



SOCIAL WORK VOICE

MEDIA KIT

2019-2020



SOCIAL WORK VOICE

Thank you for considering *Social Work Voice*, a magazine publication from the National Association of Social Workers - Massachusetts Chapter (NASW-MA), for your advertising needs. NASW-MA is one of the largest NASW chapters in the United States and the largest professional social work organization in Massachusetts.

Social Work Voice is delivered to 6,500 social workers, social work students, and state legislators, with special editions being sent to every licensed social worker in the state (more than 22,000). All ads appear in the respective issue and are also posted online for 6 weeks at naswma.org.



6,500

Copies mailed each issue
(40% of all social workers in MA)



6 weeks

Your ads will be on our website
(5,000 visitors a week)



6 issues

(Jan/Feb issue goes to
22,000+ social workers)

Fields of Specialization:

14% Children & Adolescents

7% Education

7% Geriatrics

8% Health Care

52% Mental Health

12% Other*

*Addictions/Substance Use, Criminal Justice, Disabilities, Military and Veterans, Policy and Legislation, Trauma and Grief, and more



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Advertisement Options

Type	Size	Members*	Non-members
Classified	Up to 25 words	\$60	\$80
Classified	26-50 words	\$75	\$95
Classified	51-100 words	\$150	\$190
Classified	101-200 words	\$300	\$380
Classified	201-300 words	\$600	\$760
Display	1/6 page (vertical)	N/A	\$275
Display	1/3 page (vertical/square)	N/A	\$450
Display	2/3 page (vertical)	N/A	\$725
Display	1/2 page (horizontal)	N/A	\$1,250
Display	Full page	N/A	\$2,350
Premium Display	Back Cover	N/A	+30%
Premium Display	Inside Back Cover	N/A	+20%
Premium Display	Jan/Feb Issue	N/A	+15%
Premium Display	Themed Issue	N/A	+10%

Classified

Add border: +\$5

*Member discounts only apply to office space ads

Display

All display ads will be printed in CMYK color and should be submitted as PDFs to naswma.org/placead

Premium Display

January/February issue goes out to every licensed social worker in Massachusetts (approx. 22,000)

Themed issue (e.g. health care, criminal justice, etc.) information available upon request

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Deadlines:

July/August 2019: June 21	January/February 2020*: Jan 10	July/August 2020: June 19
September/October 2019: Aug 23	March/April 2020: Feb 21	September/October 2020: Aug 21
November/December 2019: Oct 25	May/June 2020: April 24	November/December 2020: Oct 23

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Advertisement Submissions

All advertisements must be submitted online by the deadline. Please provide artwork for display ads in PDF format using CYMK colors. Ads can be submitted at: naswma.org/placead

Thank you for choosing *Social Work Voice*, we look forward to doing business with you!



Questions?

Questions and comments can be directed to Jamie Klufts, Director of Communications and Strategic Initiatives, at NASW-MA:

Email: jklufts.naswma@socialworkers.org

Phone: 617.227.9635 x119

Place your ad today: naswma.org/placead