

Diversity MBA Media promotes & recognizes companies that value Diversity, Inclusion and Multi-Cultural platforms advertising talent in the global market place.



Media Planner 2022



For more information contact Erika Young at Erika@diversitymbamagazine.com

About Us



Diversity MBA Media is a leading global diversity and inclusion custom publication with faced methods to reach all of its audiences. Blending all of the methods available to multi media Diversity MBA Media 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 Media 2022 celebrates 16 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 Media 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 new knowledge based platforms for dynamic and innovative solutions and thinking.





Readership Profile

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

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

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

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





2022 Editorial Calendar Digital & Print

January

January 10- Print: Annual Diversity Business Review (DBR) Issue
Ad Close: Dec 22 Material Due: Dec 29

February

February 10- Digital: Diversity in Arts & Culture Issue
Ad Close: Jan 21 Material Due: Jan 28

March

March 10- Print: DMBA Inaugural Annual Report
Ad Close: Feb 21 Material Due: Feb 28

May

May 10- Digital: Diversity in Finance Issue
Ad Close: Apr 19 Material Due: Apr 26

June

June 10- Print: Diversity MBA Magazine – Veteran's Issue
Ad Close: May 13 Material Due: May 20

July

July 10- Digital: Global Diversity Issue
Ad Close: Jun 17 Material Due: Jun 24

August

August 10- Digital: Diversity in Technology Issue
Ad Close: Jul 20 Material Due: Jul 27

September

September 9- Print: Annual 50 Out Front Best Places to Work Issue
Ad Close: Aug 12 Material Due: Aug 19

September 21- Digital: National Conference Program Book
Ad Close: Aug 21 Material Due: Sep 7

November

November 3- Digital: Annual Healthcare Summit Program Book
Ad Close: Oct 13 Material Due: 20

November 18- Print: Annual Top 100 under 50 Issue
Ad Close: Oct 21 Material Due: Oct 28

December

December 15- Print: Annual Diversity Business Review (DBR) Issue
Ad Close: Nov 30 Material Due: Dec 7

Print Rates & Specs

Rate Base - 2,000,000

Online & Print

	4 Color	Black/White	Online Animation Linked to Website
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



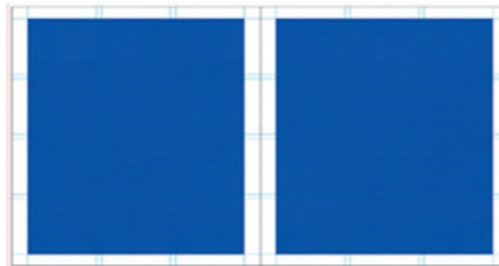
Advertisement Bundle Package

Ad Size (included)	Site logo linked to careers/diversity	Employer Profile	Resume Bank	Careers/Jobs Products/eBlast
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	

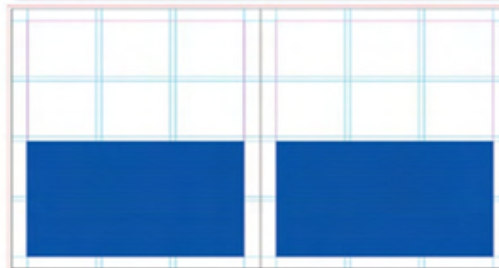
Diversity Business Review

Rate Base - 500,000 Online

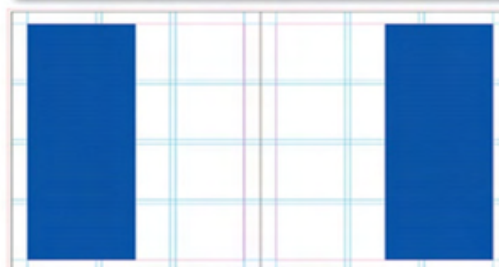
Full Page 4/C - \$3,500
Full Page B/W - \$1,500



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"

Digital Rates & Specs

Rate Base - 500,000
Online

Full Page 4/C -\$4,500

Full Page B/W - \$2,500



Corporate Partner Profile & Banner

\$7,500

Site Sponsorship

12 Months

\$10,000

Site Sponsorship

6 Months

\$5,000

HomePage

Static

Rotating

Leaderboard 468 X 60px

\$10,000

Side Banner 350 X 350px

\$7,500

\$5,000

Logo Banner (Badge) 125 X 125px

\$5,000

\$3,000

Video Profile (.mp4) 640 X 480px

\$7,500

OffPage

Static

Rotating

Leaderboard

\$5,000

Top Banner (Header) 468 X 60px

\$3,000

Logo Banner (Badge) 125 X 125px

\$500



Print 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		Included	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Premium Positions	\$16,000		Add'l \$350	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Employer Profile Only	\$9,000				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Advertorial	\$18,500			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<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 Space Reservation

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"/>

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"/>

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: _____

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Erika@diversitymbamagazine.com

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Diversity M BA Magazine
P&L Gro up, Ltd.
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(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 an experienced editorial staff and journalists developing original content.

Strategic & General Management

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

Communications & Social Media

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Joshua@diversitymbamagazine.com

Chris Boulanger
Vice President of Marketing & Digital Strategy

Advertising & Sales

Erika Thompson-Young, Director, Corporate Relations
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Anita Gonzalez-Scott, Chief Client Engagement Officer

Editorial Management

Dan Holly, Executive Editor
Dan@diversitymbamagazine.com

Sasha Parrish, Publishing Assistant & Associate Editor
Sasha@diversitymbamagazine.com

Production Design

Lewray Rosado
Art & Design Director- Print

Sharee Dorsey
Art & Design Director- Digital

Donyel Young
Senior Graphic Designer

Digital Media

Brittany Birsner, Web & Digital Management
Bold Business