

MEDIA KIT 2019



Updates for Marketing Practitioners, Faculty, Researchers and Students



- **Introduction:** The International Institute of Marketing Professionals (IIMP®) is the world's leading global network of the marketing community. It is a not-for-profit professional entity found in 2009 with a head office in Toronto, Canada.
- **Mission:** IIMP's mission entails promoting confidence in the Marketing Profession around the world through industry advancement of its members and working towards public interest.
- **Vision:** IIMP's vision entails becoming the premiere body in setting standards for certifying marketing practitioners and academics around the world.
- **Core Values:**
Integrity – Knowledge – Excellence – Professionalism



Newsletter:

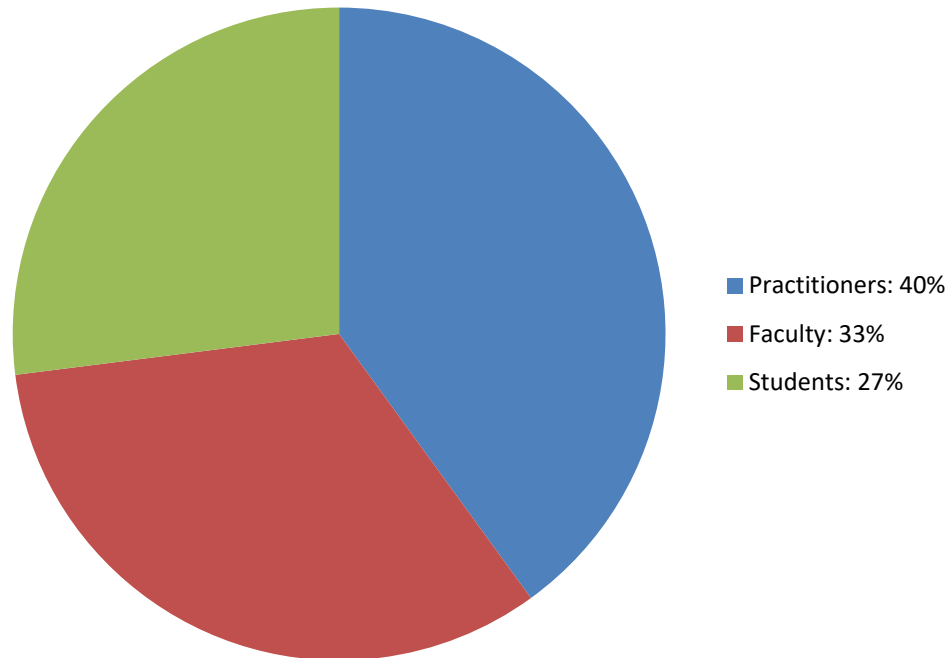
- Monthly publication
- Latest IIMP® news
- Volunteer updates
- Professional profiles
- Opinion articles
- Success stories

Editorial Team:

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Readership by Sector

The digital version of the IIMP Newsletter is predominantly distributed in 120 countries and reaches a readership of over 60,000. While the newsletter reaches to management and marketing professionals, researchers, faculties and students as well, circulation specifically targets marketing community within the marketing and advertising industry.



Demographics by Country

<u>Countries</u>	<u>Percentage</u>	<u>Countries</u>	<u>Percentage</u>	<u>Countries</u>	<u>Percentage</u>	<u>Countries</u>	<u>Percentage</u>
Afghanistan	0.6%	Colombia	0.4%	Iceland	0.3%	Peru	0.2%
Albania	0.4%	Congo	0.1%	India	4.0%	Philippines	0.4%
Algeria	0.7%	Costa Rica	0.6%	Indonesia	1.6%	Poland	1.9%
Angola	0.3%	Côte D'Ivoire	0.1%	Iran	0.7%	Portugal	0.8%
Antigua and Barbuda	0.3%	Croatia	0.7%	Iraq	0.5%	Qatar	0.4%
Argentina	1.6%	Cyprus	0.7%	Ireland	0.5%	Republic of Korea	1.2%
Armenia	0.5%	Czech Republic	0.6%	Israel	0.7%	Romania	0.6%
Australia	2.8%	Congo (DR)	0.1%	Italy	2.0%	Russian Federation	1.5%
Austria	0.8%	Denmark	1.0%	Jamaica	0.7%	Saint Kitts and Nevis	0.1%
Azerbaijan	0.4%	Djibouti	0.1%	Japan	2.4%	Saint Lucia	0.1%
Bahamas	0.3%	Ecuador	0.5%	Jordan	0.7%	Saudi Arabia	0.6%
Bahrain	0.6%	Egypt	1.2%	Kenya	0.4%	Senegal	0.1%
Bangladesh	1.6%	El Salvador	0.4%	Kuwait	0.5%	Serbia	0.4%
Barbados	0.3%	Equatorial Guinea	0.1%	Kyrgyzstan	0.1%	Singapore	0.8%
Belarus	0.3%	Estonia	0.1%	Laos	0.3%	Slovenia	0.1%
Belgium	0.8%	Ethiopia	0.3%	Lebanon	0.6%	South Africa	0.7%
Benin	0.2%	Fiji	0.2%	Lithuania	0.3%	Spain	0.7%
Bolivia	0.4%	Finland	0.5%	Luxembourg	0.4%	Sri Lanka	0.7%
Bosnia & Herzegovina	0.5%	France	4.5%	Macedonia	0.1%	Suriname	0.1%
Botswana	0.1%	Gabon	0.1%	Malaysia	1.7%	Sweden	0.7%
Brazil	2.8%	Georgia	0.4%	Mauritius	0.1%	Switzerland	0.6%
Brunei Darussalam	0.5%	Germany	1.4%	Mexico	2.3%	Thailand	0.6%
Bulgaria	1.7%	Ghana	0.1%	Morocco	0.6%	Tunisia	0.4%
Burkina Faso	0.1%	Greece	1.0%	Netherlands	1.2%	Turkey	0.9%
Cambodia	0.5%	Grenada	0.1%	New Zealand	1.3%	Ukraine	0.4%
Cameroon	0.5%	Guatemala	0.2%	Niger	0.1%	UAE	0.5%
Canada	6.8%	Guinea Bissau	0.1%	Nigeria	0.2%	United Kingdom	4.4%
Cape Verde	0.1%	Guyana	0.3%	Norway	0.6%	USA	6.0%
Chile	0.7%	Honduras	0.2%	Oman	0.3%	Venezuela	0.3%
China	2.9%	Hungary	1.2%	Pakistan	0.8%	Viet Nam	0.4%

Newsletter

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INTERNATIONAL INSTITUTE OF MARKETING PROFESSIONALS

Advertising Rates

Monthly rates for online advertising on www.newsletter.theiimp.org

Size Full Color	Pixels Wide x High	Discount levels:			
		10%	20%	40%	
		1 issue	3 issues	6 issues	12 issues
Full Height	354 x 1000	\$1000	\$900	\$800	\$600
1/3 Height	354 x 750	\$800	\$720	\$640	\$480
1/2 Height	354 x 500	\$600	\$540	\$480	\$360
1/4 Height	354 x 250	\$350	\$315	\$280	\$210
Base Banner	1080 x 150	\$600	\$540	\$480	\$360

Note: For job postings, the above ad rates are applicable in conjunction with advertisement on MarketingWorldJobs.com website.



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