ARMA International’s media kit describes opportunities that can help you meet your marketing goals. Choose among our four categories of marketing objectives: thought leadership, product promotion, education, and lead generation. Or, ask us to help you build the right package for your marketing needs.

Want to know more about ARMA International’s demographics? Click here.
This award-winning bi-monthly reaches thousands of information management professionals and companies in all industry sectors. Published in a digital format for easy reading on any device, the magazine covers topics that are most central to the profession, such as managing electronic information, ensuring privacy and security of sensitive data, selecting the right systems, and complying with ever-changing global standards and regulations.

58,000+
Distribution to ARMA members and friends

86%
of members rate IM magazine as a valuable professional resource

60,000+
page views per issue
### Deadlines

**January/February 2017** E-Discovery  
Ad Space  Ad Material  Online  

**March/April 2017** Privacy  
Ad Space  Ad Material  Online  
Jan. 11, 2017  Feb. 8, 2017  March 8, 2017

**May/June 2017** Information Governance PLUS Hot Topic Supplement  
Ad Space  Ad Material  Online  
March 12, 2017  April 6, 2017  May 8, 2017

**July/August 2017** Technology  
Ad Space  Ad Material  Online  
May 23, 2017  June 6, 2015  July 6, 2017

**September/October 2017** Cloud Computing  
Ad Space  Ad Material  Online  
July 21, 2017  Aug 4, 2017  Sept. 6, 2017

**November/December 2017** Information Security/Risk Management  
Ad Space  Ad Material  Online  

### Rates

**Full page** $1,500/(IFC $2,000)  
**Cover tip** $3,000 **SOLD OUT**  
**Sponsored content** $2,500/$1,000 each additonal page  
**Premium content** (infographic/video/animated) $2,000/($500 add-on for IFC)

### Specifications

**Trim size** 8-3/8” x 10-7/8” Keep text 1/4” away from trim.  
**Bleed size** 8-5/8” x 11-1/8”  
**Format:** High-res PDF  
All web urls and e-mail addresses must contain active links.
Web Seminars

Reach more people more efficiently by letting ARMA International promote your web seminars. Use either a brief (10 to 15 minutes) or longer (45 to 60 minutes) format to instruct your audience and find out who is most interested in your message. Often the sessions are eligible for IGP or CRM credit, which boosts attendance!

250+
Average seminar attendance

60%
Registered members participate in surveys

Rates
- Web Seminar promotion: $3,000
- Web Seminar short format (10-15 minutes): $3,000
- Web Seminar long format (45-60 minutes): $5,000

Assets Needed
- Full MP4 file of webinar
- Company logo
- Facilitator bio
- 3-5 questions for registration survey
Industry Intelligence Day of Learning

Connect directly with ARMA International’s audience by sponsoring a 45-minute education session in a virtual learning environment. These events allow the audience to interact with you and each other in real time in your virtual booth. It’s an effective way to learn more about your market as it learns more about your organization.

Rate

Session $5,000 each

Assets Needed

Company logo
MP4 file of web seminar
Facilitator bio
Documents for virtual booth
White Paper/Case Study Promotion

Our home page ([www arma.org](http://www arma.org)), with more than a 100,000 visits per month, provides all visitors a direct link to your content, such as white papers and case studies. Be visible and be heard!

Rate

**White Paper/Case Study** $3,000 each

Assets Needed

- Company logo
- Content description
- Link
E-Newsletters

Your sponsorship of any of our five monthly e-newsletters can help you reach thousands in your audience, providing the perfect opportunity to promote your products and events and build brand awareness. Plus, you can position your company as a thought leader by sponsoring content placement.

Rates

<table>
<thead>
<tr>
<th>Service</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sponsorship</td>
<td>$1,000</td>
</tr>
<tr>
<td>Content placement</td>
<td>$1,200</td>
</tr>
<tr>
<td>Sponsorship and content placement</td>
<td>$2,000</td>
</tr>
</tbody>
</table>

Assets Needed

- **Sponsorship banner**: 600 x 60 px; 72dpi; gif, png, jpg format
- **Content placement**: 50 words plus link or substitute banner ad

Newsletters to choose from:

- InfoPro
- Newswire
- eLearning
- Policy Briefs
Why not capitalize on the ARMA International brand and our vast, relevant mailing list by having us send an e-mail message promoting your event, product, service, or project to your target audience?

**Rates**

- **Send** $4,000
- **Reminder e-mail** $1,000

**50,000+**
Distribution to ARMA members and friends
By surveying ARMA International members, you can build name recognition, generate contacts, and learn a lot about what your target audience thinks and desires. Consider co-branding with us on a survey as well.

Rates

| Sponsorship | $5,000 |
Web Banners

Web banner ads can drive traffic to your website, build brand recognition, and promote your products or events. Our home page gets more than 100,000 visitors each month, ensuring that you’ll reach your targeted audience every day.

<table>
<thead>
<tr>
<th>Rates</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>3 month</td>
<td>$1,500</td>
</tr>
<tr>
<td>6 month</td>
<td>$2,600</td>
</tr>
<tr>
<td>12 month</td>
<td>$3,200</td>
</tr>
</tbody>
</table>

Assets Needed

- **Banner size**: 150 x 150 px; 72dpi; gif, png, jpg format
- Options: animated, rich media, geo-targeting, testing, conversion coding, and more
ARMA Industry Membership

Get your name out there by signing up for an industry membership, which offers opportunities for discounted advertising, membership, and bundled education sessions targeted to your industry.

Rates

Advertising only $3,000
Advertising + professional membership $3,750 +
Advertising + professional membership + education $10,350 +

28 Industry Members to date.
Join us!
For years, information management professionals have relied on a single resource to help them make the right choices for their systems, tools, and other workplace products: the *Buyer’s Guide for Records Management and Information Governance Professionals*. Hosted on our website, it’s within easy reach globally for anyone searching for the product or service you offer!

### Rates

- **Cover tip-on/Presentation page**: $3,000
- **Sponsored content**: $3,000/$1,000 each additional page
- **Premium content (infographic/video/animated)**: $2,750 ($3,250 for IFC)
- **Traditional ad**: $2,750 ($3,000 for IFC)
- **Standard Listing**: $999

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**Format**: High-res PDF

All web urls and e-mail addresses must contain active links.

58,000+ Audience of ARMA members and friends
Contact Information

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ARMA International At-a-Glance

Age Range:
- 18-24: <1%
- 25-40: 20%
- 41-64: 74%
- 65+: 5%

Years of Experience in Information Management:
- <1: 2%
- 1-3: 9%
- 4-6: 12%
- 7-10: 15%
- 11-15: 15%
- 16-20: 13%
- 21+: 34%

Job Position:
- Manager/Sup.: 33%
- RIM Analyst: 22%
- RM Exec. Dir.: 16%
- RM Consultant: 9%
- RM Technician: 8%
- Legal Services: 3%
- IT Dir./Manager: 3%
- Corp. Executive: 2%
- IT Dir./Manager: 1%
- Other: 3%

Department Reports to:
- Legal: 32%
- IT: 17%
- RIM: 16%
- Business Unit: 12%
- Other: 23%

ARMA International Members:
- 80% have been members for more than 4 years, and 21% have been members for more than 10 years!

Most-valued products:
- 83% Information Management magazine
- 75% arma.org
- 58% InfoPRO
- 37% Annual Conference
- 37% Newswire
- 40% Events
- 31% Education Newsletter
- 17% Social Media

Role in Information Products Purchasing Decisions:
- Influencer: 43%
- Role in Decision: 21%
- Key Decision-maker: 15%
- Researcher: 12%
- Role in Purchase: 1%
- None: 8%

Industry Concentration:
- Government: 30%
- Finance/Insurance: 12%
- Utilities/Energy: 13%
- Legal Services: 8%
- Education: 7%
- Manufacturing: 6%
- Consulting: 4%
- Technology: 2%
- Pharmaceuticals: 2%
- Other: 16%

Size of Organization (Employees):
- 100,000+: 6%
- 10,001-100,000: 17%
- 1,100-10,000: 33%
- 501-1,000: 11%
- 101-500: 20%
- 51-100: 5%
- <50: 8%