

# 2012 advertising *Profiles in Diversity Journal*<sup>®</sup>



*Profiles in Diversity Journal* is the only magazine in the industry to guarantee its advertisers editorial space in each issue for them to share their corporate Diversity & Inclusion success stories, best practices, leadership, great ideas and innovations, and WomenWorthWatching<sup>®</sup>!

## 2012 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 2012 BEST VALUE WITH THE PURCHASE OF SIX FULL PAGE ADS

1. Free editorial participation in all 2012 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](http://www.diversityjournal.com)
4. Fifteen complimentary one-year subscriptions (\$374.25 value).
5. High-resolution PDFs of any articles written by your executives available for internal / external website posting.
6. Corporate Internet Subscription for one year: 2012 and all archived issue for your employees to access online (\$495 value).
7. Confirmed space for your executive in the Annual WomenWorthWatching<sup>®</sup> 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 Damian Johnson 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](http://www.diversityjournal.com)

## Advertising Rates

BEST VALUE

FOUR COLOR	1X	2X	3X	4X	5X	6X
FULL PAGE	\$5,497	\$5,284	\$5,149	\$5,009	\$4,870	\$4,731
HALF PAGE	\$3,200	\$3,061	\$2,922	\$2,644	\$2,366	\$2,087
QUARTER	\$2,087	\$1,809	\$1,670	\$1,531	\$1,392	\$1,252
TWO-PAGE	\$9,601	\$9,323	\$9,045	\$8,766	\$8,488	\$6,818
<b>COVERS:</b>						
INSIDE	\$6,679	\$6,401	\$6,262	\$5,983	\$5,705	\$5,427
BACK COVER	\$9,045	\$8,766	\$8,349	\$8,071	\$7,792	\$7,514

[Above chart reflects frequency discount for ads placed in 2012 issues.]



### ADVERTISER BENEFITS

Your ad will be seen by diversity and business executives throughout North America and beyond. *Profiles in Diversity Journal* is now in our 13th year – 1.2 million readership with print and corporate internet subscriptions.

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: damianjohnson@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 on-line 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

#### COMMISSIONS:

15% commission may be available to recognized agencies.

#### 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 30, 2011	DEC 9, 2011
MAR/APR	JAN 27, 2012	FEB 10, 2012
MAY/JUNE	MAR 23, 2012	APR 13, 2012
JULY/AUG	MAY 25, 2012	JUN 1, 2012
SEPT/OCT	JUL 27, 2012	AUG 11, 2012
NOV/DEC	SEP 21, 2012	OCT 5, 2012

### CALL TODAY TO RESERVE YOUR SPACE!

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## Advertising Specifications

### ELECTRONIC REQUIREMENTS

1. High-resolution PDF documents are required.

Files should be 600 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

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

or upload your ad to our website:

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

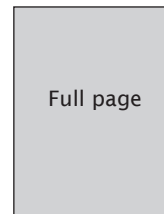
2. *PDJ* is printed Computer to Plate. No film is used.
3. If sending digital files and proof via trackable mail service, please send to:

*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

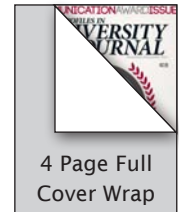
Keep live matter 1/8" from top and bottom trim edge and 1/2 from outer trim edges.



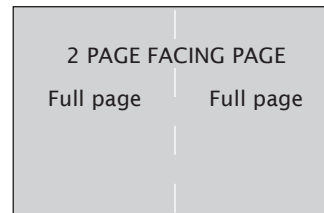
trim: 8.5" x 11"

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

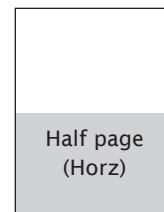
Full page

Full page

each page trim:  
 8.5" x 11"

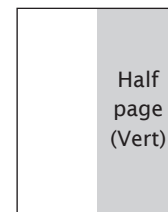
bleed: add 1/8" on all sides

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



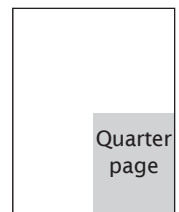
Half page  
 (Horz)

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](http://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

### CIRCULATION

Total Print and Online Corporate Subscriptions 1,220,000 (as of 5/1/11)

### READERS

Women .....	64%
Top Management (VP and above) ....	42%
Middle Management .....	36%
Consultants .....	10%
Military/Government .....	7%
Higher Education/Students .....	5%

### LOCATION

Northeast Total .....	37%
Midwest Total .....	35%
Southwest Total .....	14%
Southeast Total .....	7%
Northwest Total .....	6%
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%

**PROFILES IN DIVERSITY JOURNAL IS NOW IN ITS 14TH YEAR!**

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