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# PUBLICATIONS

The PDMI's digital platform offers members and readers the latest in news, analysis, and research about the performance and direct-to-consumer marketing industry. At the same time, advertisers can reach thousands of in-market leaders with messaging across the PDMI's digital magazine, email newsletter, website, and more.

# RESULTS MAGAZINE

(published quarterly)



## ADVERTISING RATES

### PDMI MEMBER RATES:

- One-time placement: \$1,500
- Annual contract (four placements): \$1,000 per insertion (\$4,000 total)

### NON-MEMBER RATES:

- One-time placement: \$1,875
- Annual contract (four placements): \$1,250 per insertion (\$5,000 total)



### MAGAZINE AD SPECIFICATIONS

#### PREPARATION

- Trim Size: 7.75" x 10.5" (Bleed Size: 8" x 10.75")
- Keep all live matter (such as type and borders) 3/8" from trim edges.
- PDFs should conform to the PDF/X-1a specification.
- No Crop Marks or Color Bars: If you must have them on for a client, be sure they are at least 18 points OFFSET.
- Total Ink Density cannot exceed 300% for all page elements, text, photos, artwork, etc.
- CMYK only: No RGB, LAB or PMS colors (unless you are actually printing a PMS color)
- Image Resolution of at Least 300 dpi: Low resolution images may not print as sharply as intended. If the images in your file were originally high resolution, and are being flagged low resolution in prepress, check your PDF settings to make sure the images are not being downsampled when converting to a PDF.
- Build File to Correct Size.
- Bleed: If your ad is to bleed, please be sure to include an EXTRA 0.125" of color or image on all sides of the ad that is to bleed. (Full page ads bleed on all 4 sides regardless of binding method).
- All fonts must be embedded.

### SUBMISSION

Submit ads to Monica Kollmann by emailing artwork or providing download link: [mkollmann@definitivemediagroup.com](mailto:mkollmann@definitivemediagroup.com)

## 2024 ARTWORK DUE DATES

March issue: Feb. 1  
June issue: May 1  
September issue: Aug. 1  
December issue: Nov. 1

# 2024 EDITORIAL CALENDAR

(as of 12/12/23)



## ISSUE

## MAIN FEATURE

## RESEARCH

### MARCH

- ADVERTISING OUTLET DIRECTORY

- DRMETRIX
- MEMBER NEWS

### JUNE

- AD TECH/E-COMM UPDATE

- DRMETRIX
- PDMI EAST RECAP

### SEPTEMBER

- CTV/OTT/LINEAR MEDIA MARKETPLACE

- DRMETRIX
- MEMBER NEWS

### DECEMBER

- FEARLESS PREDICTIONS 2025/2024 REVIEW

- DRMETRIX
- PDMI WEST RECAP



**THOUGHT-LEADERSHIP AND OPINION COLUMNS** in each issue will touch upon various performance-driven and DTC marketing categories including: Linear/Streaming Media; Digital Media and eCommerce; Social Media; Podcast and Audio Marketing; Production and Creative; International Markets; U.S. Hispanic Market; Government/Regulatory Affairs; and more. PDMI Members can share ideas for or contribute a thought-leadership column in these areas and more. Contact Thomas Haire, chief content officer, for more details at: [thaire@definitivemediagroup.com](mailto:thaire@definitivemediagroup.com).

# PDMI WEEKLY NEWSLETTER

(3-month minimum run)

## RATES

### PDMI MEMBER RATES

#### Weekly Run:

3-month contract (weekly placement): \$3,000/run

#### Bi-Weekly Run:

3-month contract (bi-weekly placement): \$1,950/run

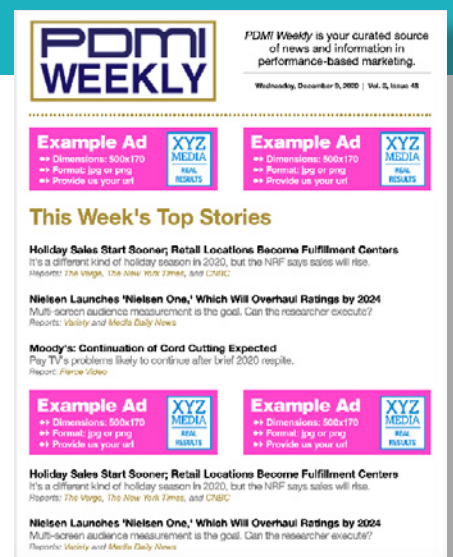
### NON-MEMBER RATES

#### Weekly Run:

3-month contract (weekly placement): \$4,500/run

#### Bi-Weekly Run:

3-month contract (bi-weekly placement): \$3,000/run

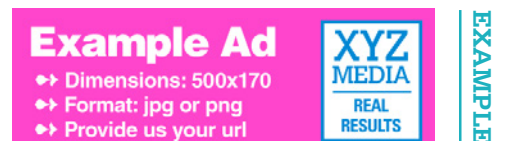


### NEWSLETTER AD SPECIFICATIONS

Size: 500x170 pixels  
File Format: jpg or png

### ARTWORK DUE DATES

Artwork must be received by the Monday prior to the deployment date. The newsletter deploys on Wednesdays.



# PDMI WEBSITE

(3-month minimum run)

## RATES

### PDMI MEMBER RATES

3-month contract: \$3,000/run

### NON-MEMBER RATES

3-month contract: \$4,500/run



### WEBSITE AD SPECIFICATIONS

Size: 200x200 pixels

File Format: jpg



EXAMPLE



WE'RE JUST A CLICK AWAY

Reach out to the PDMI team with any questions you may have.

SALES AND SUPPORT



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