



Ms. 50 years

OF REPORTING, REBELLING & TRUTHTELLING

A brazen act of independence when it launched in 1972, Ms. was the first national magazine to center authentic feminist voices. It charted a new path in journalism—focusing news, opinion, analysis, and culture around women's aspirations and lives.

ADVERTISE WITH *Ms.*

***Ms.* has been reporting and truth-telling from the front lines of the fight for women's equality for more than 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

The editorial impact of *Ms.* is unmatched. *Ms.* covers the news and makes it; reports on trends and helps create them. *Ms.* has sparked laws and judicial changes, influenced policy, generated new vocabulary and forced action on issues too long ignored.

From its beginning, *Ms.* has helped to shape contemporary feminism, with its editors and authors translating a movement into a magazine. Year after year, through powerful storytelling and trustworthy reporting, *Ms.* has informed, supported, encouraged, enlightened, mobilized and entertained readers. Articles in *Ms.* have won multiple awards, led to dozens of movies and books, sparked new scholarship and action groups, and are widely reprinted and included in textbooks and collections.

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. 2025 EDITORIAL CALENDAR

ISSUE	AD CLOSE DATE	ON-SALE DATE
Spring	2/24/25	4/8/25
Summer	5/12/25	6/24/25
Fall	8/11/25	9/23/25
Winter	11/10/26	12/25/26



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%



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 **5.4 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 160,000 Twitter followers and more than 42,000 Instagram followers. Our *Ms.* Weekly Digest is sent out to more than 40,000 people via email every week, and our daily newsletter, *Today at Ms.*, is sent to more than 15,000 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.

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

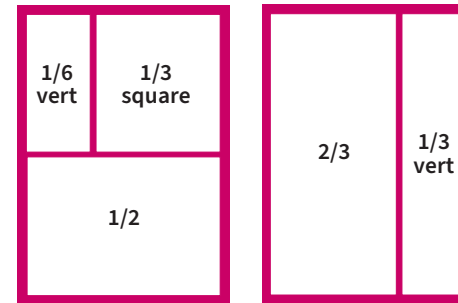
COVERS

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

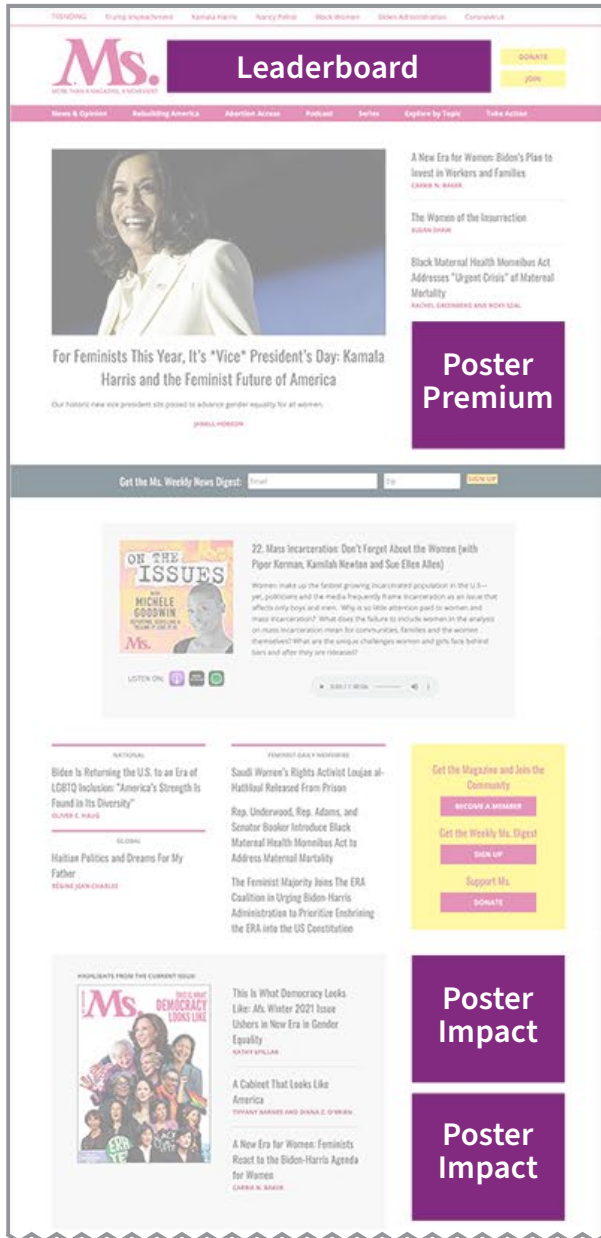
PRINT AD SIZES

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 undisclosed facts offer clear, compelling reasons to hold Trump accountable and disqualify him from ever holding federal office again.


Based on the facts we all see with our own eyes, Trump's 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 being held for his misdeeds.

STEPHEN ADAMS

High Rise




NATIONAL POLITICS
Delaying Biden's Cabinet Appointments Impacts More than the Operations of Government
KELLY ZEIGLER




BOOKS & ENTERTAINMENT
Most Anticipated Reads for the Rest of the Year 2021
KARLA STRAND

High Rise




WOMEN & SOCIAL JUSTICE
'A Woman's Work': The Film the NFL Doesn't Want You to See
WORTHEN BAKER




NATIONAL POLITICS
Table for 12, Please: Janet Yellen Is Willing to be Dangerous
HEATHERFIELD


High Rise



HEALTH, NATIONAL, SEXES
Celebrate Gaijin's Day by Talking to Your Friends About Safe Sex
SHARON MULLER



EDUCATION, HEALTH, NATIONAL
PUBLIC SCHOOLS
What Child Care Centers Can Teach Schools About How to Reopen Safely
SARA WILCOXSON



About Ms.

- Ms. History
- Method
- Ms. Committee of Scholars
- Internships

Sponsorship

- Get Ms.
- Give the Gift of Ms.
- Support Ms.
- Newsletters
- Back Issue
- Partner Store

Contact

- Media Center
- Writing for Ms.
- Contact Us
- Advertise with Ms.

Programs & Sister Organizations

- Ms. Classroom
- Feminist Majority Foundation
- Feminist Campaign
- Girls Learn International

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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

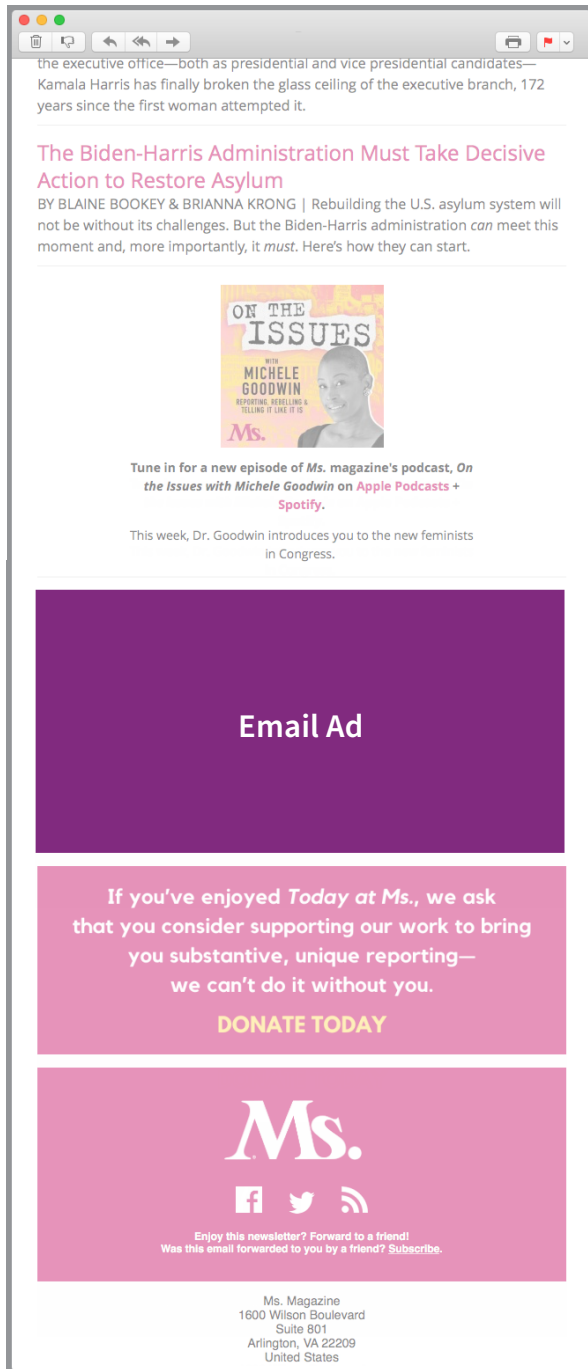
SPECS

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 500K

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	40,000	1x/week (Saturdays)	\$1,095; 3,285
Ms. Memo	40,000	1x/week (Wednesdays)	\$300; \$900
Today at Ms.	15,000	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 500K