



## 2017 *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.

**Circulation: 6,700+ SMPS Members**  
**Pass-along Circulation: 12,000 (primarily CEOs)**

### Demographics

<b>Reader Occupations:</b>	<b>Readers Are Buyers of:</b>
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
<b>Readers by Firm Size:</b>	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	Tradeshow 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 2017 Deadlines

Issue	Space Close	Art Due	Theme
February 2017	12/1/16	1/1/17	The Economy
April 2017	2/1/17	3/1/17	Build Business 2017 Preview
June 2017	4/1/17	5/2/17	Leadership
August 2017	6/1/17	7/1/17	Change Management
October 2017	8/1/17	9/1/17	2017 SMPS Awards Issue
December 2017	10/1/17	11/1/17	Technology

## Specifications and Mechanical Requirements

Size	Width	Depth
Trim Size	8.5"	11"
Full page, no bleed, live area	7.5"	10"
Full page, w/ .125 bleed	8.625"	11.125"
Three-Quarter page Back	8.5"	8.25"
Three-Quarter Back w/bleed	8.625"	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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Society for Marketing Professional Services  
123 N Pitt Street, Suite 400, Alexandria, VA 22314

# 2017 Space Reservation Contract 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

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Signature

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Phone Number

Email

**Send contract, payment, and art to:**

Christine Chirichella, 571.348.2251, [christine@smps.org](mailto:christine@smps.org)

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