

Diversity MBA Promotes & Recognizes Companies that value Diversity, Inclusion and Multi-Cultural platforms advancing talent in the Global Market Place.

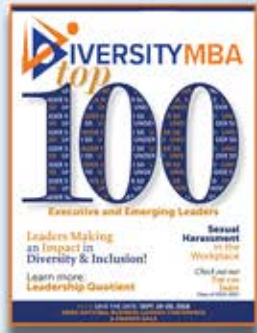
# Media Planner 2020



For more information contact: Erika Young Phone: (773) 468-3231 Email: erika@diversitymbamagazine.com



# about us



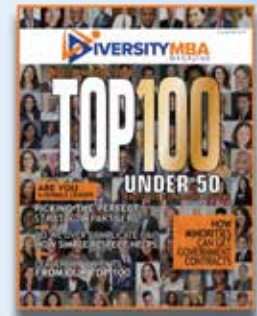
Diversity MBA is a leading global diversity and inclusion custom publication with multi-faceted methods to reach all of its audiences. Blending all of the methods available to multi media, Diversity MBA has uniquely and carefully chosen the mediums that will conduct the knowledge sharing relationship it has with its audience.



Young but vibrant brand, Diversity MBA in 2020 celebrates 14 years. Establishing a niche market presence through organic growth brings very intentional and strategic value to its clients. It is not by accident that the most prominent of the Fortune 100 are our partners. Diversity MBA leads with trusted insight, deep reporting, provocative and unique perspective with some of the world's most influential emerging and executive leaders. Across the magazine, journal, website, social media and events we are establishing now knowledge based platforms for dynamic and innovative solutions and thinking.

## THE DIVERSITY MBA DIFFERENCE

Only diversity business publication with global distribution reaching more than 1,850,000 professionals & students print and online.



We blend recognition & reputation of top talent and corporate diversity leadership while providing development and talent retention assets.



Increased growth successfully year over year for past 7 years of 30%.

Social media applications with Facebook, Twitter and LinkedIn has grown significantly linking all audiences across the globe.



Received recognitions for most notable new publication; CEO Phenomenal Woman Award; Woman of Excellence and on INC magazine watch list; National Supplier Minority Business Regional Supplier of the Year; and award winning sections on culture and lifestyle.



More than 100 years of combined experience & talent serving our clients.



# readership profile



<b>Total Audience</b>	<b>1.8 million</b>
<b>Male/Female</b>	<b>46%/54%</b>
<b>Median Age</b>	<b>36</b>
<b>Graduated College</b>	<b>99%</b>
<b>Median Hhi</b>	<b>\$80,000</b>
<b>Students</b>	<b>20%</b>
<b>Professional/Managerial</b>	<b>50%</b>
<b>Executive</b>	<b>30%</b>

<b>Professional Disciplines</b>	<b>Comp%</b>
<b>Marketing/International</b>	<b>26.0</b>
<b>Finance</b>	<b>20.0</b>
<b>Strategy</b>	<b>10.0</b>
<b>General Management</b>	<b>10.0</b>
<b>Engineering</b>	<b>7.0</b>
<b>Information Technology</b>	<b>7.0</b>
<b>Sales</b>	<b>25.0</b>

<b>International Distribution Through QS Top MBA World Tour</b>	<b>TOTAL</b>	<b>% OF TOTAL</b>
<b>Students</b>	<b>180,000</b>	<b>87.0</b>
<b>Professionals</b>	<b>400,000</b>	<b>100.0</b>
<b>Schools</b>	<b>100</b>	<b>100.0</b>
<b>Countries</b>	<b>40</b>	<b>75.0</b>

<b>Schools Distribution</b>	<b>Schools</b>	<b>Comp %</b>
<b>Graduate Schools</b>	<b>400</b>	<b>80.0</b>
<b>Historically Black Colleges</b>	<b>120</b>	<b>40.0</b>
<b>Hispanic Colleges</b>	<b>80</b>	<b>63.0</b>
<b>Asian Colleges</b>	<b>60</b>	<b>75.0</b>
<b>Native American Colleges</b>	<b>40</b>	<b>54.0</b>

# DIGITAL/EDITORIAL CALENDAR

## Media Kit

<b>Month</b>	<b>Features</b>	<b>Materials Due</b>	<b>Launch Date</b>
<b>March/April</b>	<b>Global Diversity</b>	<b>3/25</b>	<b>4/1</b>
<b>May/June</b>	<b>Diversity in Healthcare</b>	<b>5/20</b>	<b>6/1</b>
<b>September/October</b>	<b>College Recruiting</b>	<b>9/20</b>	<b>10/1</b>
<b>November/December</b>	<b>Diversity in Retail</b>	<b>11/20</b>	<b>12/1</b>

# PRINT/EDITORIAL CALENDAR

## Media Kit

<b>Sections</b>	<b>Issue</b>	<b>Closing Date/ Materials Due</b>	<b>On Sale Date</b>	<b>Editorial Features</b>
<b>Top 100 Magazine</b>	<b>June/Summer</b>	<b>5/15</b>	<b>6/24</b>	<b>Women of Influence &amp; Leadership</b>
<b>Diversity MBA Magazine</b>	<b>August/Summer</b>	<b>7/15</b>	<b>8./10</b>	<b>50 Out Front: Best Places to Work for Women &amp; Diverse Managers</b>
<b>Diversity Business Review (DBR)</b>	<b>September/Fall</b>	<b>8/15</b>	<b>9/10</b>	<b>Thought Leadership peer review journal</b>
<b>Top 100 Magazie</b>	<b>October/Fall</b>	<b>9/25</b>	<b>10/20</b>	<b>Men of Color &amp; Leadership</b>
<b>Diversity MBA Magazine</b>	<b>November/Fall</b>	<b>10/25</b>	<b>11/20</b>	<b>Top 100 under 50 Executive &amp; Emerging Leaders Recognition Issue</b>

For more information contact: Pamela A. McElvane, Publisher / Dan Holly, Executive Editor  
DMBA Publishing Office: 773-468-3231 / pam@diversitymbamagazine.com

# content advertising

## Diversity Business Review (DBR) Thought Leadership Journal

Issue Date	Theme
June	Diversity Management Ad Deadline is May 30
November	Healthcare Industry Ad Deadline is October 15 See Rate Pg. 11

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## Diversity MBA Sponsored Blogs

	Frequency
CEO Blog: Inclusive Diversity	Bi-Weekly
Editor's Blog: From the Desk of...	Monthly
Women Who Lead Blog	Monthly
Men Engaging in D&I Blog	Monthly

*(Annual Sponsorship • 12 Months (Logo & Banner) - \$12,000 Up Front Purchase)*

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## Diversity MBA Sponsored White Papers Based On DMBA Inclusive Leadership Index

Sample Groups	Frequency
Uncovering Bias in the Workplace	Quarterly
Leadership Accountability	Quarterly
Representation: Beyond Middle Management	Quarterly
Accessing the Silent Talent	Quarterly

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# ad rates

<b>Rate Base - 2,000,000 Online &amp; Print</b>	<b>4 Color</b>	<b>Black/White</b>	<b>Online Animation Linked to Website</b>
Full Page w/ Employer Profile	\$17,500	\$13,500	Add'l \$1,500
1/2 Page	\$9,500	\$8,500	Add'l \$1,750
1/3 Page	\$7,500	\$5,500	Add'l \$2,250
Cover 2, Page 1 Spread	\$25,000	NA	Included
Cover 3	\$20,000	NA	Included
Cover 4	\$25,000	NA	Included
Premium Positions	\$16,000	\$12,500	Add'l \$350
Employer Profile Only	\$9,000	\$7,500	Add'l \$1,500
Advertorial	\$18,500	NA	Add'l \$1,750

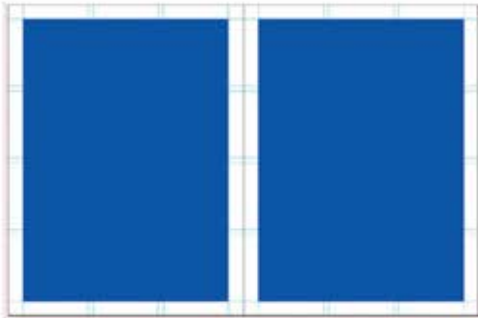
## Advertisement Bundle Package

<b>Ad Size (included)</b>	<b>Site logo linked to careers/diversity</b>	<b>Employer Profile</b>	<b>Resume Bank</b>	<b>Careers/Jobs Products/eBlast</b>
Full Page 4/C	X	X	X	X
Full Page B/W		X	X	X
Advertorial	X		X	X
1/2 Page 4/C			X	
1/2 Page B/W			X	

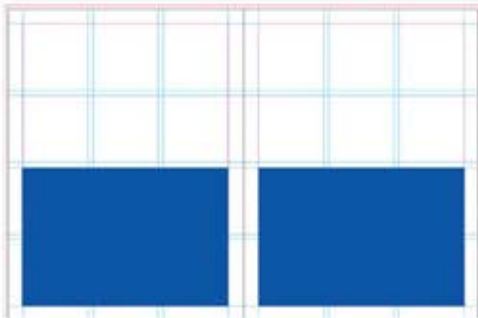
## Diversity Business Review

<b>Rate Base - 500,000 Online</b>	<b>Issue</b>	<b>Editorial Deadline</b>	<b>Advertising Deadline</b>
Full Page 4/C - \$3,500	June 2020	May 10	May 2020
Full Page B/W - \$1,500			

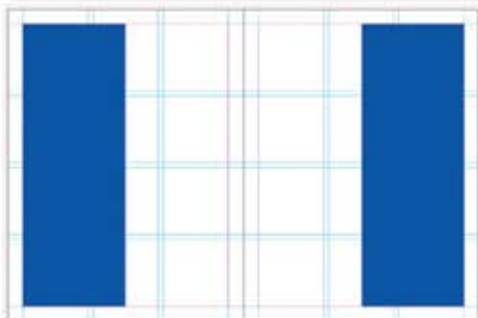
# ad size & specs



Full Page	Dimensions
Bleed	8 1/8" X 11"
Non-Bleed	6 3/4" X 9 1/2"
Trim	7 7/8" X 10 3/4"



Half Page (H)	Dimensions
Bleed	8 1/8" X 5.375"
Non-Bleed	6 3/4" X 4 1/2"
Trim	7 7/8" X 5 1/4"



Half Page (V)	Dimensions
Bleed	3 7/8" X 11"
Non-Bleed	3 1/4" X 9 1/2"
Trim	3 3/4" X 10 7/8"

## FILE PREPARATION

Please keep all live type .375" away from final trim size. All bleeds are .1875". All ads should be submitted in a PDF file optimized for PDF X-1 standards. Please convert all spot colors to 4/C process colors. Advertisements which include spot colors will be charged an additional production cost.

## GENERAL INFORMATION

### File Submission

Files must be TIF or PDF and uploaded to; <http://www.dropitto.me/dmbafiles>  
Upload password: connect  
or email pdf to respective relationship manager.

### Output

DiversityMBA Magazine is output using computer-to-plate technology. Our printer's standard line screen is 150 lpi. (lines-per-inch)

### Binding

Diversity MBA Magazine is perfect-bound.

### Spot Color

Advertisements which include spot colors will be charged an additional production cost.

### Trademarks

Please ensure any mention of DMBA or Diversity MBA followed by the respective trademark (DMBA®, Diversity MBA®, 50 Out Front®, and Top 100 under 50™).

Advertisements must also include text indicating the following: "50 Out Front is a registered trademark of the P&L Group." Any advertisement without trademark information will be rejected for non-compliance with legal requirements.



# digital media

Search "DiversityMBA" On Your App Store



- Annual Profile and Banner Features & Benefits
- High Visibility on Diversity MBA site globally
- Video messaging to illustrate diversity & inclusion branding
- Highlight work culture through hyperlink and interactive social media
- Link banner advertising to direct career opportunities
- Ad in DMBA Digital
- Post Jobs with DMBA Career center powered by yourmembership.com

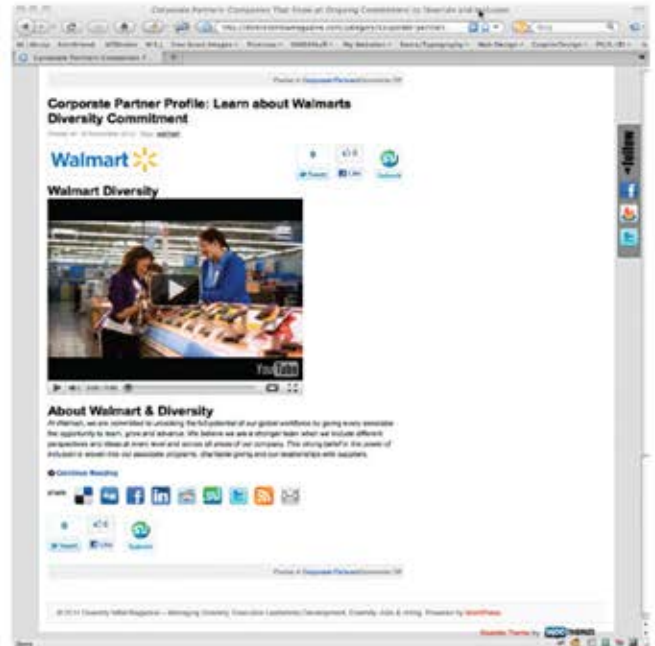
## Direct Marketing Online Campaigns

- (Targeted Audiences Geographically – 300,000 to 750,000)
- Post Card (plus targeted eblast)
- Full Page ( plus targeted eblast )
- Frequency ( Monthly, Quarterly & Annually)
- Negotiable with Discounts

Total Digital Reach - 150,000/month, 1,000,000+/year

### Digital Media

Corporate Partner Profile & Banner	12 Months	\$10,000
Site Sponsorship	12 Months	\$10,000
Site Sponsorship	3 Months	\$3,000
Top Banner (Header)	468 X 60px	\$7,500
Logo Banner (Badge)	125 X 125px	\$6,000



# INDIVIDUAL RECOGNITION



**DiversityMBA** Magazine's  
Top 100 under 50  
Emerging & Executive  
Leaders

The only list of Top 100  
executives with advanced  
degrees recognized for  
outstanding leadership.

Opens: February 1st  
Closes: June 30th

# CORPORATE DIVERSITY RECOGNITION



**DiversityMBA** Magazine's  
50 Out Front: Best Places  
for Women and Diverse  
Managers to Work

Cited as one of the only  
Indexes that rank  
management, performance,  
development and  
representation inclusion to  
determine the best place for  
women and people of color.

Opens: January 15th  
Closes: May 15th

[www.diversitymbamagazine.com](http://www.diversitymbamagazine.com)

# ad space reservation

## Diversity MBA Magazine

Rate Base - 1,500,000 Online & Print	4 Color	Black/White	Online Animation	Winter	Spring	Summer	Fall
Full Page w/Profile	\$17,500	\$13,500	Add'l \$1,500	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1/2 Page	\$9,500	\$8,500	Add'l \$1,750	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1/3 Page	\$7,500	\$5,500	Add'l \$2,250	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cover 2, Page 1 Spread	\$25,000	NA	Included	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cover 3	\$20,000	NA	Included	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cover 4	\$25,000	NA	Included	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Premium Positions	\$16,000	\$12,500	Add'l \$350	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Employer Profile Only	\$9,000	\$7,500	Add'l \$1,500	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Advertorial	\$18,500	NA	Add'l \$1,750	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## Minority Executive Leadership Online Journal - (MELOJ) Advertising Rates

Rate Base - 500,000 Online	Issue	Editorial Deadline	Advertising Deadline	
Full Page 4/C - \$4,500	June	4/20	5/10	<input type="checkbox"/>
Full Page B/W - \$2,500	December	10/20	11/5	<input type="checkbox"/>

## Digital Media

Corporate Partner Profile & Banner	12 Months	\$10,000	<input type="checkbox"/>
Site Sponsorship	12 Months	\$10,000	<input type="checkbox"/>
Site Sponsorship	3 Months	\$3,000	<input type="checkbox"/>
Top Banner (Header)	468 X 60px	\$7,500	<input type="checkbox"/>
Logo Banner (Badge)	125 X 125px	\$6,000	<input type="checkbox"/>
Video Profile (.mp4)	640 X 480px	\$7,500	<input type="checkbox"/>

## payment & contact info

Name: \_\_\_\_\_

Department: \_\_\_\_\_

E-mail: \_\_\_\_\_

Telephone: \_\_\_\_\_

Fax: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_

State: \_\_\_\_\_

Zip \_\_\_\_\_

Authorized by: \_\_\_\_\_

Purchase Order #: \_\_\_\_\_

Date: \_\_\_\_\_

Payment Method:  Check  Master Card  Visa

Credit Card Number: \_\_\_\_\_

Return Ad Space Reservation To:  
Diversity MB A Magazine  
24 E. 107th Street, Chicago, IL 60628  
(833) 362-2100 or (773) 660-1932 Fax  
Erika@diversitymbamagazine.com

Return Payment and Contact Info To:  
Diversity M BA Magazine  
P&L Gro up, Ltd.  
24 E. 107th Street, Chicago, IL 60628  
(833) 362-2100 or (773) 660-1932 Fax

# digital advertising

Diversity MBA Magazine

## payment & contact info

### Corporate Sponsor Commercial on Home Page - 30 Days

60 Seconds	\$5,000	<input type="checkbox"/>
30 Seconds	\$2,500	<input type="checkbox"/>
15 Seconds	\$1,000	<input type="checkbox"/>

### Corporate Sponsor Commercial on All Other Pages - 30 Days

60 Seconds	\$4,000	<input type="checkbox"/>
30 Seconds	\$2,000	<input type="checkbox"/>
15 Seconds	\$500	<input type="checkbox"/>

DMBA Top Ten Best Articles of all time,  
with guest thought leaders and authors contributing papers.

Rate Base - 500,000 Online	Issue	Editorial Deadline	Advertising Deadline	
Full Page 4/C - \$4,500	Building Organizations to Leverage Profitable Diversity 3/30			
Full Page B/W - \$2,500	April	2/20	3/30	<input type="checkbox"/>
	Leadership Toolkit to Enhance Career Advancement			
	June	4/20	5/30	<input type="checkbox"/>
	Leveraging Inclusive Leadership in the Global Market			
	December	10/20	11/15	<input type="checkbox"/>

	Static	Rotating	
Corporate Partner Profile & Banner		\$10,000	<input type="checkbox"/>
Site Sponsorship	12 Months	\$10,000	<input type="checkbox"/>
Site Sponsorship	3 Months	\$3,000	<input type="checkbox"/>
<b>HomePage</b>			
Leaderboard 468 X 60px	\$10,000		<input type="checkbox"/>
Side Banner 350 X 350px	\$7,500	\$5,000	<input type="checkbox"/>
Logo Banner (Badge) 125 X 125px	\$5,000	\$3,000	<input type="checkbox"/>
Video Profile (.mp4) 640 X 480px		\$7,500	<input type="checkbox"/>
<b>OffPage</b>			
Leaderboard		\$5,000	<input type="checkbox"/>
Top Banner (Header) 468 X 60px		\$3,000	<input type="checkbox"/>
Logo Banner (Badge) 125 X 125px		\$500	<input type="checkbox"/>

Name: \_\_\_\_\_

Department: \_\_\_\_\_

E-mail: \_\_\_\_\_

Telephone: \_\_\_\_\_

Fax: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip \_\_\_\_\_

Authorized by: \_\_\_\_\_

Purchase Order #: \_\_\_\_\_

Date: \_\_\_\_\_

Payment Method:  Check  Master Card  Visa

Credit Card Number: \_\_\_\_\_

Return Ad Space Reservation To:  
Diversity MB A Magazine  
24 E. 107th Street, Chicago, IL 60628  
(833) 362-2100 or (773) 660-1932 Fax  
Erika@diversitymbamagazine.com

Return Payment and Contact Info To:  
Diversity M BA Magazine  
P&L Gro up, Ltd.  
24 E. 107th Street, Chicago, IL 60628  
(833) 362-2100 or (773) 660-1932 Fax

# contact information



## Our Management Team

Serving you are tenured managers that have more than 100 collective years in advertising and print sales. We have experience editorial staff and journalists developing original content.

## Strategic & General Management

Pamela A. McElvane, CEO & Publisher  
Diversity MBA  
24 E. 107th Street, Chicago, IL 60628  
Email: pam@diversitymbamagazine.com

## Editorial Management

Dan Holly, Executive Editor  
dan@diversitymbamagazine.com

TaVashane Brown, Digital Editor  
tavashane@diversitymbamagazine.com

## Communications & Social Media

Kendall Gresham  
Kendall@diversitymbamagazine.com

Joshua Boulanger  
Joshua@diversitymbamagazine.com

## Advertising & Sales

Niraj Kataria, Chief Client Engagement & Marketing Officer  
Niraj@diversitymbamagazine.com

Erika Thompson-Young, Senior Manager,  
Client Engagement & Corporate Relations  
Erika@diversitymbamagazine.com

Pierce Adams, National Account Executive  
Pierce@diversitymbamagazine.com

## Production & Design Team

Lewray Rosado  
Art & Design Director-Print

Sharee Dorsey  
Art & Design Director-Digital

Donyel Young  
Senior Graphic Designer

## Digital Media & Web Management

Brittany Birsner, Digital Specialist  
Bold Business