

agilevoX
speak your mindset

Media Kit



EDITORIAL MISSION STATEMENT

Scrum Alliance® is launching a new biannual, full-color magazine in April 2016 at the Global Scrum Gathering® Orlando. This publication will be made available in both print and digital versions and distributed throughout the global Agile community. Our editorial and publishing team prides ourselves on producing high-quality thought leadership content that reflects the experiences, ideas, challenges, and successes of our global Agile audience.

With this being our first issue, we've not yet established a circulation that is representative of the demand we have through our other channels. However, allow these numbers to speak volumes, and the decision to secure your spot in our first issue of AgileVox will be an easy one.

SPRING & FALL

2016 Issues

PRINT EDITIONS

will be sent out to
Fortune 1000 Executives

AUDIENCE DEMOGRAPHICS



71%



29%

41%

25-34
Years Old

31%

35-44
Years Old

Consultants
Project Managers
Executives
Managers

Developers
Analysts
Practitioners

500,000+
GLOBAL MEMBERS

E-Newsletter
347,000
MONTHLY SUBSCRIBERS

E-Newsletter
18%
OPEN RATE

Social Media
96,200
TOTAL FOLLOWERS
   

Website
4.6 MILLION
VISITS IN 2015

Website
57%
NEW VISITORS

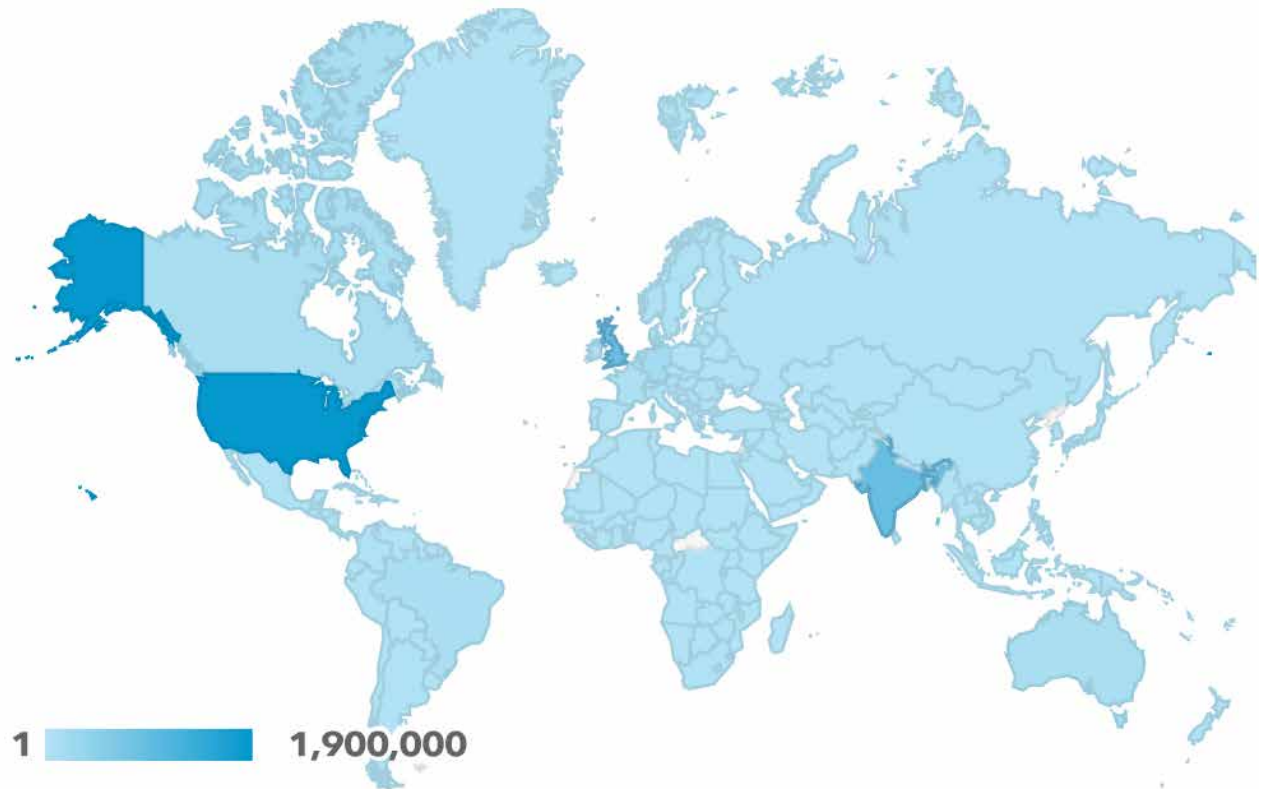
Website
386,000
AVG MONTHLY VISITS

Website
43%
RETURNING VISITORS

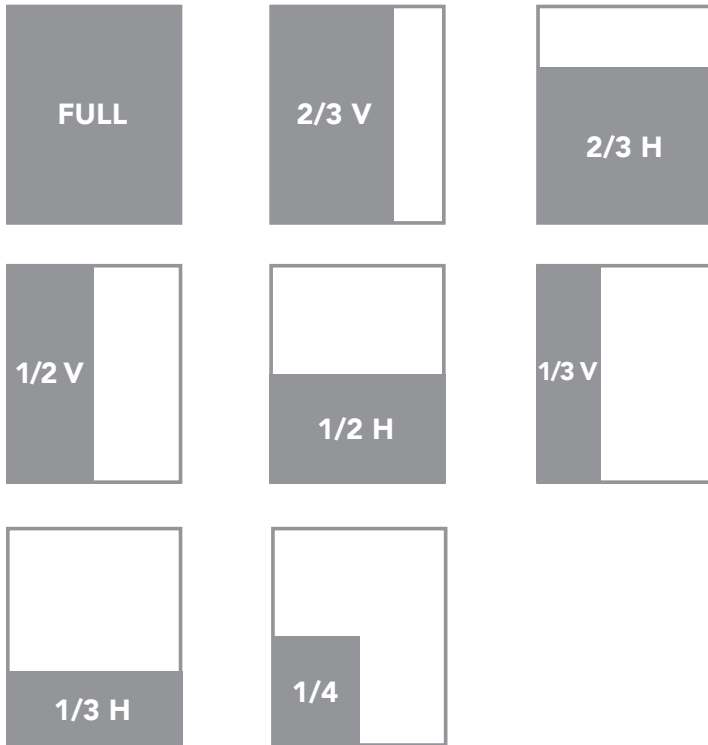
INTERNATIONAL AUDIENCE

WEBSITE VISITS IN 2015

1	USA	1.9M
2	India	596K
3	UK	336K
4	Germany	170K
5	Canada	145K
6	Australia	124K
7	Netherlands	94K
8	Brazil	91K
9	France	61K
10	Russia	51K
11	Sweden	50K
12	Singapore	44K
13	Spain	43K
14	Switzerland	40K
15	Poland	38K
16	Japan	32K
17	Belgium	31K
18	Mexico	30K
19	Finland	29K
20	South Africa	28K
21	Denmark	28K
22	Ireland	27K
23	Italy	27K
24	Ukraine	27K
25	Romania	25K



ADVERTISEMENT SIZES



CONTACT INFORMATION

Shawn Tretter
Corporate Relations Manager
stretter@scrumalliance.org
855-467-2786 x818

Clint Betlej
Senior Graphic Designer
cbetlej@scrumalliance.org
855-467-2786 x807

MECHANICAL REQUIREMENTS

	UNIT SIZES	TRIM	BLEED	LIVE
BLEED SIZES	Full Page	9 x 10.875	9.5 x 11.375	8.25 x 10.25
	2/3 Page Vertical	6 x 10.875	6.5 x 11.375	5.25 x 10.25
	2/3 Page Horizontal	9 x 7.3	9.5 x 7.8	8.25 x 6.925
	1/2 Page Vertical	4.5 x 10.875	5 x 11.375	3.75 x 10.25
	1/2 Page Horizontal	9 x 5.5	9.5 x 6	8.25 x 6.75
	1/3 Page Vertical	3 x 10.875	3.5 x 11.375	2.25 x 10.25
	1/3 Page Horizontal	9 x 3.3	9.5 x 3.8	8.25 x 2.925
	1/4 Page	4.5 x 5.5	5.0 x 5.75	4.125 x 5.125

SAFETY
.375" from trim

DIGITAL FILES
PDF/X-1a

AD SUBMISSION METHOD
Please email Clint Betlej
a PDF/X-1a at cbetlej@scrumalliance.org

BLEED
.25" from trim

RATE CARD

UNIT SIZES	50% OFF UNTIL JUNE 17		25% OFF FROM JUNE 18 - JULY 22	
Full Page	\$7,000	\$3,500	\$7,000	\$5,250
2/3 Page	\$4,600	\$2,300	\$4,600	\$3,450
1/2 Page	\$3,500	\$1,750	\$3,500	\$2,625
1/3 Page	\$2,300	\$1,150	\$2,300	\$1,725
1/4 Page	\$1,750	\$875	\$1,750	\$1,312
PREMIUM PLACEMENT				
Full Page Back Inside Cover	\$8,050	\$4,025	\$8,050	\$6,038
Full Page Front Inside Cover	\$8,400	\$4,200	\$8,400	\$6,300
Full Page Back Cover	\$8,750	\$4,375	\$8,750	\$6,563

Cover Rates

Back Cover: +25%
Inside Front Cover: +20%
Inside Back Cover: +15%

If you sponsored with Scrum Alliance or are an exhibitor at the Global Scrum Gathering in Orlando, you automatically qualify for discounts of up to 20% off ad rates.