

A high-angle, wide shot of a massive crowd of people, predominantly women, gathered for a political rally. The crowd is densely packed, filling the entire frame. Many individuals are wearing bright pink hats, which are a prominent visual element. Numerous small, white signs are held up by the crowd, featuring various slogans and messages. Some visible signs include "KEEP AMERICA GREAT", "FUTURE IS MINE", "NO WAY", "4 ALL", "SILENCE IS NOT AN OPTION", "I'M WITH HER", "MAY 16TH", "LOVE RESISTANCE", "AL", "D TRUMP ENTER", and "MAY 16TH". The overall atmosphere is one of a large-scale public demonstration or rally.

Ms.

More Than a Magazine, a Movement.

ADVERTISE WITH *Ms.*

Ms. has been reporting and truth-telling from the front lines of the fight for women's equality for more than 45 years. In this critical moment, we need *Ms.* more than ever to keep feminists informed and empowered to take action. Join us and lend your support to our common cause.

For all advertising inquiries, please contact: adsales@msmagazine.com



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“There’s never been
a more popular time
to be a brand
with an opinion.”

VOX MEDIA 

TAKE A STAND

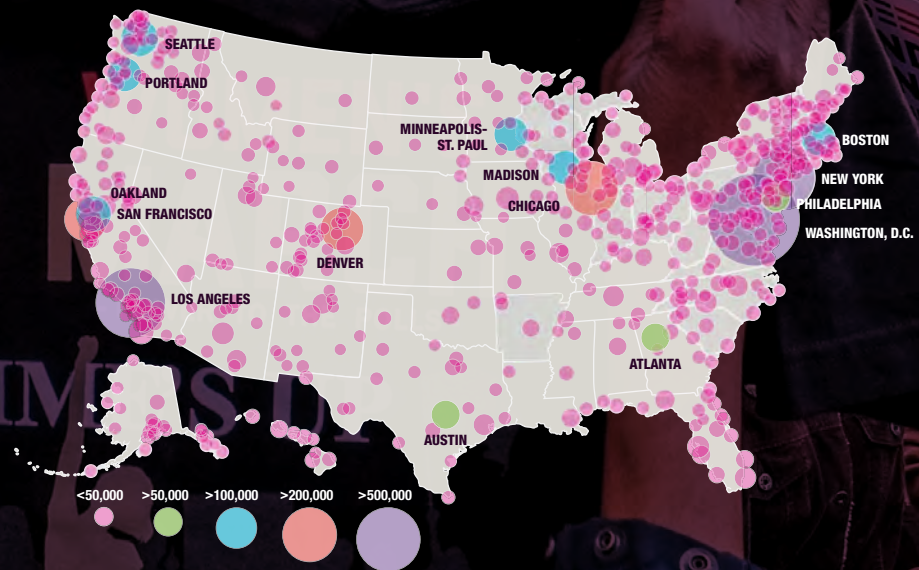
One in 5 Americans have come out to attend a rally or protest or march in recent years. And their top reason for protesting? Women's rights.

We've marched, starting from the first day of Donald Trump's presidency, when 5.6 million of us joined the largest collective demonstration in world history. Interestingly, some 19 percent of those who've joined rallies since Trump's inauguration were first-time marchers.

Big companies, too, are feeling more political these days, whether they want to or not. Twitter users called for a boycott of the much-loved In-N-Out Burger chain for its financial support for the Republican Party. And according to Vox Media, "Nike's decision to feature [Colin] Kaepernick in its campaign is part of a larger trend: Since the 2016 US presidential election,

brands—once terrified of controversy—are more and more likely to enter the realm of politics. There's never been a more popular time to be a brand with an opinion."

2016 WOMEN'S MARCH U.S. PARTICIPANTS



JANUARY 20,21, 2018

***Ms.* magazine is a history-making brand with a clear mission. For 48 years, the magazine has been uncovering and exposing the forces opposed to women's equality. The magazine has been celebrating women's progress here and around the world, and spreading feminist ideas and activism.**

Because we only accept certain 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. *Ms.* was the first consumer magazine to be printed on recycled paper and continues to be dedicated to green-printing practices.

REACH THE READERS WHO ARE CHANGING THE WORLD.

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 65,000 and a readership of 160,000 women and men. Its appeal reaches across age, race, income and other demographic factors.



The magazine is distributed to subscribers and available through newsstands, bookstores, libraries, at feminist conferences and events across the country and through women's studies and political science classes—reaching activists as well as opinion leaders in the media and politics, civic and academic circles. According to a 2016 election poll by Lake Research Partners, 59 percent of women identify as feminists, as do 33 percent of men, signaling strong interest in the feminist movement and the work of *Ms.* And we offer a digital version of *Ms.* with the introduction of a tablet and mobile device app.

ANNUAL REACH

160,000

Reach in Print

1,600,000+

Reach Online



FEMINIST MAJORITY
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Ms. EDITORIAL SECTIONS



KEEPING SCORE

As herstory happens, we're keeping score of how women are doing and what milestones we've made.



NEWS

All the news you need to know. It's local, national and even global news—from a feminist perspective.



FEATURES

Features is where *Ms.* tackles the biggest stories of our time. The magazine has published landmark features on domestic violence, sweatshops, women running for office, bail reform and the gender voting gap.



DEPARTMENTS

The Departments—Women's Health, Money, Media and more—offer expert takes on topics of upmost importance to women.



REVIEWS

Noted writers and scholars review new books, films and TV shows created by and for women. Plus, our seasonal book recommendations for feminist readers.

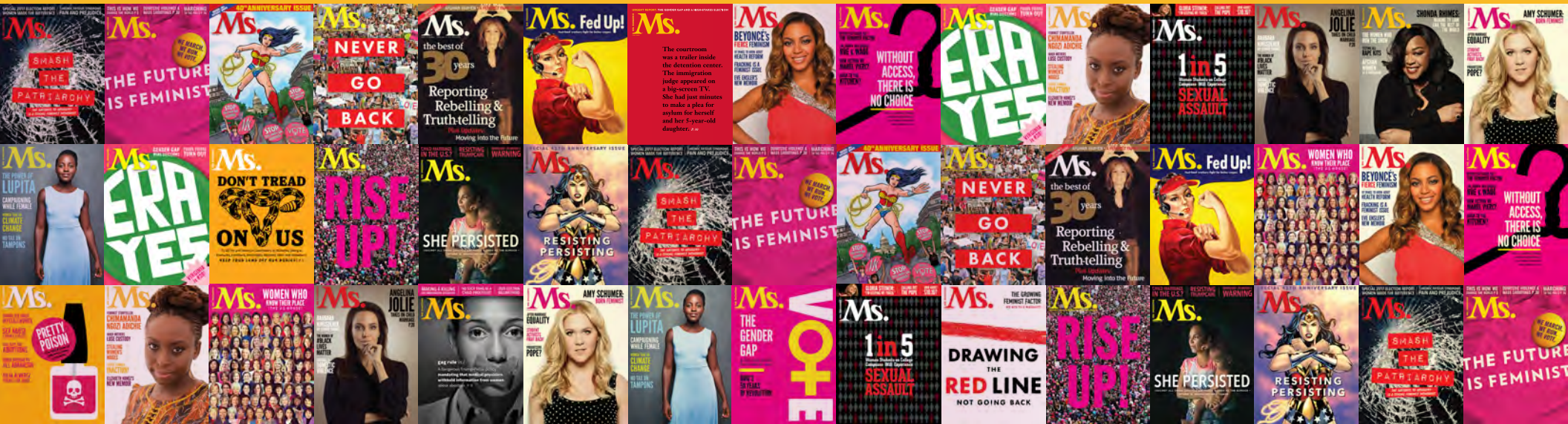


LAST WORD

What's the takeaway? Let us sum it up for you.

Ms. 2020 EDITORIAL CALENDAR

ISSUE	AD CLOSE DATE	ON-SALE DATE
Spring	3/16/20	5/5/20
Summer	5/26/20	7/14/20
Fall	8/17/20	10/6/20
Winter	12/21/20	2/18/21



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 high school 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.

TOTAL AUDIENCE:

160,000

Women: 91%

Men: 9%

Ages 18-39: 21%

Ages 40-59: 29%

Ages 60+: 50%

HHI \$70,000+: 50.9%

HHI \$141,000+: 19.7%

Homeowners: 78%



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MASSIVE ONLINE REACH

With its award-winning online site, MsMagazine.com has established a loyal audience of both veteran *Ms.* readers and a new generation of feminists. News stories and essays are posted on the *Ms.* site daily; over the past 12 months, *Ms.* had **1.6 million page views (and continues to grow).**

The *Ms.* Facebook page and Twitter are updated continuously; the *Ms.* Facebook page has more than 300,000 friends and reaches 1.6 million people each week. We now have more than 152,000 followers on the *Ms.* Twitter. Our *Ms.* digest goes to more than 50,000 people via email every week.

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

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

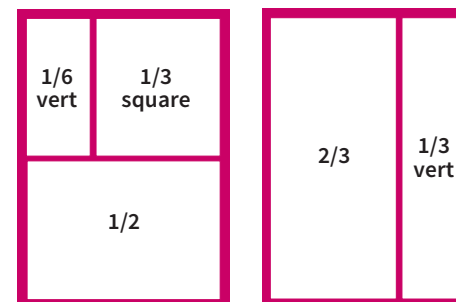
COVERS

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

PRINT AD SIZES

Page trim size	8 x 10.75 inches
Full page with bleed	8.25 x 11
Full page no bleed	7 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

**SUBMITTING 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. Bleed is 1/8 inch on all sides.

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

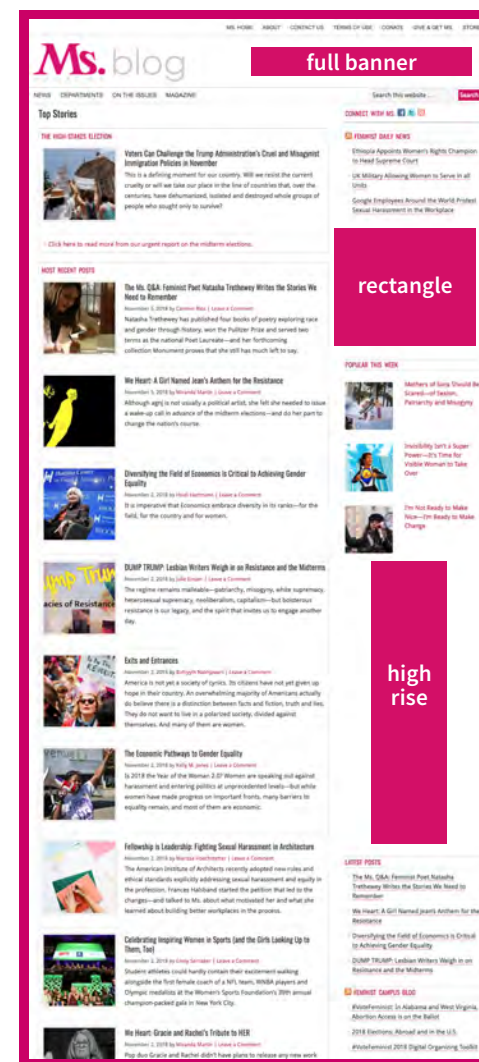
Print and web packages available: Please inquire for details

WEB AD SIZES

AD UNIT	SIZE
Full Banner	470 x 60 pixels
Rectangle	300 x 250
Hi-Rise	160 x 600

SUBMITTING MATERIALS

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



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