



PSI CHI Media Kit 2025-26

building
relationships that
advance **psychology**





Build relationships with psychology students.

Are you seeking a direct path to promote your programs or products to psychology students?

Where should you begin? There are a lot of options to consider (usually expensive), and it can sometimes be unclear if your message is reaching your intended audience. Even if you find a partner who has identified psychology majors, are you sure these students are serious about a career in psychology? Psi Chi members are the customers you are seeking.

Beyond having exceptional academic grades, our members exhibit the self-motivation necessary to step outside the classroom and secure their futures in psychology. Discover for yourself why Psi Chi members are so highly regarded across the field of psychology.

**We invite you to begin
a lifetime relationship with Psi Chi members
—to advance the field of psychology.**

Higher education is entering a unique time period where student enrollments may become stagnant or decrease. Additionally, more diverse students and first-generation applicants may require increased needs for support. Psi Chi members actively work together to build safe, inclusive chapter spaces to support all individuals' career goals. These are experiences they can carry forward when engaging with your communities.



Psi Chi recognizes the excellent achievements of its members.

83%
Female

14%
Male

3%
Other

60%
White

12%
Latino

9%
Asian

8%
Black

6%
Multi-Racial/Ethnic

5%
Other

We provide resources and opportunities for our members that establish a foundation of success in any endeavor.

We do this through campus chapters led by faculty advisor who mentor dedicated students on the next steps to their career. We uplift student officers with leadership responsibilities to make a difference in their community and influence their peers. And because Psi Chi is a lifetime membership, we continue to provide opportunities and support beyond graduation.

Our Members and What They Want

UNDERGRAD & GRAD STUDENTS

- Reliable resources
- Feasible opportunities
- Pursue graduate-level psychology program (72%)*
- Internship opportunities (63%)*
- To make a difference
- To belong to a larger community
- More diversity in psychological research
- Online workshops

* based on 2021 student member survey

FACULTY

- Resources for the classrooms
- Opportunities for students
- Job and teaching support

ALUMNI

- Opportunities to connect
- Career assistance and advancement support
- Mentorship relationship

eye ON PSI CHI magazine

Place your ad in our established digital magazine.

- Quarterly digital publication
- Beginning its **30th** year
- Free online to anyone interested in psychology
- Subscribers are undergraduates, graduate students, faculty, and alumni
- Produced and distributed in August to April
- Content includes career, graduate school, field of psychology, diversity-related topics, personal development, and chapter advice
- Published on Psi Chi's website and Issuu.com

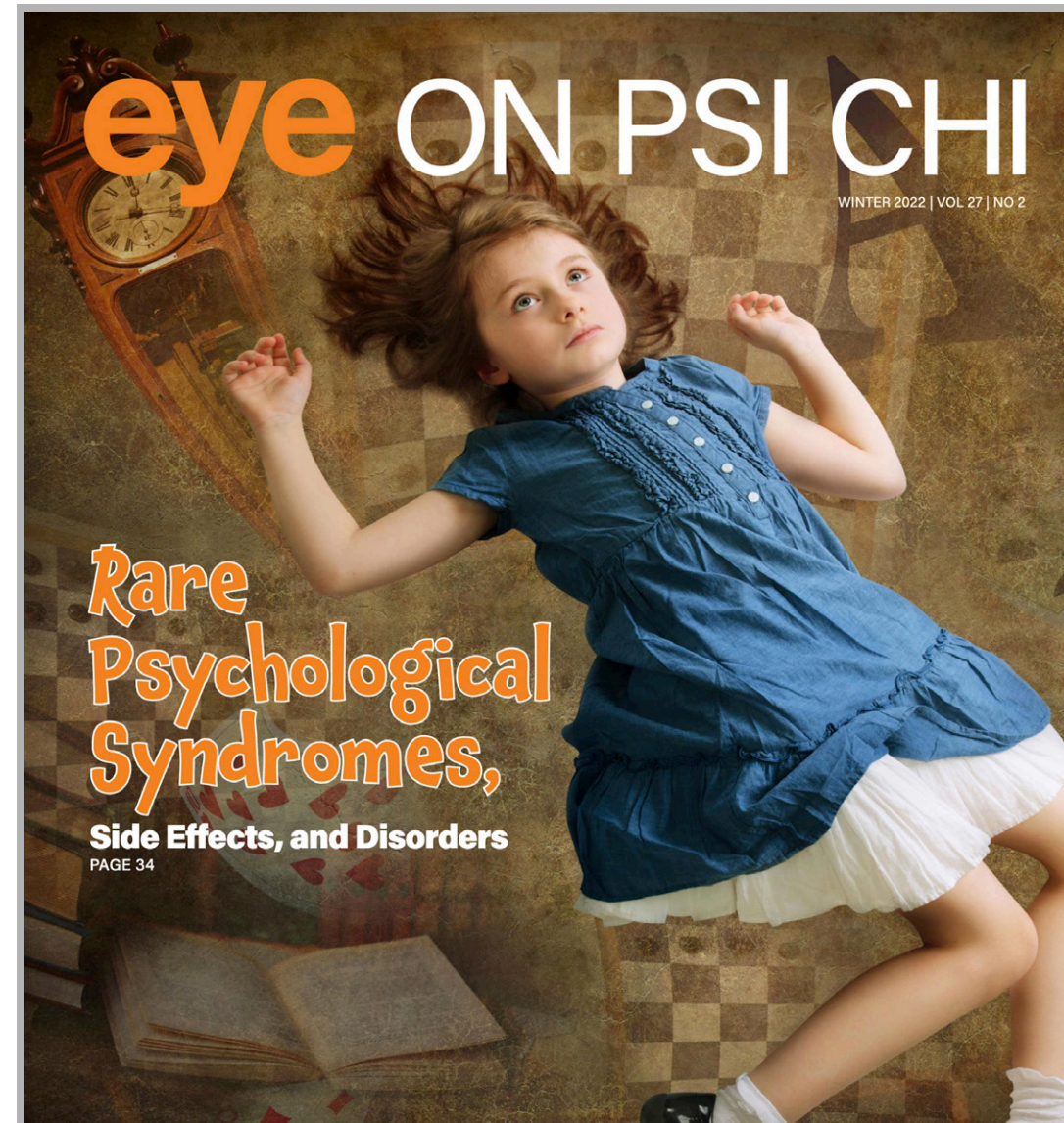
[Digital Magazine Stats]

- **215,000+** email subscribers (undergraduates, grad students, faculty, and alumni)
- **34,000+** total annual magazine webpage impressions

[Print Magazine Stats]

- Condensed 16-page print issue
- Mailed to **1,100+** chapters
- Free copies distributed in exhibit booths at **6** regional conventions

48%
average email
content open rate



With Burnout:
ng and Thriving
emia

RATE SHEET

EYE ON PSI CHI Magazine

2025–26 Academic Year Rates

Type of Ad	Specs (w x d)	Cost per issue	Special
Full Page (bleed)	8 3/4" x 11 1/4"	\$2,000	Includes free banner ad (300 x 250 px) in email blast announcement and on the issue's table of contents webpage
Full Page (no bleed)	7" x 8 7/8"	\$2,000	Includes free banner ad (300 x 250 px) in email blast announcement and on the issue's table of contents webpage
Half Page (horizontal)	7" x 4 1/4"	\$1,000	Buy 3 ads, 4th ad free
Half Page (vertical)	3 1/2" x 8 7/8"	\$1,000	
Third Page (vertical)	2 1/2" x 8 7/8"	\$650	
Quarter Page	3 1/4" x 4 1/4"	\$500	

2025–26 Academic Year Deadlines

Issue Month	Reserve Space	Ad Deadline	Available Online
Fall 2025	8/10/2025	8/15/2025	9/01/2025
Winter 2025	10/08/2025	10/17/2025	10/31/2025
Spring 2026	12/22/2025	1/12/2026	2/02/2026
Summer 2026	3/09/2026	3/16/2026	3/31/2026

NOTE: Each quarter, subscribers receive an engaging, visually friendly e-mail (2 weeks after publication) that announces all the articles in the latest magazine issue.

EYE ON PSI CHI PRINT Magazine

(Special Edition, 16 Page Magazine)

Type of Ad	Specs (w x d)	Cost	Distribution
Half Page (horizontal)	7" x 4 1/4"	\$2,000	Copies of the Special Edition print issue are mailed to 1,100+ chapters once a year and available in our exhibit booths at our 6 regional conventions.

2024–25 Academic Year Deadlines

Issue	Reserve Space	Ad Deadline	Available on Campus
SE 2026	12/01/2025	12/15/2025	1/31/2026

* Dates subject to change

Creative Services

Need help creating your ads? We offer design services to integrate your brand across any of our products. Just send us your text, images, and logos, and our professional designer will create an ad for you.

Product rate + 10% markup per ad

email series

PSI CHI Digest

Target your intended audience.

- Separate monthly e-newsletters sent to relevant subscribers
- Content includes latest news, announcements, deadlines, and opportunities
- 6-month archive available on website



Faculty and Officer Digest

- **12** issue per year
- **2,400+** average circulation
- **54%** average open rate
- Influencers and decision makers



Student Digest

- **12** issues per year
- **105,000+** average circulation
- **45%** average open rate
- **90%+** undergraduates subscribers
- Current news, events, and deadline announcements



Alumni Digest

- **4-6** issues per year
- **110,000+** average circulation
- **32%** average open rate
- Graduates 5 years out from induction dates

email series PSI CHI Digest

DATE: May 28, 2024
TO: Psi Chi Alumni
SUBJECT: Take Charge of Your Mental Health



Take Charge of Your Mental Health: A Live Virtual Event

Are you confident in your ability to identify signs for early intervention, access community resources, and use self-advocacy in the face of challenges unique to young adults? Join us **June 24 at 4:00–5:15 p.m. EDT** for a special presentation by Dr. Lauren Yang, Associate Board President of the Depression and Bipolar Support Alliance (DBSA). [Register today.](#)

OUR STORE



Hit a home run this summer with Psi Chi's [blue denim baseball cap](#) and trendy [raglan shirt](#). Perfect for sunny days and baseball season. Order now and wear your Psi Chi pride!

ANNOUNCEMENTS

From Airports to Zoos!

Discover strategies to pursue nontraditional psychology-related careers. Our [latest magazine issue](#) is packed with career advice, tips for graduate school, and much more.

Instagram Video Contest

What does mental health mean to you? Enter our contest by June 15 for a chance to win a **\$75 or \$50 Amazon gift card**.

IGNITE Psi Chi Research Conference

Join us in New York City on November 21 for a special NSF-funded event on **Innovating Global Networks to Inspire Tomorrow's Experts**.

RATE SHEETS FOR EMAIL SERIES



Faculty/Officer DIGEST E-NEWSLETTER		
2025–26 Academic Year Rates		
Type of Ad	Specs	Cost per issue
Banner	300 x 250 pixels JPG, PNG format	\$400
Text	40 words	\$400

2025–26 Academic Year Deadlines		
Issue Month	Ad Deadline	Send Date
Aug 2025	8/04/25	8/12/25
Sept 2025	9/01/25	9/09/25
Oct 2025	9/29/25	10/07/25
Nov 2025	10/27/25	11/04/25
Dec 2025	12/08/25	12/16/25
Jan 2026	1/12/26	1/20/26
Feb 2026	2/02/26	2/10/26
Mar 2026	3/02/26	3/10/26
April 2026	3/30/26	4/07/26
May 2026	4/27/26	5/05/26
June 2026	6/01/26	6/09/26

* Dates subject to change



Student DIGEST E-NEWSLETTER		
2025–26 Academic Year Rates		
Type of Ad	Specs	Cost per issue
Banner	300 x 250 pixels JPG, PNG format	\$1,200
Text	40 words	\$950

2025–26 Academic Year Deadlines		
Issue Month	Ad Deadline	Send Date
Aug 2025	8/18/25	8/26/25
Sept 2025	9/15/25	9/23/25
Oct 2025	10/13/25	10/21/25
Nov 2025	11/03/25	11/11/25
Dec 2025	12/01/25	12/09/25
Jan 2026	1/05/26	1/13/26
Feb 2026	2/09/26	2/17/26
Mar 2026	3/16/26	3/24/26
April 2026	4/13/26	4/21/26
May 2026	5/04/26	5/12/26
June 2026	6/15/26	6/23/26

* Dates subject to change



Alumni DIGEST E-NEWSLETTER		
2025–26 Academic Year Rates		
Type of Ad	Specs	Cost per issue
Banner	300 x 250 pixels JPG, PNG format	\$1,000
Text	40 words	\$750

2025–26 Academic Year Deadlines		
Issue Month	Ad Deadline	Send Date
Aug 2025	8/11/25	8/19/25
Nov 2025	11/10/25	11/18/25
Feb 2026	2/16/26	2/24/26
May 2026	5/18/26	5/26/26

* Dates subject to change

54%

average email open rate
advisors and officers emails

45%

average email open rate
student members emails

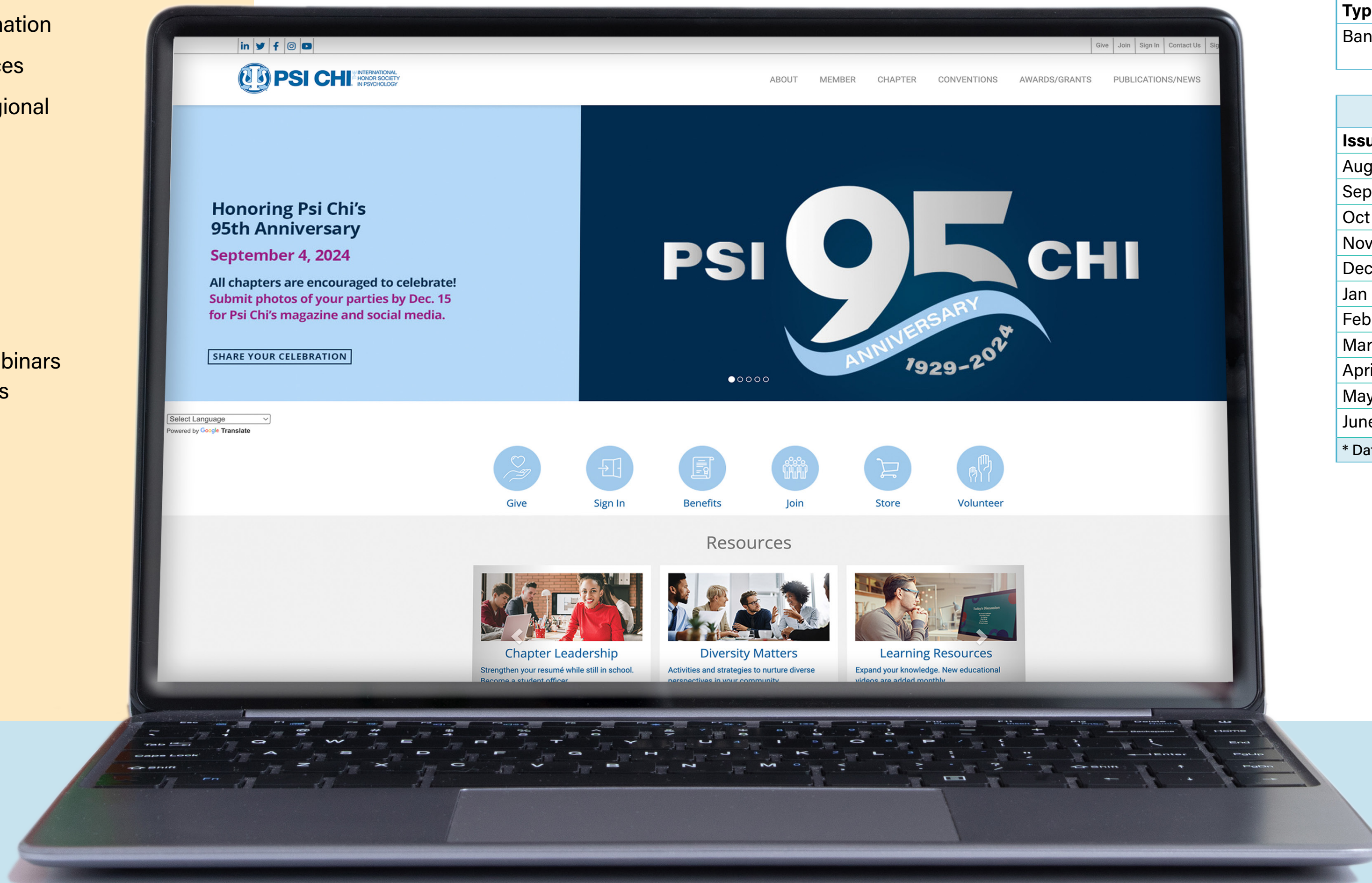
32%

average email open rate
alumni emails

website www.psichi.org

Everything Psi Chi, available 24/7.

- Monthly homepage image updates
- Joining and member benefit information
- Access to over **18** member resources
- Programming information for **6** regional conventions
- Awards, grants, and scholarship applications
- Career information and job board
- Graduation regalia and other merchandise
- Free quarterly publications and webinars to both members and nonmembers



1.4M+
page views each year

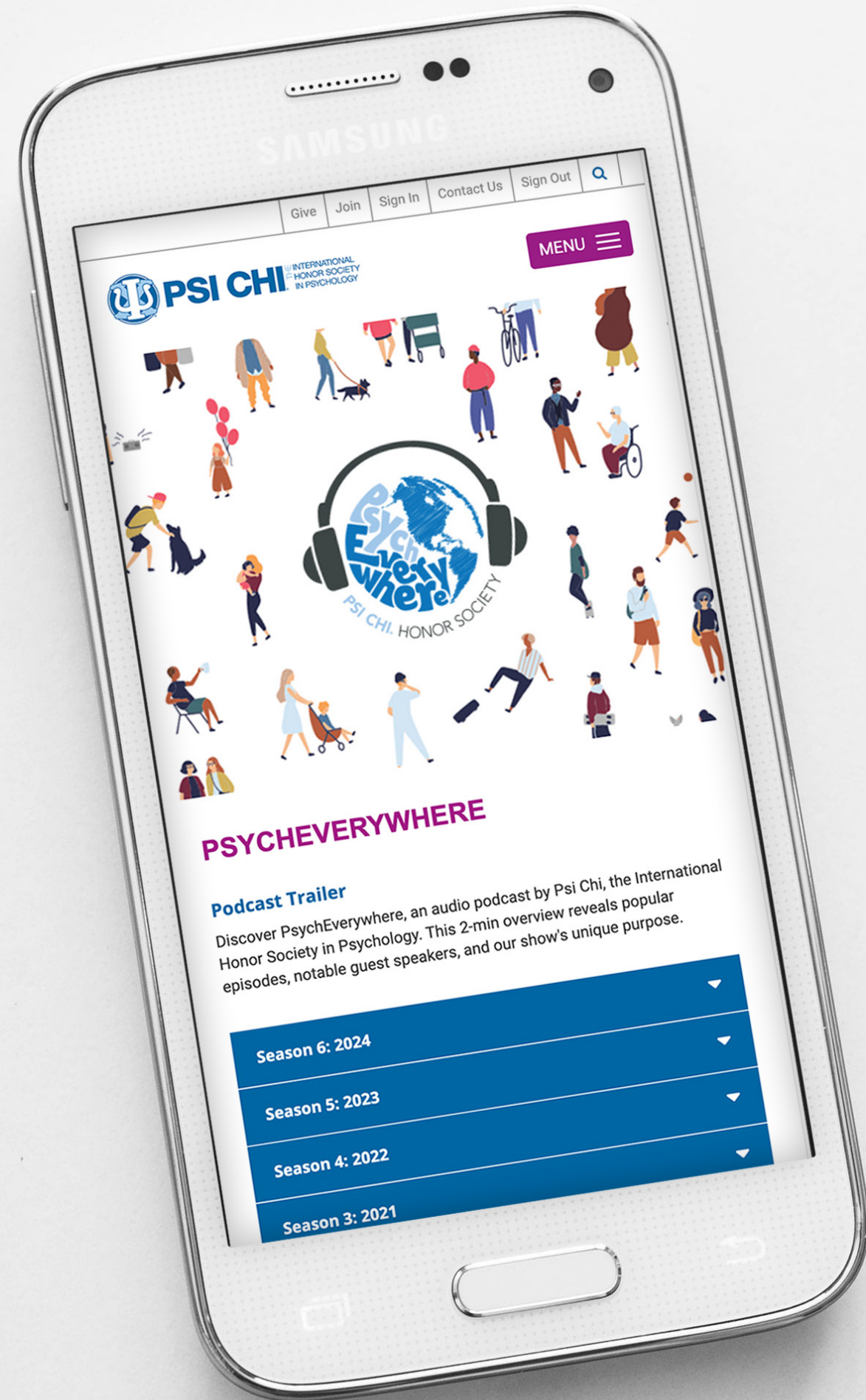
Static ads on
35+
webpages

RATE SHEET

PSI CHI Website		
2025-26 Academic Year Rates		
Type of Ad	Specs	Cost per issue
Banner	350 x 350 pixels JPG, PNG format	\$1,500

2025-26 Academic Year Deadlines		
Issue Month	Ad Deadline	Online Date
Aug 2025	7/25/25	8/01/25
Sept 2025	8/25/25	9/01/25
Oct 2025	9/24/25	10/01/25
Nov 2025	10/25/25	11/03/25
Dec 2025	11/24/25	12/01/25
Jan 2026	12/22/25	1/02/26
Feb 2026	1/23/26	1/30/26
Mar 2026	2/23/26	3/02/26
April 2026	3/25/26	4/01/26
May 2026	4/24/26	5/01/26
June 2026	5/25/26	6/01/26

* Dates subject to change



PsychEverywhere Audio Podcast

Listen in on the conversation.

- Interviews with distinguished guests sharing psychological science
- In its **7th** season
- Available free on **Apple Podcasts, Amazon Music, YouTube, Spotify, and iHeart Radio.** Full written transcripts available on the Psi Chi website
- New content announced on social media and twice annually via email

RATE SHEET

PsychEverywhere PODCAST	
2026 Academic Year Rates	
Type of Ad	Features
Basic Package \$1,000 per episode	Receive a pre-roll mention of your company and product's name by the 3-minute mark of an upcoming episode. "This episode is brought to you by [Insert company name/product] _____." Get an 80-word mid-roll ad around the midpoint of that same episode. "And now for a quick ad. [insert up to 80 words] _____" Receive a link to your company's website/specified webpage in the episode's written show notes. Insert Hyperlink: _____ Have your pre-roll and mid-roll ad wording included in a written episode transcript posted on the Psi Chi website. (This will help with search engine optimization of your ad.)
Standard Package \$1,500 per episode	In addition to all Basic package benefits, get a 30-word extension to your pre-roll mention above Insert Up to 30 Words: _____ Have your company's logo or a photo of your product included in the sidebar alongside the written episode transcript on the Psi Chi website. [Submit image separately with your application; 350 x 350 pixels]
Premium Package \$2,000 per episode	In addition to the benefits of the Basic and Standard package, get your 30-word text ad featured in a special July or January email about our latest podcast episodes. We send this email to all 198k Psi Chi members in our database. (Spaces are limited to two advertisers per email, so reserve your spot early for July or January email)

198,800+
email subscribers

31.7%
average email content open rate

7,500+
annual downloads

14,000+
annual podcast webpage views

Lifetime Connections.

Psi Chi can connect you with high-achieving psychology majors in universities and colleges across the United States and chapters in several foreign countries. Our unique niche of members are seeking opportunities to expand their influence in research, mental health, and education. With thousands of opportunities competing for their attention, we provide our community with trusted content that will direct their future career decisions.

Small Business Value Plan

—Advertise in one or two media products.

Visibility Plan

—Run ads in four of our key products.

Brand Recognition Plan

—A long-term exposure strategy encompassing all our key products. Achieve recognition as an industry/academic leader.

Ask about our all-media discount.

Let's work together to create a solution for you.
Contact Susan Iles at susan.iles@psichi.org





Building relationships through sponsorships.

Looking for other opportunities with a deeper level of engagement?

We know that many organizations want to give back to their communities in a thoughtful and impactful way. Issues like inequality, mental health struggles, and employee workplace engagement weigh on all of us as a society. By sponsoring Psi Chi programs, you can position future leaders to overcome and even alleviate these issues through psychological science.

Psi Chi facilitates our organizational commitment to psychological advancement by providing awards, grants, and scholarships to support our members' research endeavors, educational paths, and career goals. We also provide guidance and training at six regional psychology conventions to both members and nonmember scholars. We work with organizations that share Psi Chi's philanthropic goals to build sponsorships that support member initiatives.

In 2025, sponsors supported programs such as:

- Diversity Article Awards
- Christian Ladd Hall Scholarship for Mental Health Advocacy
- Graduate Research Grants

If your organization would like to elevate your impact, we invite you to explore sponsorship opportunities.

Contact Stephanie Beason at stephanie.beason@psichi.org to begin a relationship of philanthropy.



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