



Search "DiversityMBA" On Your App Store



Digital & Print Magazines

[www.diversitymbamagazine.com](http://www.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 2018 celebrates 12 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>2 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>5.0</b>
<b>General Management</b>	<b>15.0</b>
<b>Engineering</b>	<b>7.0</b>
<b>Information Technology</b>	<b>5.0</b>
<b>Sales</b>	<b>22.0</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>450</b>	<b>80.0</b>
<b>Historically Black Colleges</b>	<b>200</b>	<b>40.0</b>
<b>Hispanic Colleges</b>	<b>120</b>	<b>63.0</b>
<b>Asian Colleges</b>	<b>80</b>	<b>75.0</b>
<b>Native American Colleges</b>	<b>60</b>	<b>54.0</b>



# editorial calendar

## Departments:

Inclusive Diversity

- Disability
- Veterans
- LGBTQ

Entrepreneur Outlook

Global Economics

Health & Wellness

Women Who Lead

Leadership Tool Kit

Diversity Management

Lifestyle & Culture

## Issues with Themes:

Diversity in Entertainment

Diversity in Sports

Travel & Culture

Corporate Diversity: Top 50 Companies

Top 100 Leadership

Annual Review

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Publication	Issue Date	Ad Close	Social Media
Digital - Entertainment	March 19th	March 10th	March 20th
Digital - Sports	April 17th	April 7th	April 13th
Digital – Technology	June 19th	June 9th	June 15th
Print – Top 50 Companies	August 21st	August 17th	August 21st
Print – Top 100 Under 50	October 23rd	October 9th	October 19th
Digital - Age of Millennials	December 11th	November 27th	December 7th

# content advertising

## Diversity Business Review (DBR) Thought Leadership Journal

### Issue Date

June

November

### Theme

Diversity Management

Ad Deadline is May 30

Healthcare Industry

Ad Deadline is October 15

See Rate Pg. 10

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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

# 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

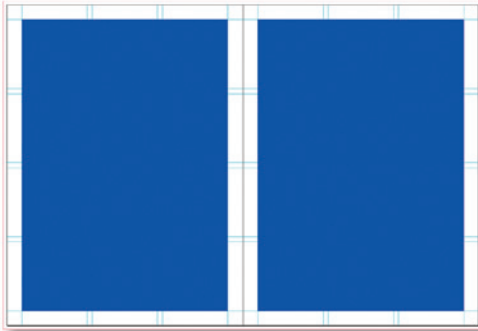
## Advertisement Bundle Package

<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	

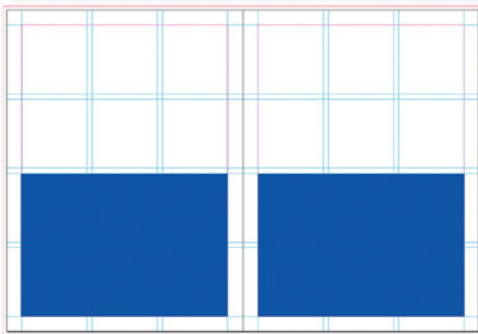
## Diversity Business Review

<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 2017	May 10	May 2017
Full Page B/W - \$1,500	November 2017	September 20	September 2017

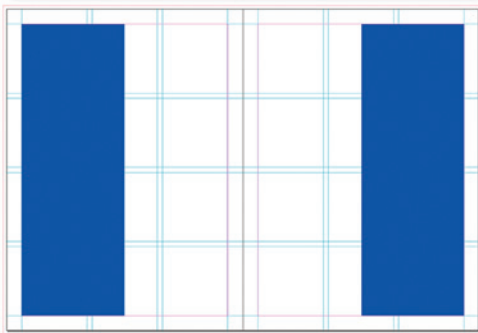
# ad size & specs



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.



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

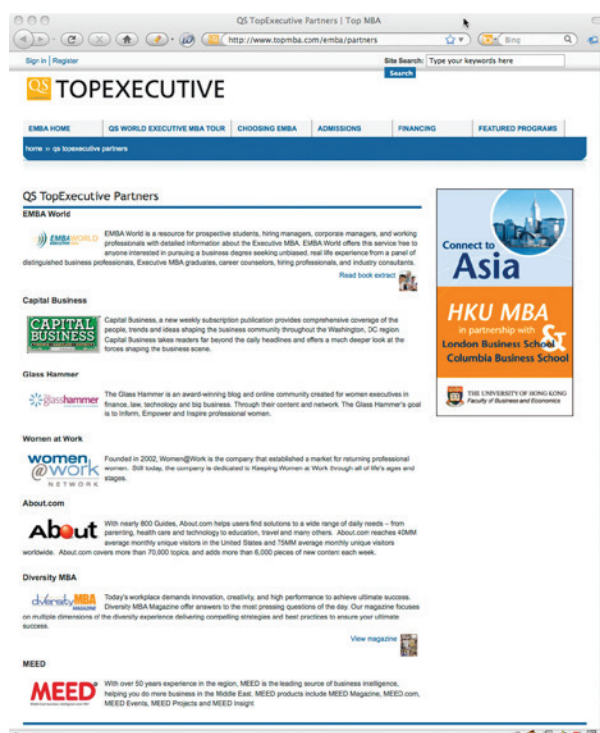
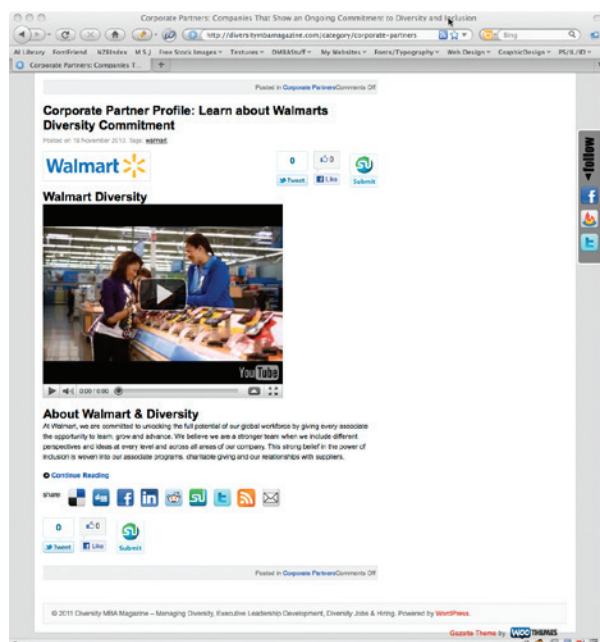
(Targeted Audiences Geographically – 300,000 to 750,000)  
 Post Card (plus targeted eblast)  
 Full Page ( plus targeted eblast )  
 Frequency ( Monthly, Quarterly & Annually)  
 Negotiable with Discounts

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

# digital media





## 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 MBA Magazine  
24 E. 107th Street, Chicago, IL 60628  
(773) 468-3231 or (773) 660-1932 Fax  
erika@diversitymbamagazine.com

Return Payment and Contact Info To:  
DiversityMBA Magazine  
P&L Group, Ltd.  
24 E. 107th Street, Chicago, IL 60628  
(773) 468-3231 or (773) 660-1932 Fax

# digital advertising

Diversity MBA Magazine

## 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"/>

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"/>

HomePage	Static	Rotating	
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"/>

OffPage	Static	Rotating	
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"/>

## 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 MBA Magazine  
24 E. 107th Street, Chicago, IL 60628  
(773) 468-3231 or (773) 660-1932 Fax  
erika@diversitymbamagazine.com

Return Payment and Contact Info To:  
DiversityMBA Magazine  
P&L Group, Ltd.  
24 E. 107th Street, Chicago, IL 60628  
(773) 468-3231 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 experienced editorial staff and journalists developing original content.



## Strategic & General Management

Pamela A. McElvane, CEO & Publisher  
Diversity MBA  
24 E. 107th Street, Chicago, IL 60628

## Communications & Marketing

Kendall Gresham (Social Marketing Specialist)  
kendall@diversitymbamagazine.com

## Editorial & Digital Media

Dan Holly, Editor  
dan@diversitymbamagazine.com

Tavashane Brown (Digital & Content Editor)  
tavashane@diversitymbamagazine.com

Lisa Raatz (Copy Editor)

## Web Management

Richard Parr, CEO  
Executionists

## Advertising & Sales

Anita Gonzalez  
Nat'l Advertising Executive  
anita@diversitymbamagazine.com

## Production Design

Chas E. Martin  
Art & Design Director

Fran Sherman  
Art & Design Director

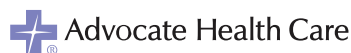
## University Advertising

Erika Young (University Coordinator)  
erika@diversitymbamagazine.com

## Recognition & Awards

Rhonda Grayson  
rhonda@diversitymbamagazine.com





Nonprofit corporations and independent licensees  
of the Blue Cross and Blue Shield Association



Carolina's HealthCare System



# partners & sponsors



MasterCard  
Worldwide

