

AdAge

The Business of Brands

A CRAIN FAMILY BRAND

2025 Media Kit



 CRAIN COMMUNICATIONS

685 Third Ave.
Floor 10
New York, NY 10017

Digital¹

4.5M+
page views

2M+
unique monthly users

752K
newsletter
registrants

Social²

982K+
Twitter followers

1.2M+
Facebook & Instagram
followers

1.1M+
LinkedIn followers

58K+
Threads followers

Magazine³

36K+
subscribers

4
print issues

10+
fact packs and
trend reports

Events & Honorifics

8,100+
virtual event attendees

4,000+
awards and honorifics entries

250+
people, work and
companies recognized

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

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

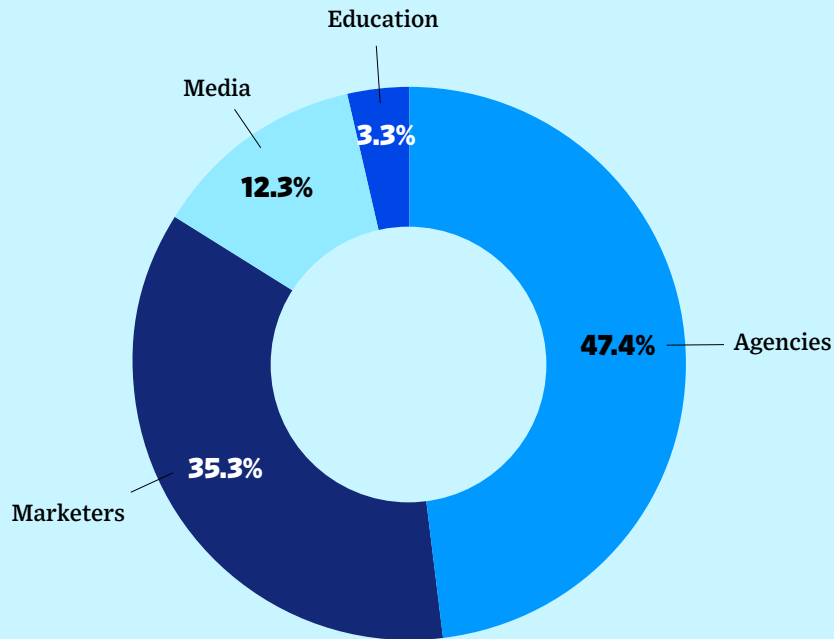
2. Social numbers updated as of Sept. 2023.

3. Average Ad Age magazine circulation (Aug. 2022 - Sept. 2023)

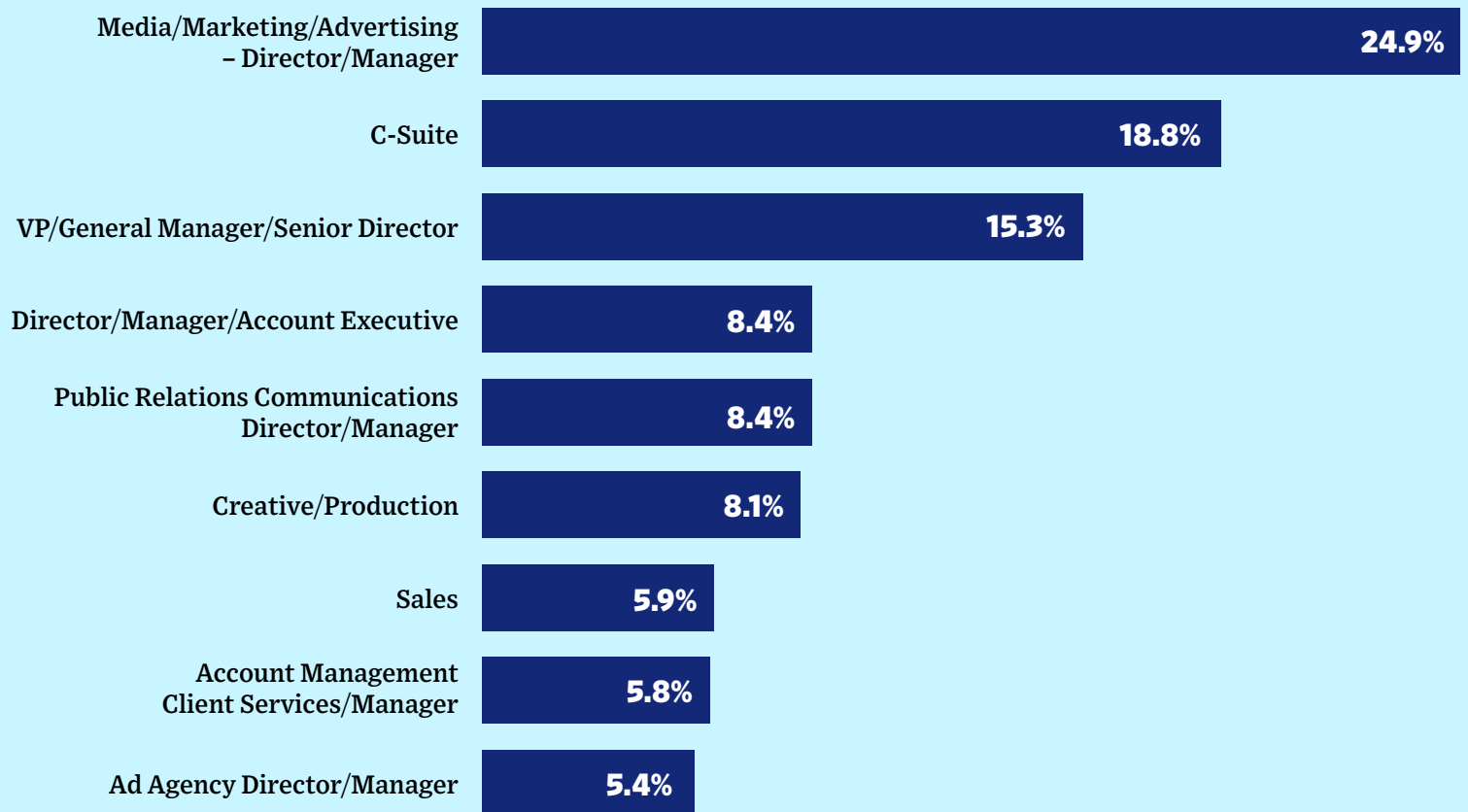
Audience overview

Total circulation:
36K

By industry



By title



2025 Edit calendar

Q1

Publish Date	Issue	Appears	Issue Close	Materials due
Jan. 7-10	CES	Online	2 weeks prior*	1 week prior*
Jan. 20	Best Places to Work	Online	2 weeks prior*	1 week prior*
January - February	Super Bowl	Online	2 weeks prior*	1 week prior*
February	Black History Month	Online	2 weeks prior*	1 week prior*
March	Women's History Month	Online	2 weeks prior*	1 week prior*
March (3/17/25)	A-List	In print and online	March 6	March 10

Q2

Publish Date	Issue	Appears	Issue Close	Materials due
April	Creativity Awards	Online	2 weeks prior*	1 week prior*
May	AANHPI Month	Online	2 weeks prior*	1 week prior*
May	Tech Power List	Online	2 weeks prior*	1 week prior*
May	TV Upfronts	Online	2 weeks prior*	1 week prior*
May	Leading Women	Online	2 weeks prior*	1 week prior*
June	Pride Month	Online	2 weeks prior*	1 week prior*
June (6/9/25)	Cannes	In print and online	May 29	June 2
June 24	Agency Report	Online	2 weeks prior*	1 week prior*

Q3

Publish Date	Issue	Appears	Issue Close	Materials due
July	Hottest Brands	Online	2 weeks prior*	1 week prior*
July (7/28/25)	Small Agency Awards	In print and online	July 17	July 21
September	Leading National Advertisers	Online	2 weeks prior*	1 week prior*
September	Breakout Brands	Online	2 weeks prior*	1 week prior*
Sept. 15 - Oct. 15	Hispanic Heritage Month	Online	2 weeks prior*	1 week prior*

Q4

Publish Date	Issue	Appears	Issue Close	Materials due
Oct. (10/6/25)	Breakout Brands	In print	Sept. 25	Sept. 29
October	40 Under 40	Online	2 weeks prior*	1 week prior*
November	Healthcare Marketing Impact Awards	Online	2 weeks prior*	1 week prior*
December	World's Largest Advertisers	Online	2 weeks prior*	1 week prior*
Dec. 8	Marketers of the Year	Online	2 weeks prior*	1 week prior*

*Prior to publish.

Dates are subject to change.

Updated September 10, 2024

Honorifics Submissions and Announcements Calendar

Program	Entries open	Entries close	Event date
A-List & Creativity Awards 2025	Sept. 5, 2024	Dec. 3, 2024	April 30, 2025
Ad Age Tech Power List	Nov. 4, 2024	Jan. 24, 2025	May 2025
Ad Age Young Creatives Contest	Feb. 5, 2025	March 31, 2025	June 2025
Ad Age Small Agency Awards	Feb. 11, 2025	April 16, 2025	July 2025
Ad Age Breakout Brands	April 7, 2025	May 28, 2025	September 2025
Ad Age Leading Women & Rising Stars	March 2025	May 2025	October 2025
Ad Age 40 Under 40	May 2025	July 2025	
Healthcare Marketing Impact Awards	June 2025	August 2025	
Ad Age Best Places to Work 2026	June 2025	August 2025	
A-List & Creativity Awards 2026	September 2025	December 2025	April 2026

Events and Honorifics Celebrations Calendar*

Q1

Date	Location	Event/Conference
January	In-person Las Vegas	CES private dinners and panels
February	Virtual	Super Bowl Playbook
March	In-person New York	Ad Age NextGen Marketing Summit

Q2

Date	Location	Event/Conference
April 30, 2025	In-person New York	Ad Age A-List & Creativity Awards Gala
May	In person New York	Ad Age Emerging Tech Summit
June	In-person Cannes, France	Cannes private breakfasts, dinners + panels
June	In-person Cannes, France	Ad Age Cannes Lawn Party + Ad Age Young Creatives

Q3

Date	Location	Event/Conference
July	In-person	Ad Age Small Agency Conference & Awards

Q4

Date	Location	Event/Conference
September	In-person	Ad Age Business of Brands + Ad Age Breakout Brands
October	In-person	Advertising Week private breakfasts, dinners + panels
October	In-person	Ad Age Leading Women
November	In-person Los Angeles	Ad Age Creativity Summit

*Dates are subject to change.

For more honorific and event specifics, please visit AdAge.com/events.

Updated September 10, 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

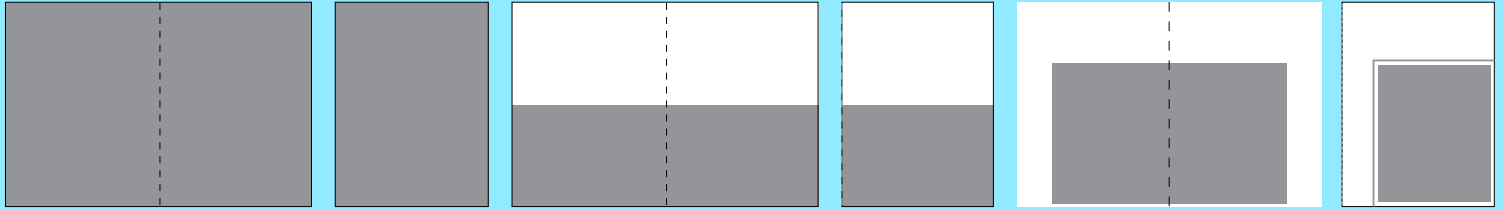
Premiums

Cover 2/Page 1: 10%

Cover 3: 0%

Cover 4: 20%

Print Ad Specifications



Two-Page Spread

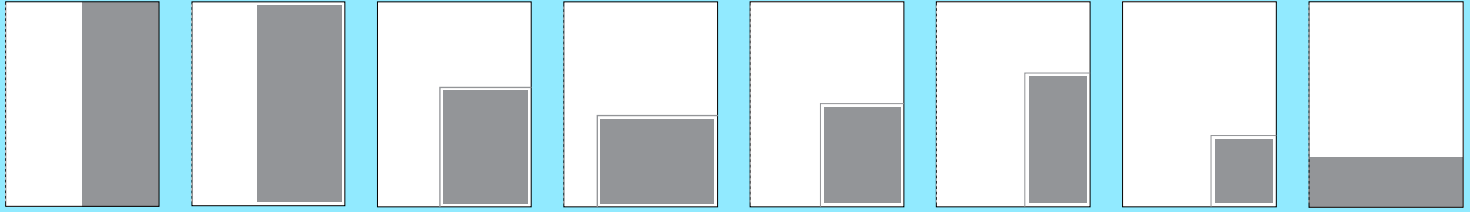
Full Page

Horizontal Half-Spread

Half-Page Horizontal

Junior Spread

Junior Page



Half-Page Vertical

Three-Fifths Page

One-Third-Page Vertical

One-Third-Page Horizontal

Quarter-Page Square

Quarter-Page Vertical

One-Eighth-Page Square

Horizontal Strip

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

55,000 + Opt-in subscribers
One week flight; deploys Monday-Sunday

100% SOV 200,000 Impressions	\$20,000
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Don't Miss

55,000+ Opt-in subscribers
One week flight; deploys Monday-Friday

100% SOV 600,000 Impressions	\$25,000
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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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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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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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Metaverse Marketing Today

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

100% SOV 190,000 Impressions	\$15,000
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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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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	\$20,000
9-month posting	\$25,000

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

Crain Communications Inc
685 Third Ave., Floor 10
New York, NY 10017

P: 212-210-0100
F: 212-210-0111
AdAge.com

Sales/ Sponsorships/ Custom Content

James Palma
Senior VP of Sales, Ad Age
212-210-0475
jpalma@adage.com

Events & Conferences, Ticket Sales

Anna Sekula
Director of Event Content and Awards
212-210-0108
asekula@adage.com

Erin Doherty
Director of Corporate Events and Conferences
708-707-7877
erin.doherty@crain.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
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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Newsletters

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