

2020 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
	Photography services
Readers by Firm Size:	Presentation equipment
Under 10 495	Printing services
10-25 714	Professional development
26-99 1,554	Promotional items and client gifts
100-249 1,044	Shipping services
250-499 674	Tradeshow displays
500+ 1,389	Training
Not specified 369	Web design services
	Web software

BUSINESS TRANSFORMED THROUGH MARKETING LEADERSHIP.

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 2020 Deadlines

Issue	Space Close	Art Due	Theme
February 2020	12/1/19	1/1/20	Culture
April 2020	2/1/20	3/1/20	Build Business 2020 Preview
June 2020	4/1/20	5/2/20	Customer Experience and Research
August 2020	6/1/20	7/1/20	Data Privacy and Security
October 2020	8/1/20	9/1/20	2020 SMPS Awards Issue
December 2020	10/1/20	11/1/20	BD Trends and Predictions

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 0.125" 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.*

Contact: Christine Chirichella, 703.684.2264, christine@smps.org

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2020 Space Reservation for *Marketer* Advertising

Contact Information. Please print or type.

Contact Name _____ Title _____

Company Name _____

Street Address _____

City _____ State _____ ZIP Code _____

Phone _____ Email _____

Space Reservation Information

Frequency: _____ 1x _____ 2x _____ 3x _____ 6x

Issue Date(s): _____ February _____ April _____ June _____ August
_____ October _____ December

Size Ad: _____ Back Cover _____ Inside front cover _____ Inside back cover
_____ Full page _____ Half page _____ Third page _____ Quarter page

Payment Information. Payment must accompany contract.

_____ Check enclosed for \$_____.

Charge my: _____ VISA _____ MasterCard _____ AMEX

Card No. _____ Exp. Date _____ CVV#: _____

Note: CVV# is the last three digits in the signature line on the back of the card; for Amex, the four digits on the card's front.

Signature _____

Phone Number _____ Email _____

Send contract, payment, and art to:
Christine Chirichella, 703.684.2264, christine@smps.org

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