

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 protest signs are held aloft throughout the crowd, with legible text including "KEEP OFFER FROM TAKING", "NO SHUT OUT THE RIGHTS!", "I'm with her", "FUTURE IS MATE", "NO Trump!", "NO WAIT 4 ALL", "SILENCE IS NOT AN OPTION!", and "ESCHER". A black lamppost is visible on the right side of the image. The overall atmosphere is one of a large-scale public demonstration.

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 nearly 50 years. Join us and lend your support to our common cause.

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



**FEMINIST MAJORITY
FOUNDATION**

Ms.

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

VOX MEDIA 

Ms. magazine is a history-making brand with a clear mission. Since 1972, 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 168,000 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 2020 Pew Research Center survey, 61 percent of U.S. women identify as feminists, as do some 40 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

168,000

Reach in Print

2,800,000+

Reach Online

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.



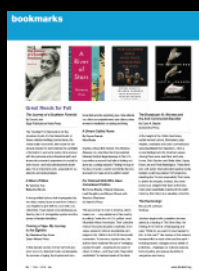
FEATURES

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. 2021 EDITORIAL CALENDAR

ISSUE	AD CLOSE DATE	ON-SALE DATE
Spring	3/1/21	4/27/21
Summer	5/24/21	7/13/21
Fall	8/16/21	10/5/21
Winter	12/21/21	2/18/22



INFLUENTIAL READERS

Ms. readers are well-educated, well-read, socially concerned activists and influencers 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:

168,000

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%



**FEMINIST MAJORITY
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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 **2.8 million page views** (and continues to grow).

The Ms. Facebook, Twitter and Instagram accounts are updated continuously. The Ms. Facebook page has more than 300,000 followers and reaches 1.6 million people each week. We now have more than 157,000 Twitter followers and more than 38,000 Instagram followers. Our Ms. Weekly Digest is sent out to more than 36,000 people via email every week, and our daily newsletter, Today at Ms., is sent to more than 10,000 people each day.

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.



FEMINIST MAJORITY
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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

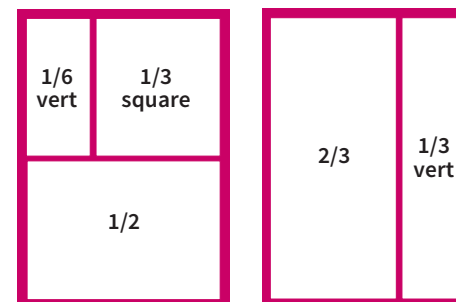
COVERS

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

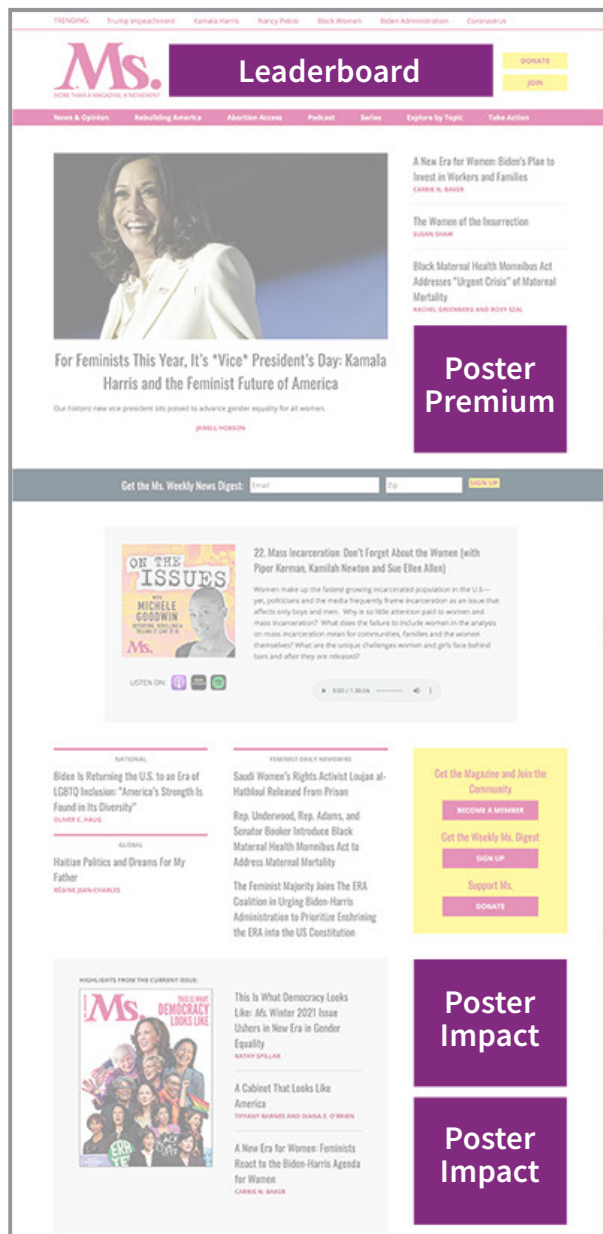
Non-profit rates: 15% off

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.



MORE PRODUCTS NEXT PAGE

WEB PUBLISHING RATES

AD PRODUCTS	POSITION	RATE / WEEK; MONTH
Leaderboard	Above editorial content	
	Homepage only	\$400; \$1,200
	Stories page only	\$400; \$1,200
	Both homepage and stories page	\$600; \$1,800
Poster		
Premium	Above fold, homepage	\$300; \$900
Premium+	Above fold, homepage plus stories pages	\$400; \$1,200
Impact	Below fold, homepage	\$250; \$750
Impact+	Below fold, homepage plus stories pages	\$300; \$900
Spotlight	Both below-the-fold ads on homepage plus stories pages	\$600; \$1,800

SPECS

AD PRODUCT	DISPLAY SIZE	SUBMISSION SIZE
Leaderboard	800 x 130 pixels	1600 x 260 pixels
Poster	378 x 315	756 x 630

Billboard



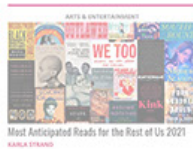
The Constitution Supports the Impeachment of Trump and Disqualification From Office

The U.S. Constitution, historical precedents, and the undisputed facts offer clear, compelling reasons to hold Trump accountable and disqualify him from ever holding federal office again.

Based on the facts we all saw with our own eyes, Trump is guilty of "high crimes and misdemeanors," and no elected official gets a free pass to commit impeachable offenses and then resign or leave office and escape liability for his misdeeds.

STEPHEN KORN

High Rise



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WEB PUBLISHING RATES

AD PRODUCTS	POSITION	RATE / WEEK; MONTH
Billboard	Large, center of homepage banner	\$300; \$900
High Rise		
Premium	Top placement	\$150; \$450
Impact	Bottom placement	\$100; \$300
Skyscraper	Both High Rise ads	\$200; \$600
Run-of-site	Includes Leaderboard, 1 Premium Poster and 1 Premium High Rise, homepage and stories page	\$750; \$2,250

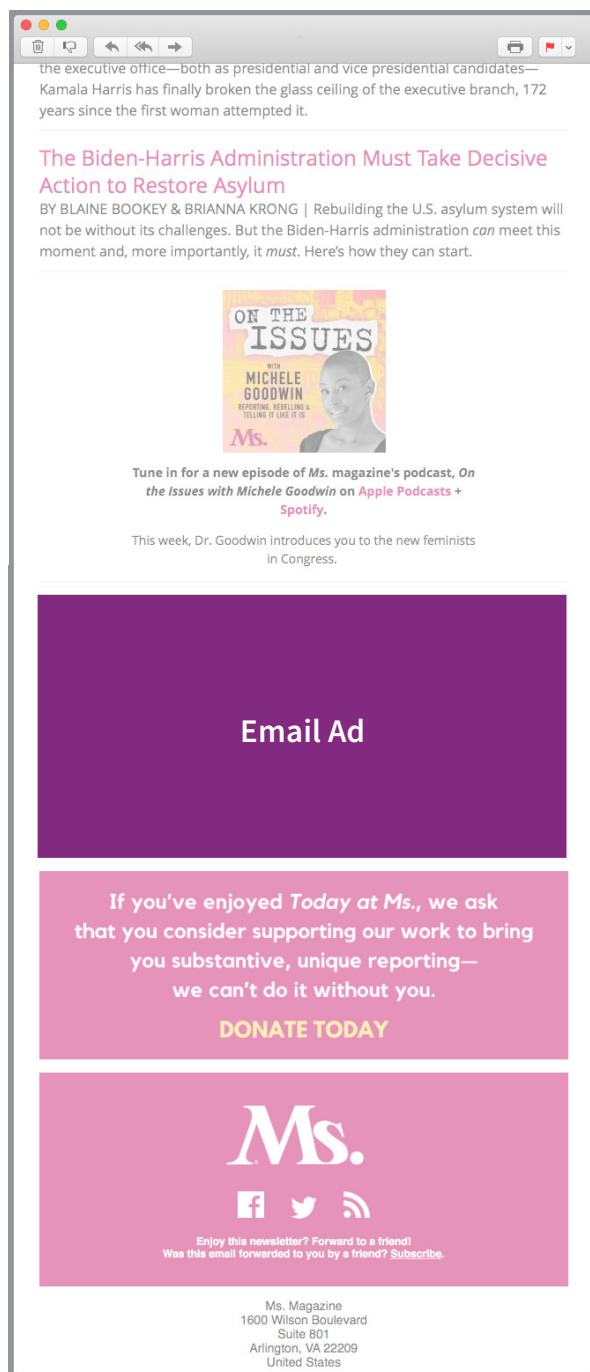
SPECS

AD PRODUCT	DISPLAY SIZE	SUBMISSION SIZE
Billboard	1260 x 325 pixels	2520 x 650 pixels
High Rise	160 x 600	320 x 1200

SUBMITTING MATERIALS

We accept GIF, HTML, JPG and PNG formats. Maximum file size 80K.

Print and web packages available: Please inquire for details



EMAIL ADS

A new opportunity for *Ms.* advertisers in 2021: Reach *Ms.*' most active and engaged readers directly via their email inbox. Because *Ms.* only emails members who've signed up for this service, the *Today at Ms.* e-newsletter has an astonishing 43 percent daily open rate.

EMAIL PUBLISHING RATES

AD PRODUCTS	REACH	FREQUENCY	RATE / WEEK; MONTH
Weekly Digest	36,500	1x/week	\$1,095; 3,285
Politics Report	10,000	1x/week	\$300; \$900
Today at <i>Ms.</i>	10,000	5x/week	\$900; \$2,700

SPECS

AD PRODUCT	SUBMISSION SIZE
Email Ad	1200 x 600 pixels

SUBMITTING MATERIALS

We accept GIF, HTML, JPG and PNG formats. Maximum file size 80K