

2024 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, 2024

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 18 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 McElvance. 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

2024 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	22	23	24	25	26	27
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February

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April

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August

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September

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February 28 – Digital: Global Insights Report

Ad Close: Feb 7 Material Due: Feb 14

March 15 – Digital: Global Insights Report

Ad Close: Feb 22 Material Due: Mar 1

May 25 – Digital: Diversity MBA Media Annual Report

Ad Close: May 4 Material Due: May 11

June 20 – Digital: Global Insights Report

Ad Close: May 30 Material Due: Jun 6

August 15 – Print: Top 25 Outstanding Leaders of Impact*

Ad Close: Jul 25 Material Due: Aug 1

September 30 – Print: 50 Out Front Best Places to Work*

Ad Close: Sep 9 Material Due: Sep 16

October 25 – Digital: Special Healthcare Equity Report

Ad Close: Oct 4 Material Due: Oct 11

November 20 – Print: Top 100 Under 50*

Ad Close: Oct 30 Material Due: Nov 11

December 10 – Print: Annual Diversity Business Review*

Ad Close: Nov 19 Material Due: Nov 26

* Indicates Diversity MBA Media Signature Magazine

2024 Learning & Education Calendar



DEI Events



Leadership Development



Webinars

January

Su	Mo	Tu	We	Th	Fr	Sa
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7	8	9	10	11	12	13
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February

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June

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February 8 - Smart Series Webinar

February 26 & 27 - DEI Collaborative

April 25 - Diversity Recruiting Bootcamp

May 2 & 3 - ERG Leader Certification

May 9 - SMART Series Webinar

May 17 - DEI Best Practice Podcast

June 8 - DEI Best Practice Podcast

July 1 - SMART Series Webinar

July 17 - Diversity Recruiting Bootcamp

August 8 & 9 - ERG Leader Certification

August 15 - SMART Series Webinar

October 2 - 4 - Annual Leadership Development & Recognition Conference

October 10 & 11 - ERG Leader Certification

October 22 - SMART Series Webinar

October 30 - Annual Health Equity Design Thinking Summit

November 14 - Diversity Recruiting Bootcamp

December 3 - Smart Series Webinar

July

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7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
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August

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September

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October

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November

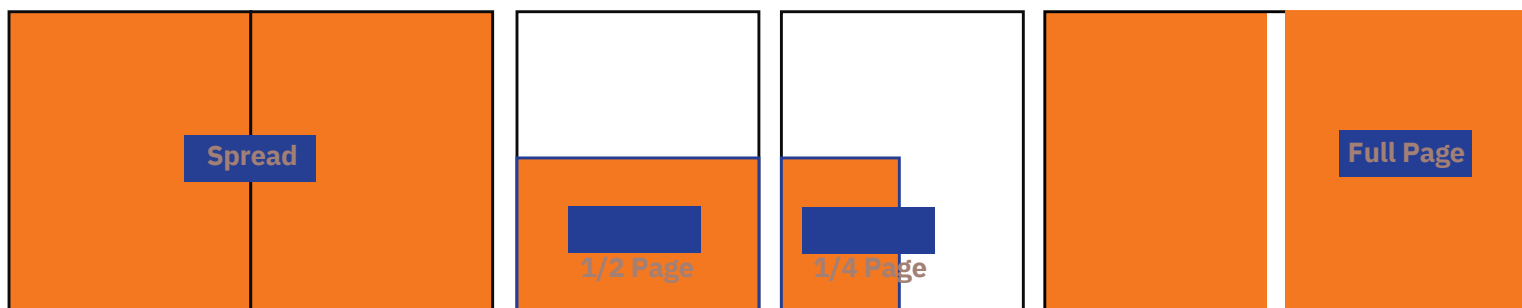
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December

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22	23	24	25	26	27	28
29	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 Signature Magazine

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

Payment & Contact Info

Name

Department

Email

Telephone

Fax

Company

Address

City State Zip

Authorized by

Purchase Order #

Date

Return Ad Space Reservation To:

Diversity MBA Media

P&L Group, Ltd

24 E. 107th Street, Chicago, IL 60628

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

Erika@diversitymbamagazine.com

Payment Methods:

Credit Card

Check

PayPal



Digital Space Reservation

Rate Base- 500,000

Diversity MBA Media Digital Magazine

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

Diversity MBA Media eNewsletter (Bi-Monthly)

eNewsletter Position	Duration	Rate
<input type="checkbox"/> Top Banner	3 Months	\$5,000
<input type="checkbox"/> Bottom Banner	3 Months	\$2,500
<input type="checkbox"/> Corporate Logo	3 Months	\$1,500
<input type="checkbox"/> Video	3 Months	\$3,500

Diversity MBA Media Radio Talk Show

Audio Commercial	Duration	Rate
<input type="checkbox"/> 30-60 Seconds	9 Months	\$3,500
<input type="checkbox"/> 30-60 Seconds	6 Months	\$2,500
<input type="checkbox"/> 30-60 Seconds	3 Months	\$1,500

Diversity MBA Media Website

Website Position	Duration	Rate
<input type="checkbox"/> Corporate Partner Profile & Banner	12 Months	\$7,500
<input type="checkbox"/> Site Sponsorship	12 Months	\$10,000
<input type="checkbox"/> Site Sponsorship	6 Months	\$5,000

Home Page	Static Rate	Rotating Rate
<input type="checkbox"/> Leaderboard	\$10,000	-
<input type="checkbox"/> Side Banner	<input type="checkbox"/> \$7,500	<input type="checkbox"/> \$5,000
<input type="checkbox"/> Corporate Logo	<input type="checkbox"/> \$5,000	<input type="checkbox"/> \$3,000
<input type="checkbox"/> Video Profile	\$10,000	-

Off Page	Static Rate	Rotating Rate
<input type="checkbox"/> Leaderboard	\$5,000	-
<input type="checkbox"/> Top Banner (Header)	-	\$3,000
<input type="checkbox"/> Corporate Logo	-	\$1,500
<input type="checkbox"/> Video Profile	\$7,500	-

Payment & Contact Info

Name

Department

Email

Telephone

Fax

Company

Address

City State Zip

Authorized by

Purchase Order #

Date

Return Ad Space Reservation To:
Diversity MBA Media
P&L Group, Ltd
24 E. 107th Street, Chicago, IL 60628
(833) 362-2100 or (773) 660-1932 Fax
Erika@diversitymbamagazine.com

Payment Methods:

Credit Card
Check
PayPal

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
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Regional Sales Consultant (West, East & Southern Region)
Erika@diversitymbamagazine.com

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Group Publisher

Communications & Social Media

Yajaira Delgado
Marketing & Client Engagement Manager

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Sr. Vice President, Publishing & Executive 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