

MAGAZINE

MEDIA KIT

strategy

EXPLORING THE STRATEGY LIFECYCLE



CONNECTING YOU WITH **KEY DECISION MAKERS** IN YOUR MARKET

As the official magazine of the Association for Strategic Planning, *Strategy Magazine* is committed to providing technical and educational information on business practices, technology, trends and the diffusion of high-value innovative ideas and practices related to the field of strategy.

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Strategy Magazine is the official publication of the Association for Strategic Planning.

Founded in 1999, ASP is the leading global not-for-profit professional association dedicated to advancing thought and practice in strategy development and deployment for business, non-profit and government organizations. ASP provides opportunities to explore cutting-edge strategic planning principles and practices that enhance organizational success and advance members' and organizations' knowledge, capability, capacity for innovation, and professionalism.

Strategy Magazine has a 100% qualified circulation and is delivered to a select group of top-level organizational leaders, strategy practitioners/consultants, academics such as professors, authors and students.

Strategy Magazine is your connection to the decision makers who are responsible to lead and support people and organizations through the promotion of a holistic approach to strategy management and by setting standards for strategy through leadership, professional development and certification.



Strategy Magazine has a controlled distribution of **1,000** with a pass-along readership of approximately **4,000** *

CIRCULATION:

Advertisers will be listed in the digital link sent to **9,000** industry leaders free of charge



*based on statistical research, on average, specialized business magazines have a pass-along readership rate of three to four people per copy

**DO YOU BRING
NEW IDEAS TO THE
STRATEGY WORLD?
PROMOTE YOUR WORK
TO A TARGET MARKET
AT A KEY TIME PRIOR
TO THE IASP ANNUAL
CONFERENCE**

2023 PRODUCTION SCHEDULE

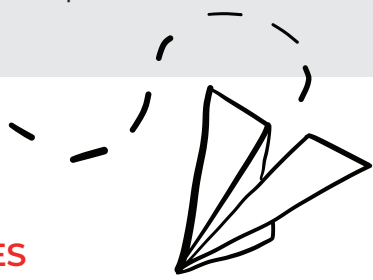
Strategy Magazine
Association for Strategic Planning

SPRING 2023 (ISSUE 38)

Space closing March 17
Distribution Late April



UNSURE OF WHAT TO ADVERTISE?
Strategy Magazine, with the help of its publisher, is offering a one-page article promoting *your* business in lieu of a one-page ad, for the same cost. All you have to do is a 20-minute to one-hour interview with a *Strategy Magazine* writer, and they will do the rest. You can choose what to promote and approve the article before it goes to print!



SPONSOR RATES

	RATE (\$USD)
Double page spread	2,500
Back cover	1,950
Inside front Cover	1,850
Inside back cover	1,750
Full page	1,550
Half page	950
Quarter page	625

Published for the International Association of Strategy Professionals by:



To reach top-level organizational leaders, strategy practitioners/consultants and academics through *Strategy Magazine* and its targeted readership, contact Kris at your earliest convenience to discuss your company's promotional plans.

KRIS FILLION, Marketing Manager

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INTERACTIVE EDITION available online



1. **A realistic reading experience** – This digital edition looks and feels like a real book: flip-through pages, the sounds of turning pages, and even shading along the spine all enhance your reading experience. This is the world's first full html5 solution on the market giving you the same interactive experience as the flash version. In addition to the book layout, you can also select a presentation view that presents single pages rather than the traditional double page layout.
2. **Mobile, iPad, iPhone compatibility** – The html5 resizes the publication automatically so that you can view the magazine on most mobile devices.
3. **eReader output** – The eReader output option allows you to download 'eBook' files so that you can read the magazine on the growing number of eReaders such as Kindle, Nook and iBooks.
4. **Thumbnail view** – You can select to show a thumbnail-style navigation panel that allows you to view the entire publication at once.
5. **A share feature** – You can share the digital publication with friends and colleagues via social networks, including Facebook and Twitter, or via email or google.
6. Active hyperlinks connect you with all websites and emails contained in the publication.
7. Active links connect you to specific stories from the front cover and contents page.
8. Active links connect you to advertiser websites from their ads and the ad index.
9. Searchable and zoomable content allows you to search the entire issue for specific words, phrases, subjects, etc.
10. You can make *Strategy Magazine's* content even more valuable by adding your own personal notes and bookmarks throughout each issue.

To experience **Strategy Magazine** online, visit www.strategymagazine.org/issues

Our concern for the environment is more than just talk


As we continue to deliver valuable information through the pages of this magazine, in a printed format that is appealing, reader-friendly and not lost in the proliferation of electronic messages that are bombarding our senses, we are also well aware of the need to be respectful of our environment. That is why we are committed to publishing the magazine in the most environmentally-friendly process possible.

Here is what we mean:

- We use lighter publication stock that consists of recycled paper. This paper has been certified to meet the environmental and social standards of the Forest Stewardship Council® (FSC®) and comes from responsibly managed forests, and verified recycled sources making this a RENEWABLE and SUSTAINABLE resource.
- Our computer-to-plate technology reduces the amount of chemistry required to create plates for the printing process. The resulting chemistry is neutralized to the extent that it can be safely discharged to the drain.
- We use vegetable oil-based inks to print the magazine. This means that we are not using resource-depleting petroleum-based ink products and that the subsequent recycling of the paper in this magazine is much more environment friendly.
- During the printing process, we use a solvent recycling system that separates the water from the recovered solvents and leaves only about 5% residue. This results in reduced solvent usage, handling and hazardous hauling.
- We ensure that an efficient recycling program is used for all printing plates and all waste paper.
- Within the pages of each issue, we actively encourage our readers to REUSE and RECYCLE.
- In order to reduce our carbon footprint on the planet, we utilize a carbon offset program in conjunction with any air travel we undertake related to our publishing responsibilities for the magazine.



So enjoy this magazine... and keep thinking green.



WHY **PRINT** continues to make AN **IMPRESSION**

▶ **GETTING ATTENTION**

There are fewer magazines and print newsletters in the mail, so more attention is paid to each piece.

▶ **WHAT'S OLD IS NEW AGAIN**

As social media progresses, online content and iPad applications may be overwhelming. More and more people are attempting to disconnect themselves from digital media, feeling overwhelmed by the sheer volume. Many marketers are continuing to leverage print as something of value in their marketing mix.

▶ **PRINT STILL EXCITES PEOPLE**

The printed word is still perceived as more credible to many people than anything on the web.

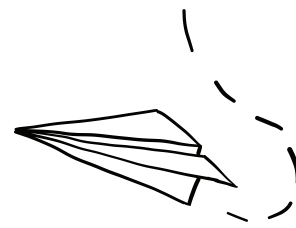
▶ **NO AUDIENCE DEVELOPMENT COSTS**

Distributed directly to membership or subscriber lists that are continually updated, print magazines enable advertisers to effectively reach a current and accurate target audience. There are no mailing list development, maintenance or retention costs for advertisers in these printed publications.

TOP 10 reasons

WHY ADVERTISERS USE MAGAZINES

- 1. MAGAZINES AND MAGAZINE ADS CAPTURE FOCUSED ATTENTION:**
The focused process of magazine reading leads to less media multi-tasking, ensuring single-minded attention to advertising.
- 2. MAGAZINE ADVERTISING IS TARGETED:**
Magazines engage readers in very personal ways. There is a magazine for every profession, industry and personal interest. Use magazines to reach your target audience in a meaningful way.
- 3. MAGAZINE ADVERTISING IS RELEVANT AND WELCOMED:**
Consumers value magazine advertising, reading it almost as much as the editorial itself. The ads are accepted as an essential part of the magazine mix.
- 4. MAGAZINES ARE CREDIBLE:**
Consumers trust magazines so much that they are the leading sources of information that readers recommend by word-of-mouth to others.
- 5. MAGAZINES OFFER A LASTING MESSAGE:**
Ads keep working 24/7. They provide a lasting, durable message with time to study a brand's benefits.
- 6. MAGAZINES DELIVER BRAND RELEVANT IMAGERY:**
Magazine editorial imbues ads with brand relevant imagery, associations and a frame of reference that delivers greater reader receptivity to brand ads.
- 7. MAGAZINE ADVERTISING DRIVES WEB SEARCHES AND VISITS:**
Magazines are where consumers go for ideas and inspiration. That is why magazine ads are leading influencers, driving readers to advertiser websites and to start a search.
- 8. MAGAZINES DRIVE THE PURCHASE FUNNEL:**
Magazines are effective across all stages of the purchase funnel, especially brand favorability and purchase consideration – the most sought after metrics that are the hardest to sway.
- 9. MAGAZINE ADVERTISING ENHANCES ROI:**
Allocating more ad dollars to magazines in the marketing mix improves marketing and advertising return on investment (ROI).
- 10. MAGAZINES SELL:**
Study after study proves that magazines help drive sales objectives, as a stand alone medium or in combination with others. Over half of readers act on exposure to magazine ads.



AD SUBMISSION INFORMATION

Production Requirements:

- Adobe InDesign CC
 - Adobe Photoshop CC
 - Adobe Illustrator CC
- (earlier versions of the above programs are also acceptable)

- We accept tifs, jpegs, eps and pdf files at a resolution of at **least 300 dpi**
- Ads must be prepared to the correct dimensions and shape, or be subject to production charges
- **ALL FONTS** used must be included
- **ALL LINKS/IMAGES** used must be included
- All pantone/spot colours **MUST** be converted to **CMYK**
- Include a hard copy (colour or black proof) or email a pdf for proofing purposes

- We support **CDs** and **DVDs**
- All above requirements for sending electronic files apply to sending by email
- Use **STUFFIT** or **WINZIP** to compress large files
- Attach all related files (fonts, links, graphics)
- **DO NOT** embed files in your email or Word document
- Contact us for **ftp site information** for files that are too large to email
- Include a pdf for proofing purposes
- Costs incurred for publication-produced ads or non-compatible electronic files will be charged to advertiser. Minimum charge \$50.00

Please submit ad material to:

STEFANIE HAGIDIAKOW

Ph: 866-985-9790

Fax: 866-985-9799

Email: stefanie@kelman.ca

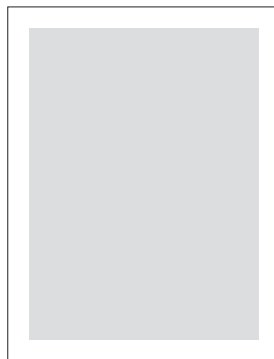


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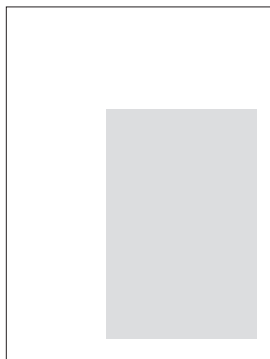
AD DIMENSIONS:

AD SIZE	WIDTH	DEPTH
Double Page Spread		
Bleed	16.75"	11"
Trim	16.5"	10.75"
Live Area	15.5"	9.5"
Full Page		
Bleed	8.5"	11"
Trim	8.25"	10.75"
Live Area	7"	9.5"
1/2 island	4.625"	7"
1/2 horizontal	7"	4.625"
1/4 vertical	3.375"	4.625"
1/4 banner	7"	2.5"

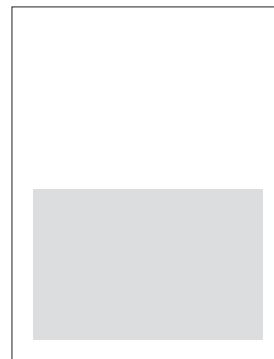
Full Page



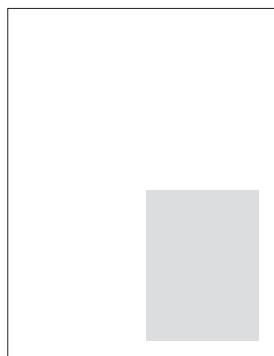
1/2 Island



1/2 Horizontal



1/4 Vertical



1/4 Banner

