Road, #204 • Cleveland, OH 44145
www.diversityjournal.com



Advertising Rates

BEST VALUE

FOUR COLOR	1X	2X	3X	4X	5X	6X
FULL PAGE	\$5,497	\$5,277	\$5,167	\$5,057	\$4,947	\$4,837
HALF PAGE	\$3,200	\$3,072	\$3,008	\$2,944	\$2,880	\$2,816
QUARTER	\$2,087	\$2,003	\$1,961	\$1,920	\$1,878	\$1,836
TWO-PAGE	\$9,601	\$9,216	\$9,025	\$8,833	\$8,641	\$8,449
COVERS:						
INSIDE	\$6,679	\$6,412	\$6,278	\$6,145	\$6,011	\$5,877
BACK	\$9,045	\$8,683	\$8,502	\$8,321	\$8,140	\$7,959



[Above chart reflects frequency discount for ads placed in 2013 issues.]

ADVERTISER BENEFITS

Advertisers in *Profiles in Diversity Journal* receive:

- Their business logo prominently featured on our website for one year.
(Send jpeg, eps, tiff in full color to: sarahweber@diversityjournal.com)
- 15 copies of each issue that their ad appears.
- Priority inclusion in the all editorial features including the Annual WomenWorthWatching[®], CEO Leadership and Innovations in Diversity issues.
- Invitation to participate in all editorial features.
- Their recent ad posted in our online Ad Gallery.
- High-resolution PDFs of any article in any issue their ad appears.
- Social networking (Twitter/Facebook) of their articles published in the issue their ad appears.

VALUE ADDED

SPECIAL POSITIONS:

Subject to availability. Add 20% to existing rates. See special position options on page 3.

SPACE RESERVATION DEADLINES:

ISSUE	AD CLOSING	ART DEADLINE
JAN/FEB	NOV 16, 2012	Nov 26, 2012
MAR/APR	JAN 11, 2013	JAN 21, 2013
MAY/JUNE	MAR 8, 2013	MAR 18, 2013
JULY/AUG	MAY 3, 2013	MAY 15, 2013
SEPT/OCT	JUL 1, 2013	JUL 10, 2013
NOV/DEC	SEP 2, 2013	SEP 13, 2013

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Advertising Specifications

ELECTRONIC REQUIREMENTS

1. High-resolution PDF documents are required.

Files should be 300 dpi, press optimized, converted to CMYK with all fonts embedded.

A client-supplied proof is preferred but not required. *(Native files that created the ad may be submitted along with the PDF, as a back-up. No Windows files will be accepted.)*

Email the PDF file to

sarahweber@diversityjournal.com

or upload your ad to our website:

www.diversityjournal.com/upload

2. PDJ is printed computer to plate. No film is used.

3. If sending digital files and proof via trackable mail service, please send to:

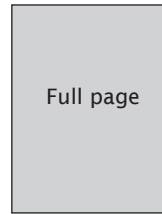
Profiles in Diversity Journal
 Gemini Towers 1 #204
 1991 Crocker Road
 Westlake, OH 44145
 440-892-0444

4. For questions regarding the PDJ digital specs, please contact our IT Director, James Gorman, 440-892-0444.

5. Special Positions Available:
 - Adjacent to Table of Contents page
 - Adjacent to Editor's/Publisher's Column
 - Adjacent to major feature intro page
 - Full cover wrap - (call for details and pricing)

DIMENSIONS

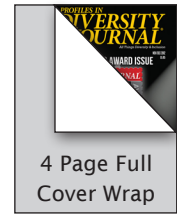
Keep live matter 1/8" from top and bottom trim edge and 1/2 from outer trim edges.



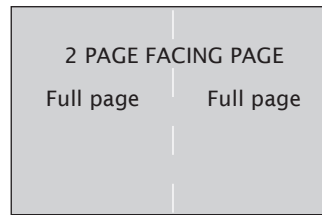
trim: 8.5" x 11"

bleed: add 1/8" on all sides

FULL PAGE ADS ARE GENERALLY POSITIONED ON RIGHT-HAND PAGES.



4 Page Full Cover Wrap



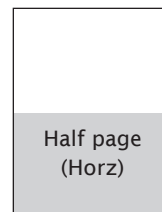
2 PAGE FACING PAGE

Full page Full page

each page trim: 8.5" x 11"

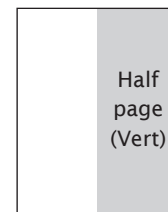
bleed: add 1/8" on all sides

If possible, keep 'live' and important text 1/2 inch away from center gutter on each page



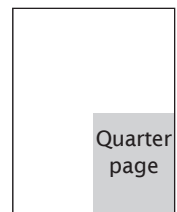
Half page (Horz)

non-bleed: 7.75" X 4.75"
 trim: 8.5" x 5.375"
 bleed: 8.75" x 5.5"



Half page (Vert)

3.75" X 9.75"
 4" x 11"
 4.25" x 11.5"



Quarter page

non-bleed only: 3.75" x 4.75"

ONLINE BANNER AD DIMENSIONS / PRICING

Normal rotating sidebar ads located at the right of our homepage - www.diversityjournal.com.

- jpg or static gifs, no animated gifs or flash
- 125px X 125px

Durations: 1, 3, 6, & 12 months - 250, 500, 750, & \$1000

Article Sponsorship: \$25 flat fee. Stays on post forever.

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U.S. Readership Demographics

VIEWERSHIP

Total Print 41,000 & Online Viewership 423,000 (as of 5/2012)

READERS

Women	61%
Top Management (VP and above)	42%
Middle Management	34%
Consultants	12%
Higher Education/Students	10%
Military/Government	7%

LOCATION

Northeast Total	37%
Midwest Total	27%
Northwest Total	14%
Southeast Total	11%
Southwest Total	10%
Overseas/International	1%

EDUCATION

College Degree	89%
Advanced Degree	33%

READERS BY INDUSTRY

Commercial Banks/Insurance	15%
Healthcare	15%
Aerospace/Defense	14%
Food & Hospitality	12%
Industrial/Automotive	12%
Retail/Computers/Scientific equip.	10%
Communications	9%
Gas/Energy	8%
Other/Misc.	5%

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