

# DSN

DIRECT SELLING NEWS

2022 MEDIA KIT

# DIRECT SELLING NEWS WHO WE ARE. WHAT WE DO. WHY IT MATTERS.

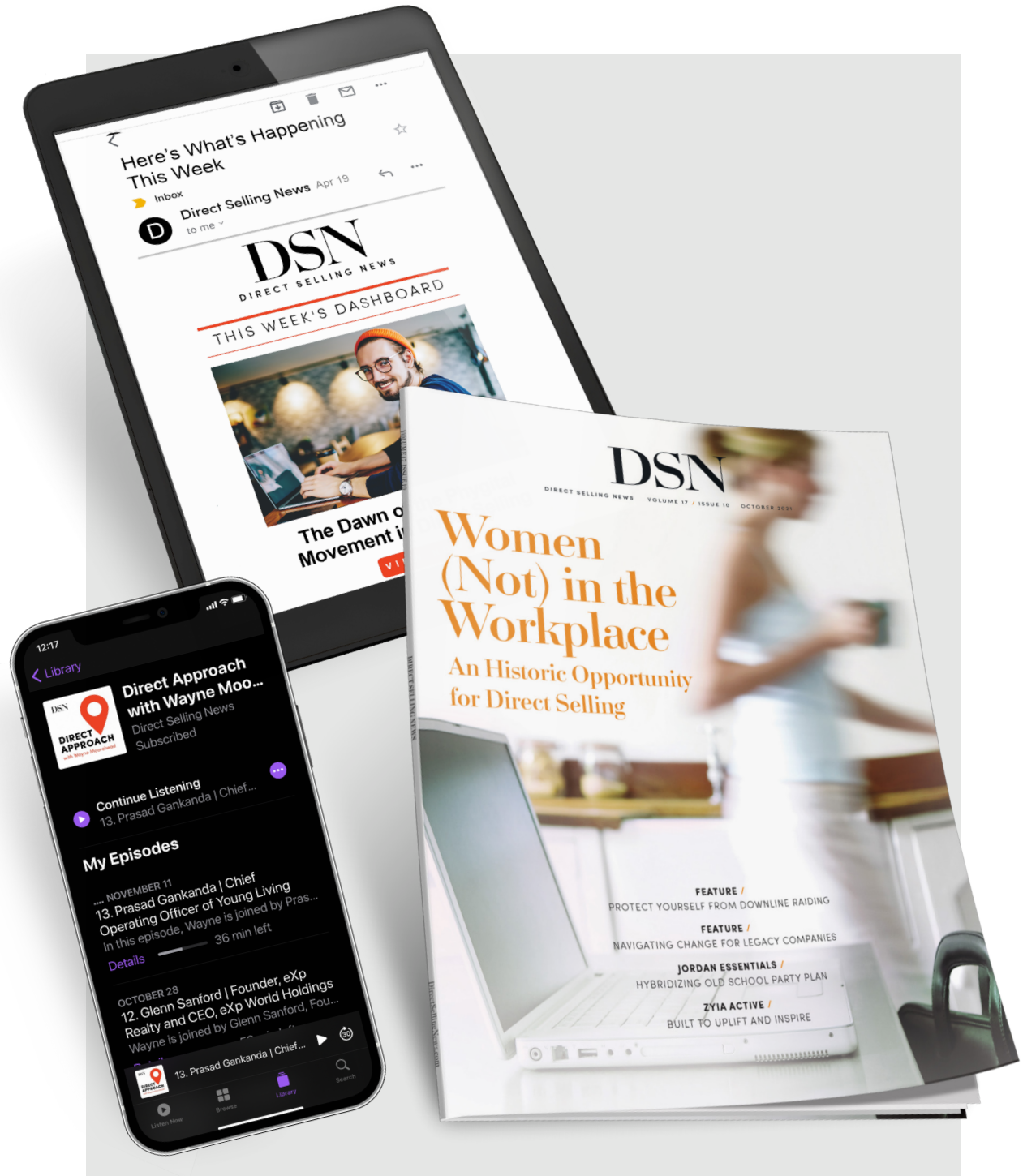
Nobody covers the business of direct selling better than DSN.

Since 2004, [Direct Selling News](#) (DSN) has proudly served the entire channel and the direct selling executives that lead it.

Our mission is to serve, educate and edify the channel with daily breaking global news, emerging trends, and powerful stories conveniently curated to help direct selling executives stay informed, engaged and always one step ahead.

For more than 17 years, our monthly publication combined with the industry's largest executive attended events and original multi-media content has made us the channel's trusted go-to journalistic and educational resource.

We invite you to be a part of Direct Selling News by advertising with us. Our multimedia approach provides many ways to capture the interest and attention of the audience you seek.



# DSN

DIRECT SELLING NEWS

## AUDIENCE INSIGHTS

**99%**

OF EXECUTIVES  
UTILIZE DSN AS A  
SUPPLIER RESOURCE

**97%**

RECOMMEND  
DSN TO OTHERS

**92%**

IMPLEMENTED A NEW IDEA  
TO THEIR BUSINESS



## BY THE NUMBERS

**6,000+** ONLINE VIEWERS PER DAY

**5,000+** MONTHLY PRINT SUBSCRIBERS

**16,000+** WEEKLY EMAIL SUBSCRIBERS

**6,500+** PODCAST DOWNLOADS  
AND COUNTING

**1,300+** EXECUTIVES REGISTER  
FOR DSN EVENTS



ADVERTISING@DIRECTSELLINGNEWS.COM



1-800-279-5249

SOURCE: 2021 SURVEY. VIEWER/READER ANALYTICS

## THE DSN AUDIENCE IS ON A MISSION

Like all executives and corporate leaders, the DSN audience is on a quest to grow their companies and drive success for their brands. 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 by providing breaking global news, emerging trends, research and analysis curated specifically to help busy direct selling executives drive their businesses forward.



Through my decades of experience I have always known the Direct Selling News as an anchor that connects the direct sales industry and its players. The DSN has always provided an incredible venue to learn the best practices and to be up to date on the changes that affect our space. I am now honored to be a vendor at the DSN!



Carlos Perez  
Managing Partner  
CP & Krell





## EXPOSURE. EXPOSURE. EXPOSURE.

The key to attracting new clients is to build brand awareness and leverage share of voice in the market through exposure, visibility and impressions.

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*"B2B brands that want to grow into the next decade will have to invest in brand-building."*

—SHAMA HYDER, CEO ZENMEDIA

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DSN's impressive executive audience are the top decision makers in the industry, with **43 percent owners and C-Level executives** in their companies, with another **21.5 percent in senior management roles**.

## WHAT WE CAN DO FOR YOU

DSN has promoted the business benefits of building partnerships between direct selling organizations and supplier companies throughout our 17-year history. Your association and support provide credibility to your company and the channel while guaranteeing visibility to decision-makers, relevant influencers and thought leaders. And, it helps DSN continue providing all the content, stories, research, resources and events for the channel you've come to expect.

### WHEN YOU ADVERTISE WITH DIRECT SELLING NEWS, YOU GET:

- **Visibility and exposure 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 differentiate your brand** as a trusted partner rather than simply another supplier.



**Direct Selling News has been an incredible partner for us in matching our award winning incentive and meeting opportunities onboard our ships to their talented readers. Direct Selling companies have been finding us for individual incentive awards, group travel and full ship charters due to the great exposure we get from DSN.**



**Ron Gulaskey,**

AVP, Global Corporate,  
Incentive & Charter Sales  
Celebrity Cruises



## 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.

### PRINT + DIGITAL

**PRINT ADS** – Direct Selling News monthly print edition offers quarter to full-page ad sizes as well as spreads.

**SUPPLIER GUIDE** – Each issue includes a removable insert that focuses on a specific category/solutions. When you participate, you receive a 2-page spread to showcase why you're the best at what you do. See rate card and content calendar.

**SPONSORSHIPS** – 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 and are posted on DSN’s website. Logo recognition is prominently displayed on the front cover in all promotions, and ad opportunities are included within the pages of the supplement.

**SUPPLIER DIRECTORY** – Each issue includes a directory that serves as a quick resource guide,

executives can use to find prospective suppliers. This directory is also online.

### DIGITAL

**WEBSITE ADS** – We offer web ads in a variety of sizes and text line ads on [directsellingnews.com](http://directsellingnews.com). Our website receives more than 1.5 million page views per year.

**EMAIL ADS** – Newsletters are sent to our subscribers on a weekly and monthly basis with ad position opportunities in each.

**PODCAST ADS** – The new DSN podcasts, launched in 2021, are one of the fastest growing mediums with more than 6,500 cumulative unique downloads and counting.

**SPONSORED CONTENT** – Maximize exposure with our audience by promoting your story and articles in our “promoted content” section of our website.

**EVENTS** – DSN events are the largest executive attended events in the channel. More than 1,300 corporate executives register for DSU events and 25,000+ have viewed the Annual DSN Global Celebration virtual event.



## GLOBAL LEADERSHIP

The Direct Selling News [Global 100 List](#) is the most prestigious ranking for direct selling companies in the world. Each year, we unveil the list in April at the Global Celebration event and 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  
ACHIEVING  
**MILLION** IN  
ANNUAL REVENUE

**25** COUNTRIES

**\$65** BILLION IN NET  
SALES COMBINED

**1** OUTSTANDING  
COMMUNITY

SOURCE: 2021 GLOBAL 100 RANKING DATA



# Digital

**DIRECT SELLING NEWS** can provide a custom, integrated advertising package that meets your budget and that best supports your goals. To get started, email [advertising@directsellingnews.com](mailto:advertising@directsellingnews.com) or call **1 800 279 5249**

## Media Advertising (Podcasts & Video Versions)

AD TYPE: SCRIPT PROVIDED BY ADVERTISING COMPANY, VO RECORDED BY DSN	TRT	1 Episode	3 Episodes Discounted 15%
PODCAST PRE-ROLL	:30 SEC	\$175.00	\$446.00
PODCAST PRE-ROLL	:60 SEC	\$300.00	\$765.00
AD TYPE: PRODUCED AUDIO SPOT PROVIDED BY ADVERTISING COMPANY	TRT	1 Episode	3 Episodes Discounted 15%
PODCAST PRE-ROLL	:30 SEC	\$325.00	\$828.75
PODCAST PRE-ROLL	:60 SEC	\$450.00	\$1,147.50
PODCAST MID-ROLL	:30 SEC	\$450.00	\$1,147.50
PODCAST MID-ROLL	:60 SEC	\$550.00	\$1,402.50

**\*LARGE BOTTOM AD:**  
Please keep important information such as headline/copy/logo in the live area (center third of the ad)

← 2560 →

LIVE AREA  
760 x 745

DSN Website	Size	Accompanying Mobile Size	1 Month	3 Months Discounted 15%	6 Months Discounted 20%
WEB HOME PAGE LEADERBOARD - UNDER CAROUSEL	970 x 250	N/A	\$1,500.00	\$3,825.00	\$7,200.00
WEB HOME PAGE - LEFT SKYSCRAPER	300 x 900	300 x 200	\$1,200.00	\$3,060.00	\$5,760.00
WEB HOME PAGE - LARGE BOTTOM AD* See note at left	2560 x 1090	N/A	\$1,000.00	\$2,550.00	\$4,800.00
WEB OVERVIEW PAGES - LEFT SKYSCRAPER	300 x 900	300 x 200	\$850.00	\$2,167.50	\$4,080.00
WEB SUB CATEGORY PAGES - RIGHT SKYSCRAPER	300 x 900	300 x 200	\$500.00	\$1,275.00	\$2,400.00

Emails		1 Month	3 Months Discounted 15%	6 Months Discounted 20%	9 Months Discounted 30%
MONTHLY NEWSLETTER EMAIL	600 x 76	\$750.00	\$1,915.00	\$3,600.00	\$4,725.00
WEEKLY DASHBOARD EMAIL	600 x 76	1 Week	4 Weeks Discounted 15%	8 Weeks Discounted 20%	12 Weeks Discounted 30%
		1st Spot	\$650.00	\$2,210.00	\$4,160.00
		2nd Spot	\$500.00	\$1,700.00	\$3,200.00

DSN Magazine (Print+Digital)	Open Rate	3x Discount	12x Discount	Non-Bleed Dimension W"xH"	Trim Dimension W"xH"	Bleed Dimension W"xH"
BACK COVER	\$7,500.00	\$6,800.00	\$5,300.00	7.5 x 10	8.125 x 10.625	8.375 x 10.875
PREMIUM (2-PAGE SPREAD)	\$6,900.00	\$6,200.00	\$4,800.00	15.625 x 10	16.25 x 10.625	16.5 x 10.875
INSIDE FRONT COVER	\$5,100.00	\$4,600.00	\$3,600.00	7.5 x 10	8.125 x 10.625	8.375 x 10.875
INSIDE BACK COVER	\$4,300.00	\$3,900.00	\$3,000.00	7.5 x 10	8.125 x 10.625	8.375 x 10.875
PREMIUM PAGE AD	\$4,300.00	\$3,900.00	\$3,000.00	7.5 x 10	16.25 x 10.625	8.375 x 10.875
FULL PAGE SUPER SIZED	\$3,900.00	\$3,500.00	\$2,700.00	See Full Page + 1/3	See Full Page + 1/3	See Full Page + 1/3
FULL PAGE	\$3,300.00	\$3,000.00	\$2,300.00	7.5 x 10	8.125 x 10.625	8.375 x 10.875
1/2 PAGE HORIZONTAL	\$1,900.00	\$1,700.00	\$1,300.00	7.5 x 5	N/A	N/A
1/2 PAGE VERTICAL	\$1,900.00	\$1,700.00	\$1,300.00	3.375 x 10	3.75 x 10.625	3.875 x 10.875
1/3 PAGE	\$1,400.00	\$1,300.00	\$1,100.00	2.875 x 9.625	N/A	N/A
1/4 PAGE	\$1,100.00	\$1,000.00	\$800.00	3.75 x 5	N/A	N/A
Supplier Guide Insert (Print+Digital)	Open Rate			Non-Bleed Dimension W"xH"	Trim Dimension W"xH"	Bleed Dimension W"xH"
PREMIUM (2-PAGE SPREAD)	\$2,750.00			13.5 x 9	14.5 x 10	14.75 x 10.25

# Print+Digital

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## Specialty

SUPPLIER DIRECTORY - FOR 12 MONTHS (PRINT + WEB)		
ADVERTORIAL INSERT (2-PAGE) - OPEN RATE (PRINT + DIGITAL)		
ADVERTORIAL INSERT (4-PAGE) - OPEN RATE (PRINT + DIGITAL)		
SPONSORED CONTENT (ARTICLE)	1 Month	2 Months Discount
	\$1,600.00	\$3,000.00

# DIRECT SELLING NEWS

## 2022 INSERTION DEADLINE & CLOSING DATES



SPECIAL COVER STORY

ISSUE 2022

SUPPLIER GUIDE

CLOSING DEADLINE  
(CREATIVE DUE)

	JANUARY	Branding, Printing & Packaging	12/18/21
	FEBRUARY	Legal & Tax	1/5/22
	MARCH	Manufacturing & Ingredient	2/9/22
BEST PLACES TO WORK	APRIL	Commission Payments Services	3/9/22
	MAY	Software & Technology Solutions	4/6/22
GLOBAL 100 COMPANIES	JUNE	Destinations	5/11/22
	JULY	Distribution, Fulfillment & Logistics	6/18/22
BILLION DOLLAR MARKETS	AUGUST	Credit Card & Payment Processing	7/6/22
	SEPTEMBER	Event Production	8/10/22
	OCTOBER	Incentives & Recognition	9/7/22
	NOVEMBER	Apps & Social Media Services	10/5/22
	DECEMBER	Meetings & Conferences	11/9/22

## POLICIES

Direct Selling News (DSN) printed magazine is a controlled circulation publication distributed to approximately 5,000 network marketing and direct selling executives and industry insiders.

**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. 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. If client is under contract and artwork has not been submitted by closing date, DSN has the right to pick up client's previous ad.



For advertising information, please contact:

**JERILYN TAYLOR**

(800) 279-5249

[advertising@directsellingnews.com](mailto:advertising@directsellingnews.com)

**DSN**  
DIRECT SELLING NEWS