

# Inventors

## DIGEST



# MEDIA KIT

# 2020

# Who We Are

*Inventors Digest* is committed to fostering the spirit and practice of innovation. As the leading print and online publication for inventors, intellectual property professionals, engineers and others in the product-development industry, *Inventors Digest* delivers useful, entertaining and cutting-edge articles to help its readers succeed.

Since 1985, *Inventors Digest* has been a respected source of reliable information for novice and experienced inventors, alike. The magazine's main purpose is to educate, advocate for and celebrate the independent inventor.

## Strong, Targeted Marketing

Whether you're an engineer, the owner of a product-development or sourcing company, intellectual property professional, patent attorney, industrial designer or marketing guru, *Inventors Digest* is uniquely targeted to reach your customer.

*Inventors Digest* readers are in various stages of product development. Some are advancing ideas, searching for designers and manufacturers, and applying for patents, while others are launching new products and building brands.

## Staying Power

*Inventors Digest* is celebrating its 35th anniversary in 2020 – the longest-running monthly invention publication in the world and one of the longest-running magazines in the United States. Since the information and stories are timeless—and time tested—readers have expressed that they keep each issue for months, even years, as a reference. Many have been faithful followers for decades and continue to renew subscriptions. Approximately 95 percent of readers say they spend 60 minutes or more reading every issue, and keep the magazine for more than one year.

## Readership

*Inventors Digest's* print and online readership is available to more than 200,000 readers a month. The magazine's informative, entertaining, resources-filled website attracted thousands of new visitors and page views in 2019. Sessions coming directly to the site by typing in inventorsdigest.com were up 10.7% — a clear show of increasing name recognition. Readers include IP, marketing and sourcing professionals, manufacturers, designers, engineers, scientists and students all looking for ways to expand their horizons and resources.

### THE MAJORITY OF READERS ARE:

- Male
- 35 to 65 years old
- College graduates, with many having postgraduate education
- Have annual household incomes of \$90,000 to \$125,000



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520 Elliot Street | Charlotte, NC 28202  
800.838.8808 | [info@inventorsdigest.com](mailto:info@inventorsdigest.com)  
[InventorsDigest.com](http://InventorsDigest.com)

## Value-Added Advertising

Sign an annual contract for a full-page ad in *Inventors Digest* and you're guaranteed a full-page article during the contract run. We'll either conduct an interview and write the story, or you can supply an article in your area of expertise, and we'll edit it (750 words or less). All you have to do is supply high-resolution (300 dpi) photography to accompany the article.

## Sponsored Editorial

What better way to tell your story than with sponsored editorial in *Inventors Digest*? Ask an advertising salesperson about this valuable feature, which can be presented in print and/or online.



## Website Advertising

Print advertisers can get an ad on the *Inventors Digest* website for the very low rate of \$25 per month.

For \$50, you can get a skyscraper ad\* that is more prominently displayed on our home page.

Website ads are 300 x 600 pixels. Files should be submitted in .jpg format. In-house design services are available.

•Skyscraper ads are available to those who want to advertise online only.

# Ad Rates

		1X	3X	6X	12X
<b>TWO-PAGE SPREAD</b>	Color	\$4,190	\$3,675	\$3,140	\$1,850
<b>FULL PAGE</b>	Color	\$2,250	\$1,940	\$1,490	\$1,160
<b>1/2 PAGE</b>	Color	\$1,090	\$825	\$560	\$440
<b>1/3 PAGE</b>	Color	\$790	\$560	\$375	\$290
<b>1/4 PAGE</b>	Color	\$440	\$370	\$290	\$250
<b>1/8 PAGE</b>	Color	\$240	\$200	\$170	\$155

Premium Positions*	1X	3X	6X	12X
<b>BACK COVER</b>	\$2,850	\$2,590	\$2,240	\$1,990
<b>INSIDE FRONT COVER</b>	\$2,550	\$2,325	\$2,100	\$1,940
<b>INSIDE BACK COVER</b>	\$2,550	\$2,325	\$2,100	\$1,940
<b>PAGE 3</b>	\$2,470	\$2,240	\$2,025	\$1,910

\*Cover positions cannot be cancelled.

- A 15 percent discount on display rates will be given to recognized agencies.
- Add 15 percent to rates for preferred placement.
- All rates are per issue.

## Classifieds

Maximum of 60 words allowed. Advance payment is required. Closing date is the first of the month preceding publication.

1X	3X	6X	12X
\$185	\$150	\$140	\$125

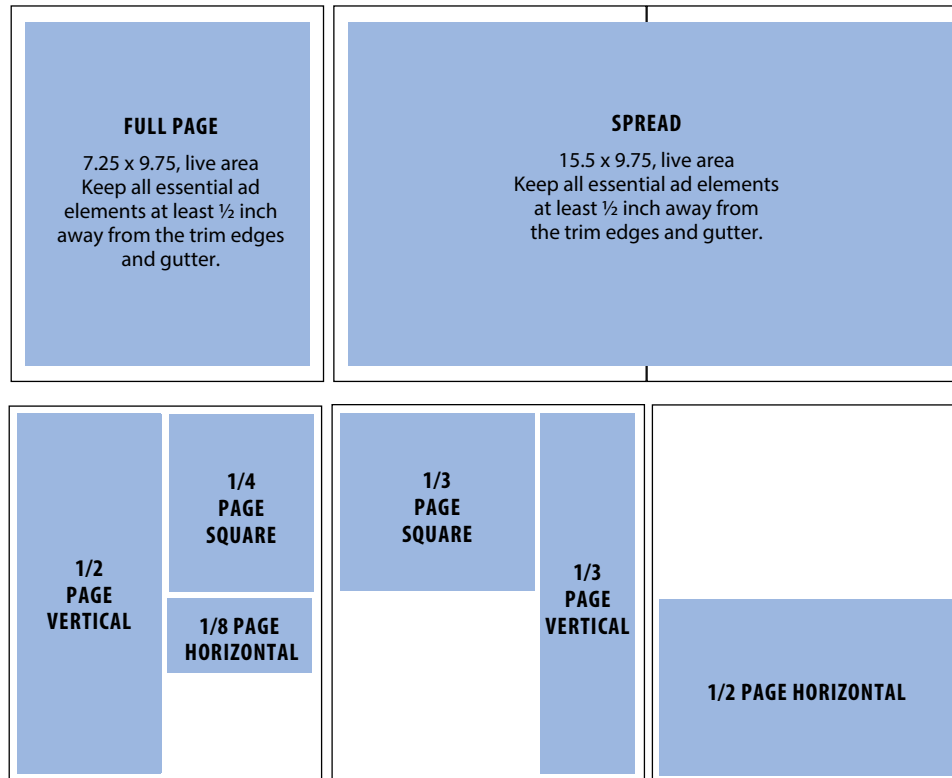
## Space Reservations

Space reservations are due by the 1st of the prior month. (ie. March issue space reservations are due by February 1st)

## Ad Materials:

Ad materials are due by the 10th of the prior month. (ie. March issue ad materials are due by February 10th.)

# Ad Specs



Dimensions	Width	x	Height
<b>TWO-PAGE SPREAD: BLEED</b>	16.5"	x	10.75"
<b>TWO-PAGE SPREAD: NON-BLEED</b>	16.5"	x	10.75"
<b>FULL PAGE: BLEED</b>	8.25"	X	10.75"
<b>FULL PAGE: NON-BLEED</b>	7.25"	X	9.75"
<b>1/2 PAGE: HORIZONTAL</b>	6.85"	x	4.6075"
<b>1/2 PAGE: VERTICAL</b>	3.3313"	x	9.375"
<b>1/3 PAGE: VERTICAL</b>	2.1583"	x	9.375"
<b>1/3 PAGE: SQUARE</b>	4.5042"	x	4.6075"
<b>1/4 PAGE: SQUARE</b>	3.3313"	x	4.6075"
<b>1/8 PAGE: HORIZONTAL</b>	3.3313"	x	2.2075"

## Material Specifications

**Publication Trim Size:** 8.25 x 10.75

**For All Bleed Ads:** Build file to trim size (dimensions at left) and add .125" bleed on all four sides. Keep all essential ad elements at least ½ inch away from the trim edges and gutter.

**Crop Marks:** None

*Inventors Digest* accepts only digital files.

### Digital Files:

- Must be PDF/X-1a files.
- All fonts and images must be embedded.
- Images should be 300 dpi at 100% and CMYK.
- Email digital files to [info@inventorsdigest.com](mailto:info@inventorsdigest.com).
- Files over 10 MB may be submitted through an internet sharing service such as [hightail.com](http://hightail.com) or [dropbox.com](http://dropbox.com).
- In-house design services are provided.



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