



2019 Marketer Media Kit

Marketer, the bimonthly journal of SMPS, is regularly cited as the top benefit of membership. *Marketer* provides original, knowledge-based content on innovative marketing, management, and leadership strategies; case studies; and lessons learned for marketing and business development professionals.

Ave. Monthly Circulation: 7,300+ SMPS Members

Pass-along Circulation: 12,000 (primarily CEOs)

Demographics

Reader Occupations:	Readers Are Buyers of:
Coordinator 26.6%	Accounting software
Business Developer 17.0%	Binding equipment
Manager 19.1%	Books and trade publications
Director 11.8%	Consulting services
Other/Non-Specified 7.7%	CRM software
Partner/Principal 4.8%	Digital media software and services
President/CEO/CMO 4.6%	Email software
Vice President 3.5%	Graphic design services/software
Administrative 2.8%	Market research
Consultant 1.9%	Office equipment
Technical 0.3%	Online and distance learning
Readers by Firm Size:	Photography services
Under 10 495	Presentation equipment
10-25 714	Printing services
26-99 1,554	Professional development
100-249 1,044	Promotional items and client gifts
250-499 674	Shipping services
500+ 1,389	Tradeshaw displays
Not specified 369	Training
	Web design services
	Web software

Color Advertising Rates

Position	1x	2x	3x	6x
Inside front cover	\$2,000	\$1,725	\$1,630	\$1,450
Inside back cover	\$1,900	\$1,675	\$1,600	\$1,420
3/4-page back cover	\$2,200	\$1,855	\$1,785	\$1,715
Full page interior	\$1,800	\$1,500	\$1,415	\$1,260
Half-page interior	\$1,230	\$1,025	\$995	\$885
Third page interior	\$1,000	\$925	\$855	\$785
Quarter page interior	\$890	\$740	\$710	\$630

SMPS members enjoy a 5% discount; recognized advertising agencies receive a 15% discount. Current year SMPS sponsors and exhibitors receive a 20% discount. No combination discounts.

Editorial Calendar and 2019 Deadlines

Issue	Space Close	Art Due	Theme
February 2019	12/1/18	1/1/19	Publicity
April 2019	2/1/19	3/1/19	Build Business 2019 Preview
June 2019	4/1/19	5/2/19	Leadership
August 2019	6/1/19	7/1/19	Technology/Automation
October 2019	8/1/19	9/1/19	2019 SMPS Awards Issue
December 2019	10/1/19	11/1/19	2020 Vision Assessment

Specifications and Mechanical Requirements (please add 0.125" bleed if not specified below)

Size	Width	Depth
Trim Size	8.5"	11"
Full page, no bleed, live area	7.5"	10"
Full page, w/ .125 bleed	8.75"	11.25"
Three-Quarter page Back	8.5"	8.25"
Three-Quarter Back w/3 side bleed	8.75"	8.375"
Half page Horizontal	7.5"	4.75"
Half page Vertical	3.53"	10"
Third page Horizontal	7.5"	3"
Third page Vertical	2.5"	10"
Quarter page	3.5"	4.75"

SMPS prefers to receive ad submissions electronically as high-resolution PDF files. The recommended setting is PDF/X-1a (Acrobat Distiller or InDesign). All fonts must be embedded, and all files must use CMYK high-resolution images. Please include bleed and crop marks in your high-resolution PDF. *Unacceptable file formats: Quark, Adobe Photoshop PSD, Adobe Illustrator, Microsoft PowerPoint, Microsoft Word, RGB color, Index color.*

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