

## 2021 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: 7,000 SMPS Members**  
**Pass-along Circulation: 12,000 (primarily CEOs)**

### Demographics

|   |  |
|---|--|
| <p><b>Reader Occupations:</b></p> <p>Coordinator 26.6%<br/>           Business Developer 17.0%<br/>           Manager 19.1%<br/>           Director 11.8%<br/>           Other/Non-Specified 7.7%<br/>           Partner/Principal 4.8%<br/>           President/CEO/CMO 4.6%<br/>           Vice President 3.5%<br/>           Administrative 2.8%<br/>           Consultant 1.9%<br/>           Technical 0.3%</p> <p><b>Readers by Firm Size:</b></p> <p>Under 10 495<br/>           10–25 714<br/>           26–99 1,554<br/>           100–249 1,044<br/>           250–499 674<br/>           500+ 1,389<br/>           Not specified 369</p> | <p><b>Readers Are Buyers of:</b></p> <p>Accounting software<br/>           Binding equipment<br/>           Books and trade publications<br/>           Consulting services<br/>           CRM software<br/>           Digital media software and services<br/>           Email software<br/>           Graphic design services/software<br/>           Market research<br/>           Office equipment<br/>           Online and distance learning<br/>           Photography services<br/>           Presentation equipment<br/>           Printing services<br/>           Professional development<br/>           Promotional items and client gifts<br/>           Shipping services<br/>           Tradeshow displays<br/>           Training<br/>           Web design services<br/>           Web software</p> |
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### 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 2021 Deadlines

| Issue         | Space Close | Art Due | Theme                       |
|---------------|-------------|---------|-----------------------------|
| February 2021 | 12/1/20     | 1/1/21  | Diversity and Inclusion     |
| April 2021    | 2/1/21      | 3/1/21  | Build Business 2021 Preview |
| June 2021     | 4/1/21      | 5/2/21  | The Art of Influence        |
| August 2021   | 6/1/21      | 7/1/21  | Innovation and Ideas        |
| October 2021  | 8/1/21      | 9/1/21  | 2021 SMPS Awards Issue      |
| December 2021 | 10/1/21     | 11/1/21 | Globalization Impact        |

### 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](mailto:christine@smps.org)

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## 2021 Space Reservation for *Marketer* Advertising

**Contact Information.** Please print or type.

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Contact Name \_\_\_\_\_ Title \_\_\_\_\_

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Company Name \_\_\_\_\_

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Street Address \_\_\_\_\_

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City \_\_\_\_\_ State \_\_\_\_\_ ZIP Code \_\_\_\_\_

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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

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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.*

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Signature \_\_\_\_\_

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Phone Number \_\_\_\_\_ Email \_\_\_\_\_

**Send contract, payment, and art to:**  
Christine Chirichella, 703.684.2264, [christine@smps.org](mailto:christine@smps.org)

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