

2023 Media Planner

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GET 10 DIGITAL ISSUES

FOR **\$19.99**

76% OFF
the retail price.



Bundled prices 4 publications for one price:

DiversityMBA Digital; Diversity MBA Magazine; Top 100 Magazine and Diversity Business Review

Take advantage of the early promotion good through January 31, 2023

About Us

Diversity MBA Media is a leading global diversity and inclusion custom publication with faced methods to reach all of its audiences. Our publications cover diversity & inclusion as a whole which means your advertisement can have multiple focuses and still have the same effect. 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 celebrates 17 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. Using our magazine, eNewsletter, website, social media, webinars and live training events we are establishing new knowledge based platforms for dynamic and innovative solutions and thinking.



Readership profile



Total Audience	1.9 million
Male/Female	46%-54%
Median Age	36
Graduated College	99%
Median Income	\$80,000
Students	20%
Professional/Managerial	40%
Executive	40%

Professional / Disciplines	Comp %
Marketing/International	20.0
Finance	20.0
Strategy	15.0
General Management	10.0
Engineering	5.0
Information Technology	5.0
Sales	25.0

International Distribution Through QS Top MBA World Tour	Total	% of Total
Students	280,000	87.0
Professionals	900,000	100.0
Schools	300	75.0

School 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





CEO & Publisher

The Inclusive Voice Radio Talk Show W. Host

Pam McElvane

WCPT Radio 820 AM

Tune in Saturdays -7:00am CST/8:00 EST

Ask your questions live (773) 763-9278

Join **The Inclusive Voice** weekly radio conversations with host Pam McElvane. We invite senior leaders, authors and pillars of the community to share their journey, vision, experience and impact in **Diversity, Equity & Inclusion**.

EXTEND YOUR REACH WITH RADIO ADVERTISEMENT

30-60 second commercial slots available

PACKAGES

3 MONTHS \$1,500

6 MONTHS \$2,500

9 MONTHS \$3,500

2023 Editorial Calendar

Digital & Print



Digital



Print

January

Su	Mo	Tu	We	Th	Fr	Sa
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
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February

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August

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January 24- Digital: Global Diversity

Ad Close: Jan 3

Material Due: Jan 10



March 7- Print: DMBA Inaugural Annual Report

Ad Close: Feb 14

Material Due: Feb 21



April 6- Digital: Diversity MBA Magazine – Sports

Ad Close: Mar 16

Material Due: Mar 30



May 24- Digital: Entertainment

Ad Close: May 3

Material Due: May 10



July 12- Digital: Special Health Report

Ad Close: Jun 21

Material Due: Jun 28



September 7- Print: 50 Out Front Best Places to Work

Ad Close: Aug 17

Material Due: Aug 31



October 5- Digital: Financial Services

Ad Close: Sep 14

Material Due: Sep 28



November 16- Print: Top 100 under 50 Issue

Ad Close: Oct 26

Material Due: Nov 9



December 5- Print: Annual Diversity Business Review

Ad Close: Nov 14

Material Due: Nov 28



December 15- Digital: Technology

Ad Close: Nov 24

Material Due: Dec 8

2023 Learning & Education Calendar



DEI Events



Leadership Development



Webinars

January

Su	Mo	Tu	We	Th	Fr	Sa
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February

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March

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April

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May

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June

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January 24- SMART Series Webinar

February 16 & 17- ERG Leader Certification

March 2- SMART Series Webinar

March 23 & 24- Diversity Management Certification

April 11- SMART Series Webinar

April 13- Diversity Recruitment Bootcamp

May 4 & 5- Diversity Recruiting Certification

May 9- SMART Series Webinar

May 18 & 19- ERG Leader Certification

June 8- Diversity Recruitment Bootcamp

June 22- SMART Series Webinar

July 11- SMART Series Webinar

August 3 & 4- ERG Leader Certification

August 15- SMART Series Webinar

September 26 - 28- 17th Annual Elite Business Leaders

National Conference & Awards Celebration

October 12 & 13- ERG Leader Certification

October 17- SMART Series Webinar

November TBD- Annual Healthcare Summit

November 14- SMART Series Webinar

December 7- Diversity Recruitment Bootcamp

July

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August

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September

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October

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November

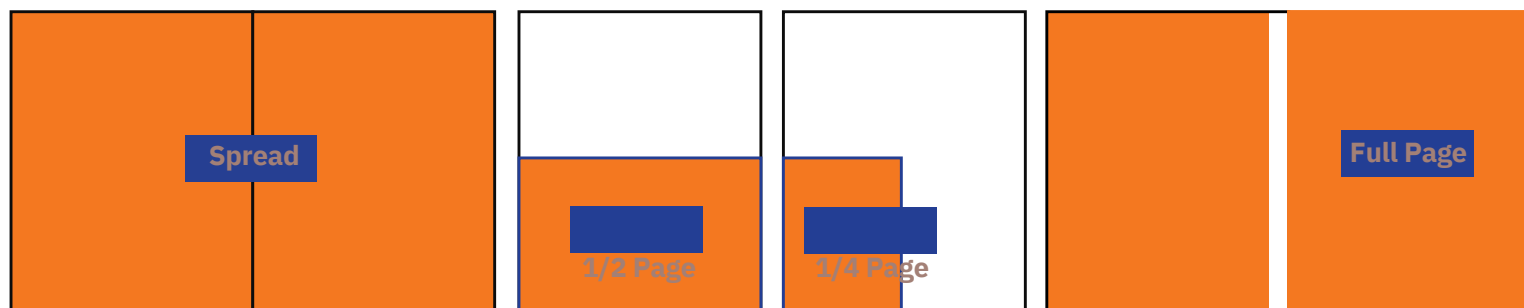
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December

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30	31					

Print Rates & Specs

Print Magazine	4 Color	Black/White
Full Page w/ Employer Profile	\$17,500	\$13,500
1/2 Page	\$9,000	\$8,500
1/3 Page	\$7,500	\$5,500
Cover 2, Page 1 Spread	\$25,000	NA
Cover 3	\$20,000	NA
Cover 4	\$25,000	NA
Premium Positions	\$16,000	\$12,500
Employer Profile Only	\$9,000	\$7,500
Advertorial	\$18,500	NA



AD Size	WXH (in.)		
Full Page (Trim)	8.375 x 10.875	Spread Cutter Safety	".25" inch
Full Page (Bleed)	8.875 x 11.375	Resolution	Must be 300 dpi
Full Page (Live)	7.5 x 10	Nk Density	Max 300
1/2 Page Horizontal	7.5 x 4.875	Logos	180 x 180 px (.JPG or .PNG) All formats must be in high-res
1/2 Page Vertical	3.625 x 10		
1/4 Page	3.625 x 4.875	Printing	4-color (CMYK ONLY)
1/3 Page Square	4.75 x 4.875	Binding	Perfect bound
1/3 Page Vertical	2.25 x 10	Spread (Trim)	16.75 x 10.875
1/8 Page	3.5 x 2	Spread (Bleed)	17.25 x 11.35
Business Listing	2.375 x 2		

The magazine trim size is 8.375 x 10.875.

Ads that bleed need to have an extra ".25" on all four sides (8.875 x 11.375)

The "live matter" needs to be kept at least ".25" (we recommend 7.5 x 10)

Ads that do not bleed should be supplied as 7.5 x 10

All ads must be provided by CMYK ONLY & in a PDF format (convert all RGB & Spot Color to CMYK)

Digital Rates & Specs

Digital Magazine	4 Color	Black/White	Animation
Full Page	\$7,500	\$4,500	Additional \$1,500
1/2 Page	\$4,500	\$2,500	Additional \$1,000
Cover	\$10,000	NA	Included
Cover w/ Page 1 Spread	\$15,000	NA	Included
Premium Positions	\$5,000	NA	Additional \$500
Advertorial	\$7,000	NA	Additional \$1,750
Employer Profile Only	\$5,500	NA	Additional \$1,000

*See page 8 for Ad specs

eNewsletter	Specs
Banner Ad	728 x 90 px
Corporate Logo	180 x 180 px
Image	600 px
Side Ad	350 x 800 px
Video	40MB Max

Radio Talk Show	Specs
Audio Commercial	48kHz

DMBA Website	Specs
Leaderboard	920 x 120 px
Side Banner	468 x 60 px
Corporate Logo	180 x 180 px



Print Space Reservation

Rate Base- 1,500,000

Diversity MBA Media Magazine

Position	4 Color	Black/White
Full Page w/ Employer Profile	\$17,500	\$13,500
1/2 Page	\$9,500	\$8,500
1/3 Page	\$7,500	\$5,500
Cover	\$20,000	NA
Cover w/ Page 1 Spread	\$25,000	NA
Premium Position	\$16,000	
Advertorial	\$18,500	
Employer Profile Only	\$9,000	

Payment & Contact Info

Name

Department

Email

Telephone

Fax

Company

Address

City State Zip

Authorized by

Purchased Order #

Date

Payment Method Check MasterCard Visa

Credit Card Number

Return Ad Space Reservation To:

Diversity MBA Media

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 MBA Media

P&L Group, Ltd

24 E. 107th Street, Chicago, IL 60628

(833) 362-2100 or (773) 660-1932 Fax



Digital Space Reservation

Rate Base- 500,000

Diversity MBA Media Digital Magazine

Digital Position	4 Color	Black/White	Animation
Full Page	\$7,500	\$4,500	Additional \$1,500
1/2 Page	\$4,500	\$2,500	Additional \$1,000
Cover	\$10,000	NA	Included
Cover w/ Page 1 Spread	\$15,000	NA	Included
Premium Positions	\$5,000	NA	Additional \$500
Advertorial	\$7,000	NA	Additional \$1,750
Employer Profile Only	\$5,500	NA	Additional \$1,000

Diversity MBA Media eNewsletter (Bi-Monthly)

eNewsletter Position	Duration	Rate
Top Banner	3 Months	\$5,000
Bottom Banner	3 Months	\$2,500
Corporate Logo	3 Months	\$1,500
Video	3 Months	\$3,500

Diversity MBA Media Radio Talk Show

Audio Commercial	Duration	Rate
30-60 Seconds	9 Months	\$3,500
30-60 Seconds	6 Months	\$2,500
30-60 Seconds	3 Months	\$1,500

Diversity MBA Media Website

Website Position	Duration	Rate
Corporate Partner Profile & Banner	12 Months	\$7,500
Site Sponsorship	12 Months	\$10,000
Site Sponsorship	6 Months	\$5,000

Home Page	Static Rate	Rotating Rate
Leaderboard	\$10,000	-
Side Banner	\$7,500	\$5,000
Corporate Logo	\$5,000	\$3,000
Video Profile	\$10,000	-

Off Page	Static Rate	Rotating Rate
Leaderboard	\$5,000	-
Top Banner (Header)	-	\$3,000
Corporate Logo	-	\$1,500
Video Profile	\$7,500	-

Payment & Contact Info

Name

Department

Email

Telephone

Fax

Company

Address

City State Zip

Authorized by

Purchased Order #

Date

Payment Method Check Master Card Visa

Credit Card Number

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Erika@diversitymbamagazine.com

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Diversity MBA Media
P&L Group, Ltd
24 E. 107th Street, Chicago, IL 60628
(833) 362-2100 or (773) 660-1932 Fax

Contact Information



The promotion of your organization and community involvement through our print & digital advertisement, event sponsorship and branding platforms extends your reach to target markets invested in and impacted by your company's mission and work. Contact a representative at Diversity MBA Media to showcase what you're doing behind the scenes in your diversity efforts today.

Our Management Team

Strategic & General Management

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

Advertising & Sales

Erika Thompson-Young
Director, Corporate Relations & Engagement
Regional Sales Consultant (West, East & Southern Region)
Erika@diversitymbamagazine.com

Communications & Social Media

Joshua Boulanger
Social Marketing Specialist

Kendall Gresham
Program & Events Coordinator

Yajaira Delgado
Corporate Relations & Marketing Coordinator

Editorial Management

Dan Holly
Sr. Vice President, Publishing & Executive Editor

TaVashane Brown
Managing Editor & Digital Editor

Sasha Parrish
Associate Editor & Content Manager

Digital Media

Brittany Birsner
Web & Digital Management
Bold Business

Production Design

Sharee Dorsey
Sr. Production Director & Designer

Donyel Young
Director, Graphic & Art Design