

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

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2021 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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