

Do you want to reach readers who are changing the world?

Advertise with *Ms.*

Launched in 1972 by Gloria Steinem, *Ms.* magazine continues to be the most recognized feminist publication in the nation. Today, the magazine is published quarterly by the Feminist Majority Foundation with a circulation of 100,000 and a readership of 250,000 women and men with an appeal that reaches across age, race, income and other demographic factors. The magazine is distributed to subscribers and available through newsstands, bookstores, libraries and at feminist conferences and events across the country—reaching activists as well as opinion leaders in the media and politics, civic and academic circles. According to a 2012 election poll by Lake Research Partners, 55 percent of women identify as feminists, as do 30 percent of men, signaling strong interest in the feminist movement and the work of *Ms.* And we have launched a digital version of *Ms.* with the introduction of a tablet and mobile device app. Since its launch last year, almost 25,000 readers have downloaded the app.

Influential readers

Ms. readers are well-educated, well-read, socially concerned activists and influentials who are opinion leaders in their communities. Our readers range in age from college students to longtime readers and subscribers who have been following the magazine since its inception. They are strongly motivated to support causes they believe in. *Ms.* readers are also extremely adept social media users, consistently driving traffic to sites that they support.

Award-winning blog, social media and the classroom

In 2010, *Ms.* launched its blog, which quickly established a loyal audience of both veteran *Ms.* readers and a new generation of feminists. News stories and essays are posted on the *Ms.* Blog daily; over the past 12 months, the *Ms.* Blog had 4.3 million page views (and continues to grow).

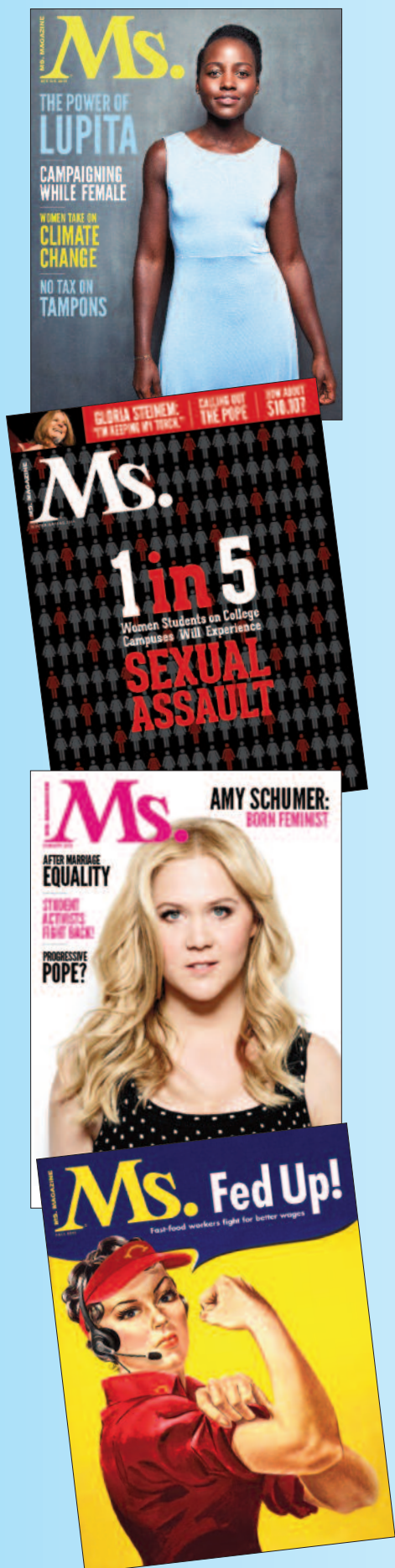
The *Ms.* Facebook page and Twitter are updated continuously; the *Ms.* Facebook page has more than 234,000 friends, reaches 1.6 million people each week, and recently, posts commemorating Harriet Tubman and Lucille Ball reached 1.8 million and 2.2 million respectively. We now have more than 79,000 followers on the *Ms.* Twitter. Our *Ms.* Blog digest goes to more than 49,000 people via email every week.

Through our *Ms.* in the Classroom program, *Ms.* is used by college faculty as a required text at 88 universities in 43 states reaching thousands of students nationwide.

Mission-driven advertising

Because we only accept mission-driven and non-profit advertising, our readers have a high level of trust in our advertisers and sponsors. Our readers are deeply loyal to the *Ms.* brand and our uncompromising principles, and they know that our advertisers have the *Ms.* seal of approval. Also, *Ms.* was the first consumer magazine to be printed on recycled paper and continues to be dedicated to green-printing practices.

www.msmagazine.com/blog





ADVERTISING RATES AND SPECIFICATIONS

2016 PRINT CLOSING DATES

Issue	Reservation	Material	Sale Date
Spring	02/06/16	02/15/16	03/29/16
Summer	05/02/16	05/16/15	06/28/16
Fall	08/02/16	08/16/15	09/28/16
Winter 2017	11/01/16	11/15/16	12/27/16

PRINT PUBLISHING RATES

B & W	1X	2X	3X	4X
Full Page	\$3,800	\$3,610	\$3,420	\$3,230
2/3 Page	\$2,910	\$2,764	\$2,619	\$2,473
1/2 Page	\$2,280	\$2,619	\$2,052	\$1,938
1/3 Page	\$1,634	\$1,552	\$1,471	\$1,389
1/6 Page	\$934	\$887	\$841	\$794

4-Color	1X	2X	3X	4X
Full Page	\$5,500	\$5,225	\$4,950	\$4,675
2/3 Page	\$3,754	\$3,566	\$3,379	\$3,191
1/2 Page	\$2,964	\$2,816	\$2,668	\$2,519
1/3 Page	\$2,124	\$2,018	\$1,912	\$1,806
1/6 Page	\$1,214	\$1,150	\$1,090	\$1,029

Inside Front/Back	\$6,500	\$6,200	\$5,900	\$5,525
Back Cover	\$7,700	\$7,315	\$6,930	\$6,545

Non-profit rates: 15% off **Bleed:** No charge

WEB PUBLISHING RATES

Ad unit	Position	Rate
Full Banner	Above editorial content	\$300/week; \$900/month
Rectangle	Above fold, article adjacent	\$400/week; \$1,200/month
Hi-Rise	Below fold, article adjacent	\$250/week; \$750/month
Run of Site	Full banner/Rectangle/Hi-Rise	\$800/week; \$2,280/month

Print and web packages available: Please inquire for details

SUBMITTING PRINT MATERIALS

Please supply a high-resolution Adobe Acrobat PDF with fonts embedded and with bleeds included (if applicable). All embedded images must be high-resolution (300dpi) CMYK files. Please keep all type 1/4 inch from trimmed edges.

SUBMITTING WEB MATERIALS

We accept GIF, HTML, JPG and PNG formats. Maximum file size 40K.

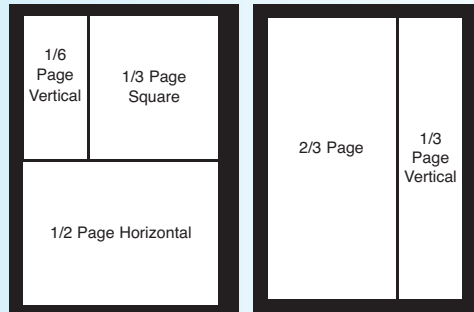
If you have ad production questions or need upload information, please call Michel Cicero 310-556-2515 or email mcicero@msmagazine.com

FOR RESERVATION INQUIRIES:

Susie Gilligan (310) 556-2515; email: sgilligan@feminist.org

PRINT ADVERTISING SIZES

Page trim size	8 x 10.75 inches
Full page with bleed	8.25 x 11.25
Full page no bleed	6.75 x 9.75
2/3 page	4.38 x 9.75
1/2 page horizontal	6.75 x 4.88
1/3 page vertical	2.25 x 9.75
1/3 page square	4.38 x 4.88
1/6 page vertical	2.25 x 4.88



WEB ADVERTISING SIZES

Full Banner 470 x 60 pixels
 Rectangle 300 x 250
 Hi-Rise, 160 x 600

