

DIRECT SELLING NEWS[®]



MEDIA KIT 2018





DIRECT SELLING NEWS READERS ARE ON A MISSION.

Like all executives and corporate leaders, they are on a quest to grow their companies and drive success for their brands. But because they have embraced this unique channel of distribution we call direct selling, they've also made it their lifework to touch hundreds, thousands and even millions of lives with an opportunity to embark on a direct selling journey of their own.

We are proud to serve this unique community, providing research, insights and analysis to help busy executives drive their businesses forward. In our recent subscriber survey, 68 percent reported spending 30 minutes or more reading *DSN* each month and more than half said they keep each copy on hand for six months or more.

“

DIRECT SELLING NEWS, FOR US, IS SOMETHING THAT KEEPS US UPDATED ON REGULATION, ON BREAKTHROUGH OPPORTUNITIES, ON THINGS PEOPLE ARE DOING DIFFERENTLY. IT'S KIND OF LIKE YOUR DAILY DEVOTIONAL FOR HOW TO BUILD A BETTER BUSINESS.

”

**DAVID VANDERVEEN,
VICE PRESIDENT AND GENERAL MANAGER
OF XS ENERGY, AMWAY**



DSN Readers Take Action

38%

IMPLEMENTED A NEW IDEA IN THEIR COMPANY

44%

IMPLEMENTED A NEW IDEA FOR PERSONAL / CAREER DEVELOPMENT

65%

USE *DSN* AS A RESOURCE WHEN LOOKING FOR A SUPPLIER

93%

SHARED AN ARTICLE WITH A COLLEAGUE





POWER OF DIRECT SELLING

Direct selling continues to grow in the U.S. and worldwide. According to the World Federation of Direct Selling Associations, more than 107 million people participated in direct selling in 2016, generating a combined \$182.6 billion in retail sales.

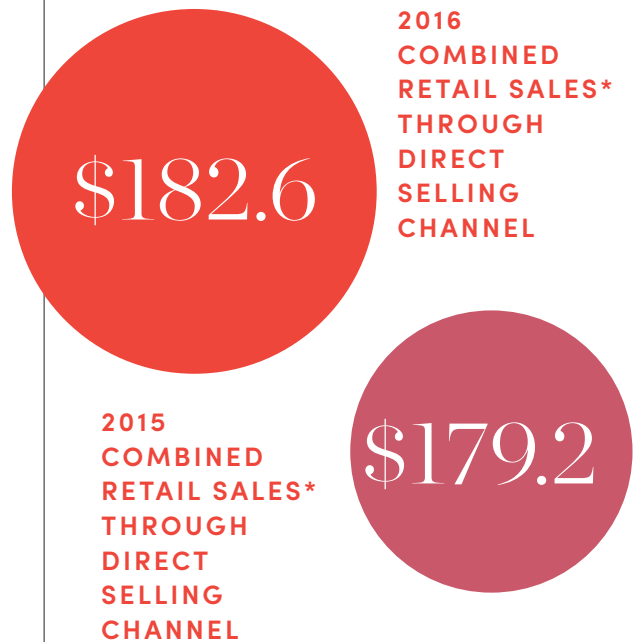
The companies that do business in this space include promising young startups, established household brands and everything in between. They tap the power of large, independent and entrepreneurially minded salesforces to bring innovative products and services to the mass consumer market. In doing so, they provide a unique opportunity for individuals to join the YouEconomy, pursuing an income on their own terms as part of a life of their own design.

“

A COVER STORY IN *DIRECT SELLING NEWS* INSPIRED A KEY COMPONENT OF OUR GROWTH STRATEGY. I'LL NEVER FORGET IT. IN FACT, I STILL HAVE THAT EDITION TODAY.

”

**TRACI LYNN BURTON,
FOUNDER AND PRESIDENT,
TRACI LYNN JEWELRY**



**Retail Sales are in billions.*





WHAT WE CAN DO FOR YOU

Direct Selling News is the oldest and most respected publication devoted exclusively to serving executives and decision-makers of direct selling and network marketing companies. We believe deeply in the entrepreneurial opportunities direct selling offers to millions of people from all walks of life, and we strive to serve as a professional voice in support of that mission.

We also believe in the value that supplier companies bring to the channel. Throughout our history, *Direct Selling News* has promoted the business benefits of building partnerships between direct selling organizations and supplier companies. Advertising with *DSN* is the most effective way for supplier companies to build name and brand recognition within the channel, and we are proud to have several advertisers who have been with us since day one.

When you advertise in *Direct Selling News*, you get:

- Visibility to decision-makers in hundreds of direct selling companies leading to further business opportunities.
- Association with positive, relevant content that enhances trust—the foundation of all successful relationships.
- Opportunity to align your brand as a trusted partner rather than simply another supplier.

“

WE’VE BEEN ADVERTISING WITH *DIRECT SELLING NEWS* FOR ROUGHLY A DECADE, AND IT’S HAD A TANGIBLE IMPACT ON OUR BRAND AWARENESS. BEFORE WE BECAME A HOUSEHOLD NAME IN THE DIRECT SELLING INDUSTRY, WE’D REACH OUT TO POTENTIAL CLIENTS AND THEY WOULD ALREADY KNOW ALL ABOUT US. I ATTRIBUTE THAT, IN LARGE PART, TO OUR LONGTIME RELATIONSHIP WITH THE *DSN* TEAM.

”

PATRICK CROSSON,
SVP, DIRECT SELLING INDUSTRY,
HYPERWALLET

A row of various shoes is displayed on a dark shelf against a bright yellow wooden background. The shoes include several plain, light-colored (tan or beige) pointed-toe pumps, followed by a pair of dark blue or black pumps with colorful floral patterns and a yellow interior. The text "ONE SIZE CERTAINLY DOES NOT FIT ALL" is overlaid in white, bold, sans-serif font in the upper right quadrant of the image.

**ONE SIZE
CERTAINLY DOES
NOT FIT ALL**

OPPORTUNITIES

We offer several print and digital advertising options so that you can position your company for maximum exposure to decision-makers in the industry. The monthly print edition provides quarter- to full-page ad sizes as well as spreads.

Each issue includes a Vendor Directory that serves as a quick resource guide executives can use to find prospective suppliers.

Ten times a year, we insert a Special Supplier Guide into the magazine that focuses on a specific category of business. When you participate, you receive a 2-page spread to tell why you're the best at what you do. Suppliers may also go solo with a 2- or 4-page advertorial insert, or have your piece ride along with the magazine as a poly-bag insert.

Our Signature Sponsorships, such as Best Places to Work in Direct Selling, provide suppliers incredible, category-exclusive exposure in programs celebrating the achievements of companies and people in the direct selling channel. These supplemental pieces are free-standing inserts that ride along with the magazine.

Digitally, we offer web ads, text lines and e-newsletter sponsorships. Our website receives more than 1 million visits a year, and we have both weekly and monthly e-newsletters available.



DIGITAL ADVERTISING

AD TYPE	DIMENSIONS	RATE
WEB LEADERBOARD	728X90	\$20 CPM
WEB RECTANGLE	300X250	\$15 CPM
WEB TEXT LINES	100 CHARACTERS	\$5 CPM
E-NEWSLETTER (MONTHLY)	728X90	\$750
E-NEWSLETTER (WEEKLY)	564X69	\$600, \$400, \$200

WE CAN PROVIDE A CUSTOM, INTEGRATED ADVERTISING PACKAGE THAT MEETS YOUR BUDGET. TO GET STARTED, EMAIL ADVERTISING@DIRECTSELLINGNEWS.COM OR CALL 800-279-5249



PRINT DISPLAY (MONTHLY)

This size will show a white border around the artwork

Please add ".25 bleed on all sides (no crop marks)

SPACE UNIT	OPEN RATE	3X	6X	12X	AD WITHOUT BLEED (W"xH")	TRIM SIZE (W"xH")
BACK COVER	\$7500	\$6800	\$6000	\$5300	7.5x10	8.125x10.625
PREMIUM SPREAD	\$6900	\$6200	\$5500	\$4800	15.75x10.625	16.25x10.625
INSIDE FRONT COVER	\$5100	\$4600	\$4100	\$3600	7.5x10	8.125x10.625
INSIDE BACK COVER	\$4300	\$3900	\$3400	\$3000	7.5x10	8.125x10.625
PREMIUM PAGE AD	\$4300	\$3900	\$3400	\$3000	7.5x10	8.125x10.625
FULL PAGE SUPER SIZED	\$3900	\$3500	\$3100	\$2700	See Full Page + 1/3	See Full Page + 1/3
FULL PAGE AD	\$3300	\$3000	\$2600	\$2300	7.5x10	8.125x10.625
1/2 PAGE AD HORIZONTAL	\$1900	\$1700	\$1500	\$1300	7.5x5	8.125x5
1/2 PAGE AD VERTICAL	\$1900	\$1700	\$1500	\$1300	3.75x9.75	3.75x10.625
1/3 PAGE AD	\$1400	\$1300	\$1200	\$1100	2.875x9.625	N/A
1/4 PAGE AD	\$1100	\$1000	\$900	\$800	3.75x5	N/A



PRINT MONTHLY

SUPPLIER GUIDE (SPREAD)	\$2500
VENDOR DIRECTORY	\$3000 / 12 months
ADVERTORIAL INSERT (2pg.)	\$3800
ADVERTORIAL INSERT (4pg.)	\$5000
POLY-BAG INSERT	\$6500
SIGNATURE SPONSORSHIP	\$7500

SUPPLIER GUIDE MONTHLY CATEGORY

MARCH
APRIL
MAY
JUNE
JULY
AUGUST
SEPTEMBER
OCTOBER
NOVEMBER
DECEMBER

Manufacturing & Ingredient
Commission Payments Services
Software & Technology Solutions
Destinations
Distribution, Fulfillment & Logistics
Credit Card & Payment Processing
Event Production
Incentives & Recognition
Apps & Social Media Services
Speakers

DIRECT SELLING NEWS

Global Leadership

The *Direct Selling News* Global 100 is the most prestigious ranking for direct selling companies in the world. Each year, we devote our June edition to celebrating the achievements of the companies on the list. Packed with data and stories of success, this issue is one of our best-read of the year.

100

COMPANIES

17

COUNTRIES

\$82

BILLION IN
NET SALES
COMBINED



1

OUTSTANDING COMMUNITY



“

THATCHER TECHNOLOGY GROUP IS PROUD TO BE ASSOCIATED WITH THE UNIQUE CHANNEL OF DISTRIBUTION WE CALL DIRECT SELLING. THAT PARTNERSHIP INVOLVES OUR SUPPORT FOR *DIRECT SELLING NEWS*, WHICH SERVES AS THE VOICE OF THE INDUSTRY AND ALLOWS THATCHER THE OPPORTUNITY TO GET IN FRONT OF BUSY EXECUTIVES ON A CONSISTENT BASIS.

”

**DAVE SIEMBIEDA,
PRESIDENT,
THATCHER TECHNOLOGY GROUP**



POLICIES

Direct Selling News, (DSN), is a controlled circulation publication distributed to approximately 6,000 network marketing and direct selling executives and industry insiders.

BLEED: Available at no extra charge for 2-page spreads, full page and 1/2 page ads only.

INSERTS: Do not send preprinted inserts to *Direct Selling News*. Contact DSN for pricing, shipping instructions and specifications.

SHORT RATE AND REBATE: If more or fewer insertions (or spaces) are used within one year than specified in the agreement, charges will be adjusted to correspond with earned rates.

SPECIAL POSITION: Will be charged an additional 10%. If special position is not purchased, ad placement will be rotated as determined by DSN's needs. Orders specifying positions, other than those known as designated positions, are accepted on a request basis only, subject to the right of *Direct Selling News* to determine actual positions.

TERMS: Terms of payment are net 30 and payments are due in U.S. currency.

PRODUCTION REQUIREMENTS

Direct Selling News is printed on a sheet-fed printer on 70-lb, glossy white paper ensuring commercial-grade quality. Advertising files must be submitted as a high-resolution, press-quality PDF. All color elements must be CMYK, and all images must be a minimum of 300 dpi and CMYK.

Ad must be set up for the correct size. **Do not include crop marks.** Advertiser is responsible for preflighting files.

OTHER MATERIALS: The *Direct Selling News* art department, and authorized outside resources, may modify or create production materials for advertisers. Other design or production work is billable at commercial rates with a minimum charge of \$50.

PROOFS: An authorized advertiser representative must approve in writing and return a proof of any production work done by *Direct Selling News* before the ad can be printed.

SCHEDULES: Copy closing dates refer to deadlines for acceptable production materials. Any such materials delivered to *Direct Selling News* requiring modification will incur additional time to ensure proper review and finalization to meet the intended deadline.

LIABILITY: Production materials are accepted with the understanding that they will be printed at commercial magazine quality. Spot colors matched in process colors may vary significantly from PMS or other samples.

Process color materials printed in *Direct Selling News* may not match the brightness, color or clarity of proofs made by other methods or on other papers. *Direct Selling News* will not be liable for any claim resulting from its perceived failure to match a color printed by another technique.

COPY AND CONTRACT REGULATIONS

All advertising reservations require a written or emailed insertion order.

All orders are accepted subject to acts of God, such as fires, accidents or other occurrences beyond DSN's control (whether like or unlike any of those enumerated herein) which prevent *Direct Selling News* from partially or completely producing, publishing or distributing *Direct Selling News*. The advertiser and its agency, if there be one, each represents that it is fully authorized and licensed to use:

- (1) The names and/or portraits or pictures of persons, living or dead, or things
- (2) Any trademarks, copyrighted or otherwise private material
- (3) Any testimonials contained in any advertisement submitted by or on behalf of the advertiser and published in *Direct Selling News*, and that such advertisement is neither libelous, an invasion of privacy or in any way unlawful to any third party.

As part of the consideration, and to induce *Direct Selling News* to publish such advertisement, the advertiser and its agency, if there be one, each agrees to indemnify and save harmless *Direct Selling News* against all loss, liability, damage and expense of whatsoever nature arising out of copying, printing or publishing of such advertisement.

Direct Selling News will not be bound by any conditions whatsoever appearing on order blanks or copy instructions submitted by or on behalf of the advertiser when such conditions conflict with any provisions contained in the *Direct Selling News* Rate Card or with its policies.

Direct Selling News reserves the right to add the word "Advertisement" to any advertising which, in DSN's opinion, simulates editorial. DSN reserves the right to reject advertising which, in DSN's sole judgment, it considers objectionable or unsuitable. Contracts for advertising shall be deemed to have been made in the County of Collin, Texas, and the laws of Texas shall apply to such contracts. Any dispute arising between any advertiser and *Direct Selling News* as a result of the purchase and/or placement of advertising in *Direct Selling News* shall be adjudicated in a court of competent jurisdiction in the County of Collin, Texas.

ISSUANCE AND CLOSING DATES: *Direct Selling News* is published near the first week of every month. **Artwork is due no later than the 5th of the month prior to the cover date.**

Get your message and brand in front of the people you want to see it.

EMAIL ADVERTISING@DIRECTSELLINGNEWS.COM TO GET STARTED.

