

# 2023 MEDIA KIT

PROFILES IN  
**DIVERSITY JOURNAL** 25<sup>th</sup>  
ANNIVERSARY

**25 Years Celebrating and Promoting Diversity, Human Equity and Inclusion**

## Profiles in Diversity Journal Annual Awards



**PDJ is a B2B Publication  
with over 500,000+ web  
visitors each year**



**Mary Barra**  
GM, CEO  
2011 Award Winner

To begin with, I'd like to say "thank you" to Profiles in Diversity Journal for this prestigious award. This is very meaningful to me because it reminds me of what my parents used to tell me and my brother: "Work hard, treat people the way you want to be treated and it will all work out." It's been a great philosophy to live by in both my personal and professional life.

[Read More](#)

## Women Worth Watching® CEO list

NAME	COMPANY	YEAR WWW	CEO
Mary T. Barra	General Motors	2011	2013
Lynne Doughtie	KPMG	2015	2015
Ursula Burns	Xerox	2004	2009-2016
Ellen Kullman	DuPont	2004	2009-2015
Marillyn Hewson	Lockheed Martin	2005	2013
Lynn L. Elsenhans	Sunoco	2003	2008-2012
Beth Mooney	Key Bank	2007	2011
Patricia Woertz	Archer Daniels Midland	2005	2009-2014
Michele Buck	Hershey Company	2005	2017
Patricia Kampling	Alliant Energy	2010	2012
Deborah Gillis	Catalyst	2010	2014-2018
Ilene H. Lang	Catalyst	2005	2008-2013
Karen S. Lynch	CVS Health	2019	2021
Frances Allen	Checkers & Rally's Drive-In Restaurants	2014	2020
Alex Johnston	360 Concussion Care	2015	2020
Jennifer M. Keough	JND Legal Administration	2014, 2017	2016
Lori Singleton	Arizona Forward	2016	2017
Rachel Taylor	Nubix	2016	2017
Stacey D. Stewart	March of Dimes	2015	2016
Maggie Chan Jones	Tenshey	2014	2017
Dr. Rhonda Meadows	Ayin Health Solutions	2013	2018
Jennifer Sherman	Federal Signal	2013	2016
Rita Johnson-Mills	Nightingale Partners	2011	2020-2021
Joyce Aiko McCulloch	AI Inclusion	2011	2019
Carrie Young	Unravel My Travels	2011	2019
Sharon Rossi	Food Science Corporation	2011	2017
Kathleen Gibson	Southwestern Medical Foundation	2011	2012
Mary Tuuk Kuras	Grand Rapids Symphony	2010	2019
Stacy Brown-Philpot	Task Rabbit	2009	2016-2020
Heidi Shyu	Heidi Shyu Inc.	2008	2016
Karen Sock	Sock Enterprises Inc.	2008	2008
Helena Foulkes	HBC	2006	2018-2020
Cynthia Hardy Young	Pivot Global Partners	2006	2014
Judy Marks	Otis	2004	2017
Amy Shaw	United Healthcare Global	2021	2021

To view the complete CEO list [click here](#).

For reservations contact James Gorman

Email: [jamesgorman@diversityjournal.com](mailto:jamesgorman@diversityjournal.com) Office: (440) 892-0444 Mobile: (440) 606-6116

Profiles in Diversity Journal: Gemini Towers #1 • 1991 Crocker Road, #600 • Cleveland, OH 44145 • [www.diversityjournal.com](http://www.diversityjournal.com)

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All dates subject to change

## Magazine Issue - First Quarter 2023



Q1 2022 Issue

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### AWARD INFORMATION

- **Magazine Issue:** Q1 2023
- **Featured Awards:** Diversity Leaders
- **Nominations Open:** Nov 1, 2022
- **Nominations Close:** January 13, 2023
- **Winners Announced:** January 2023
- **Publication Date:** March 2023



### AWARD INFORMATION

- **Magazine Issue:** Q1 2023
- **Featured Awards:** Latino Leadership
- **Nominations Open:** Nov 1, 2022
- **Nominations Close:** January 13, 2023
- **Winners Announced:** January 2023
- **Publication Date:** March 2023

## Magazine Issue - Second Quarter 2023



Q2 2022 Issue



### AWARD INFORMATION

- **Magazine Issue:** Q2 2023
- **Featured Awards:** Women Worth Watching in STEM
- **Nominations Open:** January 3, 2023
- **Nominations Close:** March 17, 2023
- **Winners Announced:** March 2023
- **Publication Date:** June 2023



### AWARD INFORMATION

- **Magazine Issue:** Q2 2023
- **Featured Awards:** Asian Leadership
- **Nominations Open:** January 3, 2023
- **Nominations Close:** March 17, 2023
- **Winners Announced:** March 2023
- **Publication Date:** June 2023

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## Magazine Issue - Third Quarter 2023



Q3 2022 Issue



### AWARD INFORMATION

- **Magazine Issue:** Q3 2023
- **Featured Awards:** Women Worth Watching in Leadership
- **Nominations Open:** March 20, 2023
- **Nominations Close:** June 1, 2023
- **Winners Announced:** June 2023
- **Publication Date:** September 2023



### AWARD INFORMATION

- **Magazine Issue:** Q3 2023
- **Featured Awards:** Veteran Leadership
- **Nominations Open:** March 20, 2023
- **Nominations Close:** June 1, 2023
- **Winners Announced:** June 1, 2023
- **Publication Date:** September 2023



### AWARD INFORMATION

- **Magazine Issue:** Q3 2023
- **Featured Awards:** Native American Indigenous Leadership
- **Nominations Open:** March 20, 2023
- **Nominations Close:** June 1, 2023
- **Winners Announced:** June 1, 2023
- **Publication Date:** September 2023



Q4 2022 Issue



### AWARD INFORMATION

- **Magazine Issue:** Q4 2023
- **Featured Awards:** Black Leadership
- **Nominations Open:** June 5, 2023
- **Nominations Close:** Sept 15, 2023
- **Winners Announced:** Sept 2023
- **Publication Date:** December 2023



### AWARD INFORMATION

- **Magazine Issue:** Q4 2023
- **Featured Awards:** Innovations in Diversity
- **Nominations Open:** June 5, 2023
- **Nominations Close:** Sept 15, 2023
- **Winners Announced:** Sept 2023
- **Publication Date:** December 2023



### AWARD INFORMATION

- **Magazine Issue:** Q4 2023
- **Featured Awards:** Diverse Lawyers Making a Difference
- **Nominations Open:** June 5, 2023
- **Nominations Close:** Sept 15, 2023
- **Winners Announced:** Sept 2023
- **Publication Date:** December 2023

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# 2023 Single Insertion Rates

**25 Years Celebrating and Promoting Diversity, Human Equity and Inclusion**

ISSUES		ON WEBSITES		
FULL PAGE	\$5,497	<b>Banner Ad*</b> 728 x 90		
HALF PAGE	\$3,200	1 MONTH		\$1,934
QUARTER	\$2,807	3 MONTH		\$3,675
TWO-PAGE	\$9,601	6 MONTH		\$5,223
COVERS: INSIDE	\$6,679	<b>RECTANGLE/ROS</b> 728 x 90		
BACK	\$9,045	1 MONTH		\$1,710
		3 MONTH		\$3,249
		6 MONTH		\$4,617
		<b>RECTANGLE/ROS</b> 468 x 60		
		1 MONTH		\$1,312
		3 MONTH		\$2,492
		6 MONTH		\$3,542
		<b>SQUARE/ROS</b> 300 x 250		
		1 MONTH		\$ 964
		3 MONTH		\$1,831
		6 MONTH		\$2,603

**SPECIAL POSITIONS:**  
Subject to availability. Add 20% to existing rates.

**PRINT SPACE RESERVATION DEADLINES:**

ISSUE	AD CLOSING	ART DEADLINE
Q1	Feb 10, 2023	Feb 24, 2023
Q2	May 12, 2023	May 26, 2023
Q3	Aug 18, 2023	Sep 1, 2023
Q4	Nov 17, 2023	Dec 1, 2023

*Dates subject to change*

*\*Due to partner and sponsor commitments, banner ads are subject to availability; contact James Rector for details.*

## 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: [publisher@diversityjournal.com](mailto:publisher@diversityjournal.com))
- Priority inclusion in all editorial features in all our magazine issues.
- Invitation to participate in all editorial features in our quarterly magazine issues and our websites.

For questions regarding Ad space availability, please contact our Publisher, James Rector at 440-892-0444.

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# 2023 AD SPECIFICATIONS

**25 Years Celebrating and Promoting Diversity, Human Equity and Inclusion**

## 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

[publisher@diversityjournal.com](mailto:publisher@diversityjournal.com)

or upload your ad to our website:

[www.diversityjournal.com/upload](http://www.diversityjournal.com/upload)

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

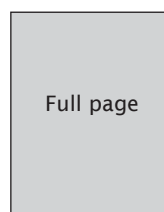
*Profiles in Diversity Journal*  
Gemini Towers 1 #600  
1991 Crocker Road  
Westlake, OH 44145  
440-892-0444

3. For questions regarding the *PDJ* digital specs, please contact our Publisher, James Rector at 440-892-0444.

4. Special Positions Available:
  - Adjacent to Table of Contents page
  - Adjacent to Editor's/Publisher's Column
  - Adjacent to major feature intro page

## PRINT AD DIMENSIONS

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

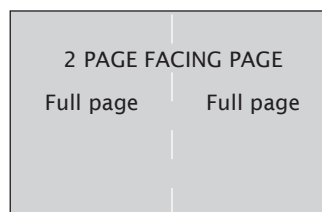


Full page

trim: 8.5" x 11"

bleed: add 1/8" on all sides

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



2 PAGE FACING PAGE

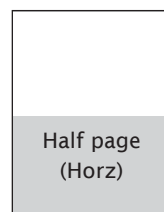
Full page

Full page

each page trim:  
8.5" x 11"

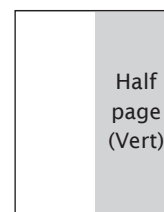
bleed: add 1/8" on all sides

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



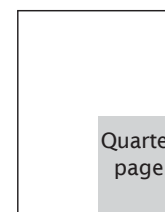
Half page  
(Horz)

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"

## WEB AD DIMENSIONS

Banner Ad: 728x90



Rectangular Ad: 450x300



Square Ad: 300x300

