

AdAge

2023 MEDIA KIT

AdAge
September 19, 2022
The Business of Brands

Introducing Ad Age's 40 under 40 class of 2022
Our annual recognition of the stars who are leading change across the industry

AGENCY NEWS YOU NEED TO KNOW THIS WEEK

What creators need to know about going viral
Talent experts share advice on how to capitalize on brand partnerships

Modern SEO requires a holistic approach to the search engine results page and a more sophisticated measurement model.

Not your father's SEO: How brands can own the SERP

Ad employment fell sharply in September following summer boom

Delta Air Lines takes to the runway with first-ever clothing collection

Why offer experiential fans?

The professional challenge of digital content

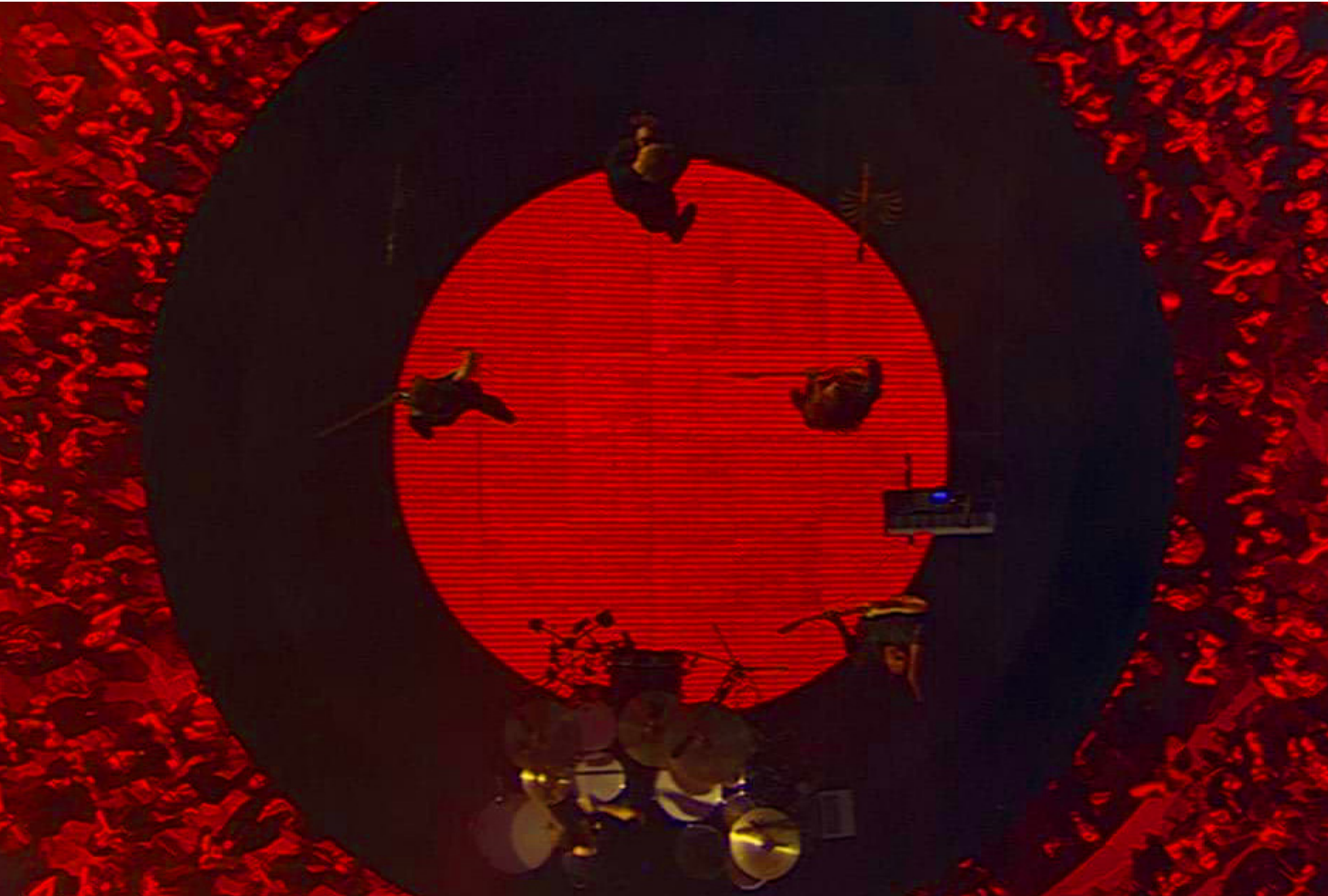
3 lessons about marketing in a recession
The best way to prepare is to study history

From the World Wars to the beer wars, advertising has always been the defining landmark of our cultural landscape. And if the economy is the engine of any society, then advertising is its fuel.

From their first appearance in 1933 to their enduring presence on the American landscape, the Clydesdales symbolize Budweiser beer and America's great industrial spirit.



For the 2015 Grammys, Deutsch helped Target give more music to fans (instead of more commercials) when Imagine Dragons took the stage on a street in Las Vegas during a single four-minute commercial buy. The strategy was repeated in 2016 with a live music video for Gwen Stefani.



**Ad Age leads and fuels
the industry responsible
for shaping culture.**

Digital

4.5M+

page views

2M+

unique monthly users

752K

newsletter registrants

Social

987K+

Twitter followers

1.1M+

Facebook and Instagram followers, total

1M+

LinkedIn followers

Magazine

54K+

subscribers

18

issues per year

10+

fact packs and trend reports

Events and honorifics

25,000+

virtual event attendees

3,300+

awards and honorifics entries

220+

people, work and companies recognized

With a highly qualified audience of industry leaders and culture creators, Ad Age defines the business of brands.

1. Social numbers updated as of Sept. 2021.

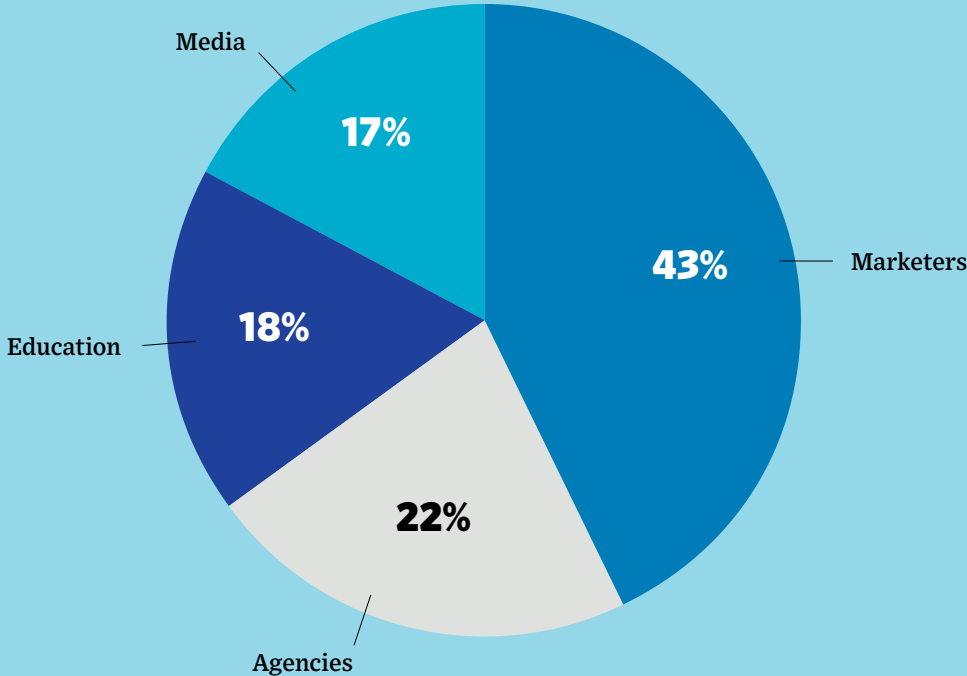
2. Average Ad Age magazine circulation (Dec. 2020).

3. Digital metrics based on Omniture SiteCatalyst (2020 averages).

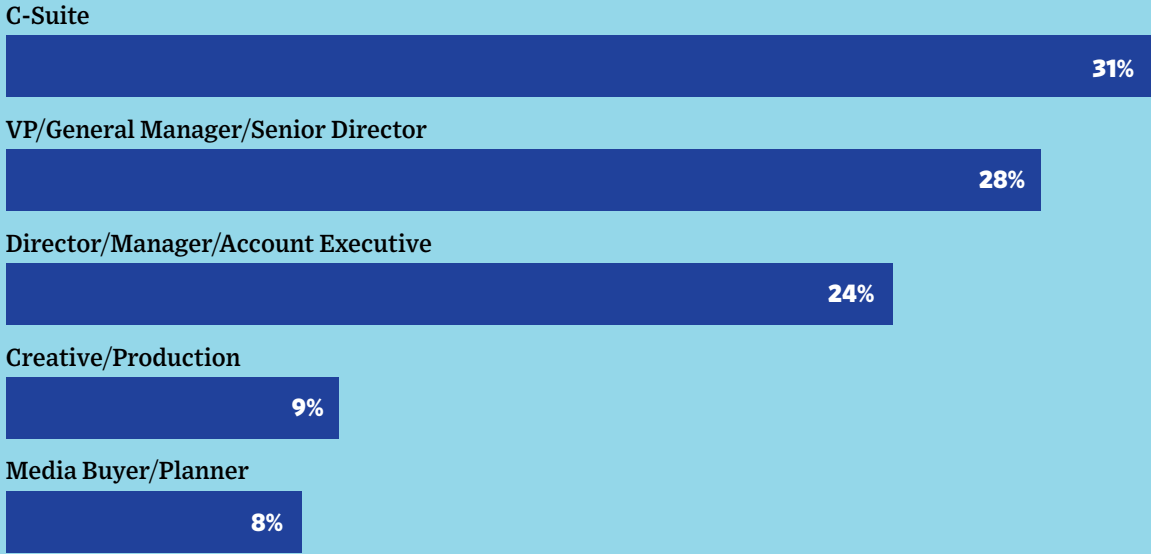
Audience overview

Total circulation:
55K+

By industry



By title



2023 Editorial Calendar

Publish Date	Issue Close	Materials Due	Issue
Jan. 23	Jan. 12	Jan. 16	Best Places to Work Issue
Feb. 13	Feb. 2	Feb. 6	Super Bowl Issue
Feb. 27	Feb. 16	Feb. 20	Metaverse Issue
March 13	March 2	March 6	A-List Issue
April 3	March 23	March 27	Creator Economy Issue
April 24	April 13	April 17	Creativity + Agency Report Issue
May 15	May 4	May 8	Streaming/Upfronts Issue
May 22	May 11	May 15	Leading Women Issue
June 12	June 1	June 5	Cannes Lions/Young Creatives Issue
June 26	June 15	June 19	Leading National Advertisers Issue
July 10	June 29	July 3	America's Hottest Brands Issue
July 31	July 20	July 24	Small Agency Issue
Sept. 18	Sept. 7	Sept. 11	40 Under 40
Oct.16	Oct. 5	Oct. 9	Advertising Week Issue
Oct. 23	Oct.12	Oct. 16	ANA Issue
Nov. 6	Oct. 27	Oct. 30	CMO Issue/Breakout Brand Leaders
Dec. 4	Nov. 22	Nov. 27	Marketers of the Year Issue featuring World's Largest Advertisers
Dec. 18	Dec. 7	Dec. 11	Year in Review Issue

Events and Honorifics Celebrations Calendar

Q1

Date	Location	Event/Conference
Feb. 7	Virtual	Super Bowl Playbook
March 7	In-person	The Wellness Revolution

Q2

Date	Location	Event/Conference
April 4	Hybrid	Ad Age Creator Summit
April 24	In-person	A-List & Creativity Awards Gala
May 9-10	In-person	Marketing in the Metaverse
May 23 - May 24	Virtual	The State of TV Advertising
June 21	In-person	Cannes Lawn Party + Young Creatives

Q3

Date	Location	Event/Conference
July 11	Virtual	Hottest Brands
July 25 - July 26	In-person	Small Agency Conference & Awards
August 8	In-person	Leading Women
Sept. 18 - Sept. 19 (half-day)	In-person	Streaming TV Playbook

Q4

Date	Location	Event/Conference
Week of Oct. 9	In-person	Future of Shopping Summit
Week of Nov. 6	In-person	Business of Brands

Honorifics Submissions and Announcements Calendar

Program	Entries Open	Entries Close	Event Date
A-List & Creativity Awards 2023	Sept. 8, 2022	Dec. 6, 2022	April 24, 2023
Web3 Marketing Trailblazers	Nov. 8, 2022	Jan. 31, 2023	
Ad Age Leading Women + Leading Women Rising Star	Feb. 1, 2023	March 28, 2023	August 8, 2023
Ad Age Small Agency Awards	Feb. 14, 2023	April 26, 2023	July 2023
Young Creatives	March 1, 2023	April 10, 2023	June 21, 2023
Breakout Brand Leaders	April 10, 2023	June 5, 2023	November 2023
Ad Age 40 Under 40	May 2, 2023	July 10, 2023	
Ad Age Best Places to Work 2024	June 2023	August 2023	
A-List & Creativity Awards 2024	September 2023	December 2023	April 2024

Print Rates

4-Color Rates

Page Unit	1X - 5X	6X - 8X	9X -12X	13X+
Two-Page Spread	\$66,235	\$64,095	\$58,525	\$57,235
Horizontal Half-Spread	\$45,745	\$43,885	\$41,035	\$39,815
Full Page	\$35,190	\$34,120	\$31,335	\$30,690
Half-Page Horizontal	\$24,945	\$24,015	\$22,590	\$21,980
Half-Page Vertical	\$24,945	\$24,015	\$22,590	\$21,980
Quarter Page Square	\$14,220	\$13,725	\$12,955	\$12,695
Quarter Page Vertical	\$14,220	\$13,725	\$12,955	\$12,695
Horizontal Strip	\$14,220	\$13,725	\$12,955	\$12,695

Black & White Rates

Page Unit	1X - 5X	6X - 8X	9X -12X	13X+
Two-Page Spread	\$54,120	\$51,980	\$46,410	\$45,120
Horizontal Half-Spread	\$33,630	\$31,770	\$28,920	\$27,700
Full Page	\$27,060	\$25,990	\$23,205	\$22,560
Half-Page Horizontal	\$16,815	\$15,885	\$14,460	\$13,850
Half-Page Vertical	\$16,815	\$15,885	\$14,460	\$13,850
Quarter Page Square	\$8,905	\$8,410	\$7,640	\$7,380
Quarter Page Vertical	\$8,905	\$8,410	\$7,640	\$7,380
Horizontal Strip	\$8,905	\$8,410	\$7,640	\$7,380

Cover Wraps and Gatefolds (Any two, three or four process colors)

Unit	Price
Issue Wrap (3 pages)	\$136,050
Standard Gatefold Off Cover (3 pages)	\$110,380
3-Page Gatefold (in-book)	\$110,380
Cover Wrap Gatefold (4 pages)	\$164,180
Cover Wrap (2 pages)	\$106,680
Half Cover (1 vertical 1/2 page)	\$45,730
Half Cover (2 vertical 1/2 pages)	\$68,020

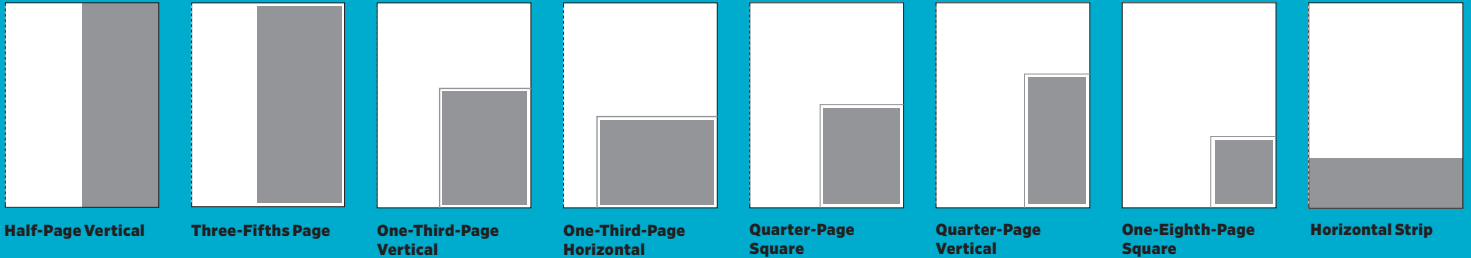
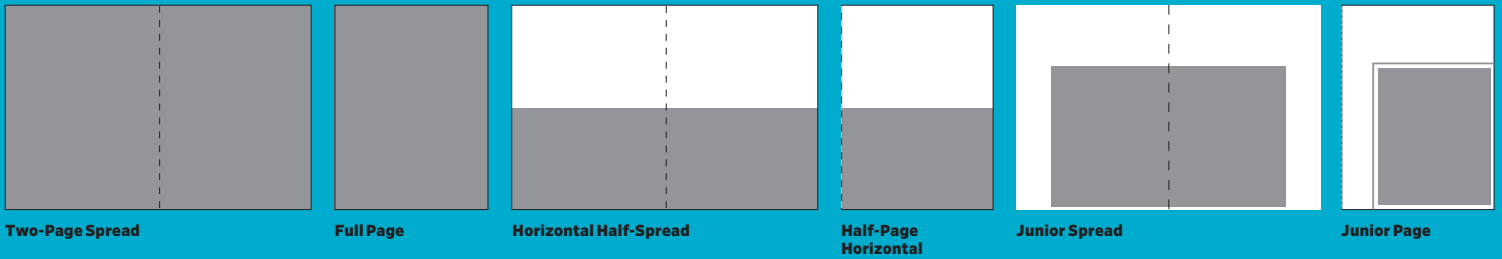
Premiums

Cover 2/Page 1 - 10%
 Cover 3 - 0%
 Cover 4 - 20%

All rates are gross (unless otherwise noted) and subject to change.

Updated March 9, 2023

Print Ad Specifications



Page Unit	Trim Size (w x h)	Live Area (w x h)	Bleed (w x h)
Two-Page Spread	21.75" x 14.5"	21" x 13.75"	22" x 14.75"
Horizontal Half-Spread*	21.75" x 7.5"	21" x 6.75"	22" x 6.875"
Full Page	10.875" x 14.5"	10.125" x 13.75"	11.125" x 14.75"
Half-Page Horizontal*	10.875" x 7.5"	10.125" x 6.75"	11.125" x 7.75"
Half-Page Vertical*	5.375" x 14.5"	4.625" x 13.75"	5.5" x 14.75"
Junior-Page Spread	16.75 in" x 10"	16" x 9.25"	
Three-Fifths Page	6" x 14"	5.25" x 13.25"	
Junior Page	8.125" x 10"	7.375" x 9.25"	
One-Third-Page Vertical	6" x 8"	5.25" x 7.25"	
One-Third-Page Horizontal	8.125" x 6"	7.375" x 5.25"	
Quarter-Page Square	6" x 6"	5.25" x 5.25"	
Quarter-Page Vertical	4" x 9"	3.25" x 8.25"	
One-Eighth-Page Square	4" x 5"	3.25" x 4.25"	
Horizontal Strip*	10.875" x 3.5"	10.125" x 2.75"	11.125" x 3.625"
Junior Strip*	10.875" x 2"	10.125" x 1.25"	11.125" x 2.125"
Cover Strip	5.875" x 1.625"	5.125" x 0.875"	

* Fractional units include bleed on all sides.

Production Information

Advertising Submission Instructions

All advertising should be provided in PDF format and accompanied by a contract proof SWOP-certified for color matching.

- Required format for black-and-white or four-color digital advertisement is hi-res Adobe Acrobat PDF or PDF/X-1a file format (version 8.0 compatible) with all fonts and images embedded.
- Embedded images must be a minimum of 266 ppi (pixels per inch). Color images must be CMYK.
- Postscript Type 1 fonts are strongly preferred. Outlining fonts is acceptable as well. Files containing composite or multiple master (MM) fonts will not be accepted.
- Files containing RGB or LAB images or Open Prepress Interface (OPI) comments will not be accepted.

For further instructions on how to prepare your digital advertisement and upload to Crain Communication's digital ad portal, please visit ads.crain.com.

Color Instructions

To insure the color of your ads meets our requirements, please follow these guidelines.

Two-Color Process

Standard AAAA and ABM process colors are solid traps using process inks and are available at Standard Color Rate; please refer to the current rate card for rates.

- **Blue** = 100% process cyan
- **Magenta** = 100% process magenta
- **Yellow** = 100% process yellow
- **Red** = 100% process magenta and 100% process yellow
- **Green** = 100% process cyan and 100% process yellow

Four-Color Process

The reproduction quality of four-color advertisements printed in Ad Age will depend largely on the quality of the supplied digital files and proofs. Please visit our web site at ads.crain.com.

PMS Inks or Pre-Mixed Inks

PMS inks or premixed inks require dedicated print units and will be billed at Matched Color Rate. Please refer to current rate card for rates.

Reverse Ads

Reverse black-and-white advertisements are accepted at no additional charge.

Insert Sizes

Minimum size: 4.5" x 6"

Maximum size: 10.75" x 14"

Additional File Preparation Instructions

In addition to the advertising submission instructions, following these general industry guidelines when preparing files and proofs will help our printer obtain a good press match on its web offset press:

- 120-line screen is recommended, not to exceed 133-line screen. Maximum density in any one area, all colors, should not exceed 300%, with only one solid color.
- Reverse lettering in four-color advertisements should be spread with dominant color forming shape of letters. Thin lines, serifs, small and medium-size lettering should be restricted to one color only.
- Preferred proofs are Kodak approvals or Iris proofs prepared 5-7% heavier than the file to simulate press gain and ink coverage to our web offset press.
- Color lasers or low-quality inkjet prints are not acceptable for color guidance.
- Follow AAAA/ABM/MPA-recommended standards for process ink color formulations.
- Proofing progression of colors should correspond to Ad Age printing press: Black, cyan, magenta, yellow.
- Direction of roller travel should be from side to side of pages (not top to bottom) to match press conditions.
- Recommended proofing stock is a 60 lb. basis weight of 70 (nominal) brightness.

Shipping Instructions

Send proof for ad to:

Ad Age

Attn: Simone Pryce

685 3rd Avenue, Floor 10

New York, NY 10017

Advertisements supplied to Crain without an acceptable color proof will be printed to SWOP standards. The printer and/or publisher cannot be held liable for color complaints when files are submitted without an acceptable color proof.

Questions?

Contact Simone Pryce, Media Services Director at 212-210-0187 or spryce@crain.com.

Digital Rates

[Download digital ad specifications.](#)

First-Impression Takeovers

FITO Campaigns	CPM
Site-wide first impression takeover includes all channels	\$35,000
Site-wide first impression takeover plus homepage takeover	\$48,000

*Rate options for premium months available

Run of Site (ROS)

Campaigns	CPM
Run of Site	\$80
Targeted/Section	\$95
Tagging	\$99

High-Impact ROS

Campaigns	CPM
Video billboard ad unit	\$99
Pushdown ad unit	\$105
3d spin cube ad unit	\$105

Newsletter Rates

Ad Age email newsletters deliver essential, trustworthy news right into the hands of industry influencers and thought leaders who are striving to stay ahead of the latest news and trends. With a newsletter sponsorship, your brand will be at the forefront of the conversation and, more importantly be top of mind for key decision makers.

Wake Up Call

115,000+ Opt-in subscribers
One week flight; deploys Monday-Friday

100% SOV 500,000 Impressions	\$25,000
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Breaking News Alert

64,000+ Opt-in subscribers
One week flight; deploys Monday-Sunday

100% SOV 400,000 Impressions	\$28,000
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Agency News

35,000+ Opt-in subscribers
Two week flight; deploys Wednesday, Friday

50% SOV 70,000 Impressions	\$15,000
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100% SOV 180,000 Impressions	\$25,000
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CMO Strategy

40,000+ Opt-in subscribers
Two week flight; deploys Monday, Wednesday, Friday

50% SOV 150,000 Impressions	\$17,500
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100% SOV 340,000 Impressions	\$32,500
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Media Buzz

35,000+ Opt-in subscribers
Two week flight; deploys Tuesday and Thursday

50% SOV 60,000 Impressions	\$15,000
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100% SOV 170,000 Impressions	\$25,000
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Technology Today

50,000+ Opt-in subscribers
One week flight; deploys Monday-Friday

50% SOV 80,000 Impressions	\$15,750
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100% SOV 250,000 Impressions	\$28,500
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Creativity

40,000+ Opt-in subscribers
One week flight; deploys Monday-Friday

50% SOV 80,000 Impressions	\$15,750
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100% SOV 250,000 Impressions	\$28,500
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Influencer Marketing

90,000 Opt-in subscribers
Two week flight; deploys Thursday

100% SOV 460,000 Impressions	\$15,000
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Metaverse Marketing Today

90,000 Opt-in subscribers
Two week flight; deploys Tuesday

100% SOV 190,000 Impressions	\$15,000
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Custom Content Rates

White Papers

Custom White Paper	
Online only	\$40,000
Print and online	\$75,000

Custom White Paper Brief Inquire about discounts for a series of three or more	
Online only	\$35,000
Print and online	\$50,000

White Paper Posting	
3 month posting	\$15,000
9 month posting	\$20,000

Sponsor and Custom Content

Offerings	Net
Publishing Partner post (1)	\$17,500
5 online posts with one extended to print	\$90,000
10 online posts with three extended to print	\$180,000
Custom webcast	\$25,000
Custom fireside or panel interview series	\$35,000
Custom stand alone research	\$80,000
Intelligence center/hub (6-month hub)	\$60,000*
Intelligence center/hub (12-month hub)	\$130,000*
Custom video series Minimum of 4 episodes	Price upon request
Infographics Custom graphics built to meet your objectives	Price upon request

Get in touch

Ad Age

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F: 212-210-0111
AdAge.com

Sales/ Sponsorships/ Custom Content

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Events & Conferences, Ticket Sales

Anna Sekula
Director of Event Content and Awards
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asekula@adage.com

Arianna Nacci
Senior Manager, Events
212-210-0738
anacci@adage.com

Media/ Press Inquiries

For press or media inquiries, email
pressinquiries@adage.com.

Print Advertising Material Submissions

Simone Pryce
Media Services Director
P: 212-210-0187, F: 212-210-0490
spryce@crain.com
Print Ad Specs and Upload:
ads.crain.com

Submit all online ad materials for
Ad Age and Ad Age Creativity to:
adops-adage@crain.com

Subscriber Services

877-320-1721
customerservice@adage.com

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