

DSN  
20  
YEARS

2024

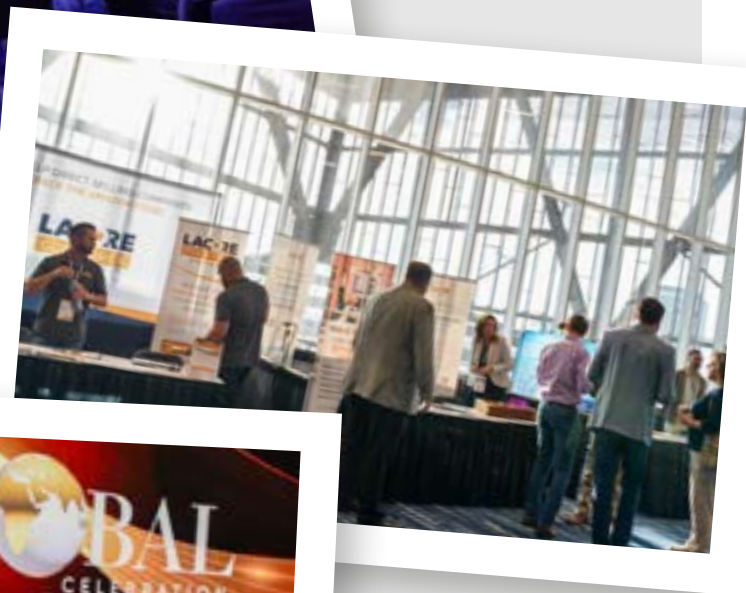
MEDIA KIT



# WHO WE ARE. WHAT WE DO. WHY IT MATTERS.

We remain steadfast in fostering a spirit of sharing and collective support in the direct selling industry. DSN provides valuable resources for direct selling executives across the globe, including DSU educational events, our DSN publication (print and digital), podcasts, research and more—all free of charge and made possible in part by Supplier companies actively engaged in helping the channel progress forward. As a DSN Advertiser and/or Event Sponsor, you're not just supporting DSN; you are supporting the entire industry—and investing in your own company's success. Your support directly fuels DSN's mission to edify the channel by bringing information and education to a global audience of direct selling executives.

In 2024, we celebrate our 20th anniversary with a focus on expanding our reach and impact globally with more global company profiles, feature stories on international expansion, deep dives into running global businesses, the first-ever European DSU event and much more!



# 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

18,000+ EMAIL SUBSCRIBERS

30,000+ PODCAST DOWNLOADS & COUNTING

1,300+ EXECUTIVES REGISTER FOR DSN EVENTS  
REPRESENTING 150+ DIRECT SELLING  
COMPANIES



ADVERTISING@DIRECTSELLINGNEWS.COM



1.325.660.3725

SOURCE: 2021 SURVEY. VIEWER/READER ANALYTICS

\*as of January 2, 2023

## WHAT WE CAN DO FOR YOU

### EXPOSURE. CREDIBILITY. CONNECTIONS.

DSN has promoted the business benefits of building partnerships between direct selling organizations and supplier companies throughout our 20-year history. Advertising and event sponsorship provides credibility to your company and the channel while guaranteeing visibility to decision makers, relevant influencers and thought leaders. And your support helps DSN continue providing all the free content, stories, research, resources and events for the channel you've come to expect.

### WHEN YOU ADVERTISE WITH DSN, YOU GET:

- **Visibility and exposure** to hundreds of companies and executive decision-makers.
- **Association with positive, relevant and forward-thinking content and events** focused on the greater good of the entire channel.
- **Opportunity to differentiate your brand as a trusted partner in the channel.**
- **New connections and list building opportunities.**

2024 ISSUE	CATEGORY
JANUARY/ FEBRUARY	LEGAL & TAX
MARCH	BRANDING & SOCIAL MEDIA SOLUTIONS
APRIL	COMMISSION PAYMENT SERVICES
MAY	DESTINATION AND TRAVEL SOLUTIONS
JUNE	DISTRIBUTION, FULFILLMENT AND LOGISTICS
JULY/AUGUST	SOFTWARE & TECHNOLOGY
SEPTEMBER	EVENT PRODUCTION
OCTOBER	INCENTIVES & RECOGNITION
NOVEMBER	CREDIT CARD & PAYMENT SERVICES
DECEMBER	CONSULTING & EXECUTIVE SEARCH





## OPPORTUNITIES

We offer several print and digital advertising options so that you can position your company for maximum exposure to corporate decision-makers.

### PRINT + DIGITAL

**PRINT ADS** – DSN print edition offers quarter to full-page ad sizes as well as spreads. 10 issues per year.

**THE DSN GUIDE** – The new DSN Guide is an resource designed to help connect your business to direct selling companies. It’s an easy way to let decision makers know who you are, what you offer and how you can help them. A different category is featured in each issue of DSN magazine (print and digital). Enhance your visibility with a full or ½ page ad. See page 4 for the 2024 schedule.

**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](https://directsellingnews.com).

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

**PODCAST ADS** – The DSN podcasts are one of the fastest growing mediums with more than 28,000 cumulative unique downloads and counting.

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

**EVENT SPONSORSHIP** – DSN events are the largest executive-attended events in the channel, with more than 1,300 executives registering annually. 30,000+ have viewed the virtual broadcast of the Annual DSN Global Celebration and Awards.

### 2024 Event Schedule

**GLOBAL**  
ONE HUNDRED

**DSU**  
2024

CEO FORUM

**April 2-4 / Spring Events**  
Irving Convention Center

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DEEP DIVE

**May Deep Dive**  
(TBA)

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**DSU**  
EUROPE

**DSU**  
2024

CEO FORUM

**June 4-6 / DSU EU Event**  
Pendley Manor, Tring, UK

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**DSU**  
2024

**DSU**  
2024

CEO FORUM

**September Fall DSU Event**  
(TBA)  
Irving Convention Center



## GLOBAL LEADERSHIP

The Direct Selling News [Global 100 List](#) is the most prestigious ranking for direct selling companies in the world based on annual revenue. 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 most anticipated of the year.

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**\$100** COMPANIES  
ACHIEVING  
**MILLION** IN  
ANNUAL REVENUE

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**17** COUNTRIES

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**\$61** BILLION IN NET  
SALES COMBINED

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**1** OUTSTANDING  
COMMUNITY

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SOURCE: 2023 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 **1.325.660.6725**

## 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
PODCAST MID-ROLL	:30 SEC	\$300.00	\$765.00
PODCAST MID-ROLL	:60 SEC	\$500.00	\$1,275.00

**\*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* <i>See note at left</i>	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%	
		<b>1st Spot</b>	\$650.00	\$2,210.00	\$4,160.00	\$5,460.00
		<b>2nd Spot</b>	\$500.00	\$1,700.00	\$3,200.00	\$4,200.00

DSN Magazine (Print+Digital)	Open Rate	3x Discount	10x 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
The DSN Guide Upgrades (Print+Digital)	20% Discount as a Featured Supplier in The Guide			Non-Bleed Dimension W"xH"	Trim Dimension W"xH"	Bleed Dimension W"xH"
FULL PAGE	\$2,640.00			7.5 x 10	8.125 x 10.625	8.375 x 10.875
HALF PAGE	\$1,520			7.5 x 4.5	N/A	N/A

# Print+Digital

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## Specialty

SUPPLIER DIRECTORY - <b>FOR 1 YEAR (PRINT + WEB)</b>	\$3,000.00	
ADVERTORIAL INSERT (2-PAGE) - <b>OPEN RATE (PRINT + DIGITAL)</b>	\$2,750.00	
ADVERTORIAL INSERT (4-PAGE) - <b>OPEN RATE (PRINT + DIGITAL)</b>	\$4,500.00	
SPONSORED CONTENT (ARTICLE) **Digital Only	1 Month	2 Months Discount
	\$1,600.00	\$3,000.00



## 2024 INSERTION DEADLINE & CLOSING DATES

All print-related advertising files must be submitted by the 1st of the month preceding the issue month.

For instance, advertising files for the January/February issue are due by December 1st.

SPECIAL COVER STORY	ISSUE 2024	The GUIDE Categories
 <p>GLOBAL 100 CELEBRATION</p>	JANUARY / FEBRUARY	Legal & Tax
	MARCH	Branding & Social Media Solutions
 <p>BILLION DOLLAR MARKETS</p>	APRIL	Commission Payments Services
	MAY	Destinations & Travel Solutions
	JUNE	Distribution, Fulfillment & Logistics
	JULY / AUGUST	Software & Technology
	SEPTEMBER	Event Production
	OCTOBER	Incentives & Recognition
	NOVEMBER	Credit Card & Payment services
	DECEMBER	Consulting & Executive Research

**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**

1.325.660.6725

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

**DSN**  
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