



DMAW

MARKETING INSIGHTS FOR
DRIVING NONPROFIT SUCCESS

DIRECT IMPACT

Marketing Insights for Driving Nonprofit Success

Bold new format. The content members love, elevated!
A Must-Read Magazine for Fundraisers & Marketers

- **Published 6 times a year** – delivering insights, strategies, and innovations directly to the industry's top decision-makers.
- **Spotlighting influential voices** – from well-regarded industry veterans to rising stars.
- **Featuring top professionals** – the buyers, sellers, creators, and strategists driving direct marketing and fundraising for the nation's largest nonprofits, political organizations, agencies, and associations.
- **Mailed directly to members & available online** – ensuring long-lasting visibility for your brand.

Why Advertise?

Your ad is placed contextually for maximum impact alongside:

- Thought-provoking case studies
- Emerging industry trends
- Critical updates on laws & regulations
- Exclusive thought leadership & expert insights

Smarter Ad Placement! When you book your ad:

- **Select your preferred issue numbers** (e.g., Issue #2 and Issue #5), and we'll do our best to accommodate your choices.
- **No preference?** Our editorial team will place your ad in the **most relevant** issue based on your company's expertise and overall ad placement strategy.
- To ensure the **best reader experience**, we reserve the right to adjust placements as needed – always optimizing for **maximum visibility and engagement**.

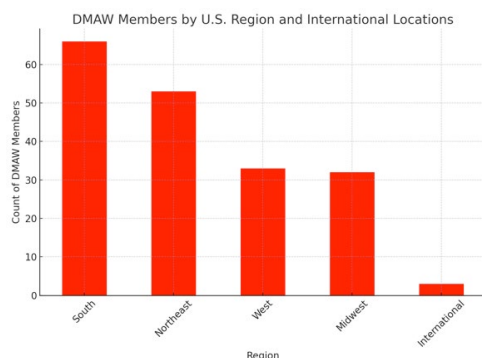
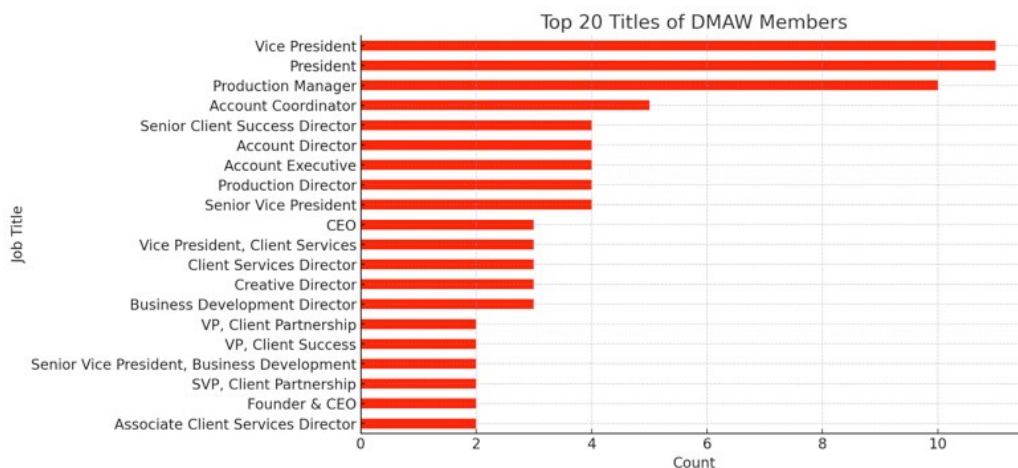
Direct Impact builds on the success of **Marketing AdVents**, a consistently top-rated member benefit. It reflects DMAW's commitment to fostering a **thriving, informed, and results-driven direct** response community.

As the flagship publication of DMAW – the leading direct marketing association – *Direct Impact* connects fundraisers and marketers with **premier education, valuable industry insights, and meaningful professional connections** to drive greater mission success in the nonprofit and social impact sector.

Our members come from a wide range of sectors within the direct marketing and fundraising industries, including:

- AI and Machine Learning
- Advocacy & Political Consultants
- Caging/Lockbox Services/Gift &
- Payment Processing/Acknowledgments
- Creative/Copywriting/Design/Production
- Data & Analytics
- Data Providers/List Brokerage & Management /Cooperative Databases
- Database Management/CRMs/Technology Platforms & Tools
- Digital Marketing/Mobile/Social Media/Email
- DRTV/Video Storytelling & Production
- Envelope Printers & Manufacturers
- Fulfillment Services
- Full Service Direct Mail Production Operations
- Full Service Fundraising & Marketing Agencies
- Fundraising & Marketing Consultants
- Mailing Services/Lettershop/Postal Logistics
- Premiums, Promotional Products
- Printers (including Specialty)
- Telephone Fundraising & Donor Services
- Website Design & Services

If your business serves any of these areas, **advertising in *Direct Impact*** puts your brand in front of the decision-makers who can benefit most from your services. Don't miss the opportunity to engage with this highly targeted and influential audience!



Northeast: CT, DC, DE, MA, MD, ME, NH, NJ, NY, PA, RI, VT

Midwest: IL, IN, IA, KS, MI, MN, MO, ND, NE, OH, SD, WI

South: AL, AR, FL, GA, KY, LA, MS, NC, OK, SC, TN, TX, VA, WV

West: AK, AZ, CA, CO, HI, ID, MT, NV, NM, OR, UT, WA, WY

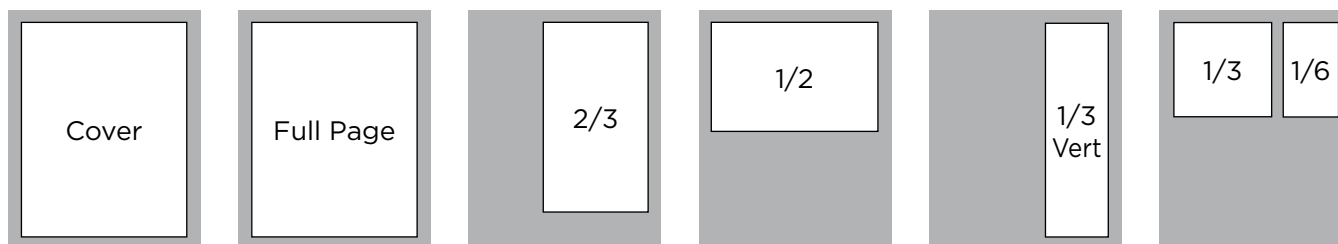
International: Scotland, Ontario

RATES & SIZES

AD SIZE OPTIONS	AD SPECS	STATIC AD	PRINT + MULTIMEDIA AD
2-Page Spread Sponsorship	7-1/4" wide x 10" high each	\$2,500	\$3,500
Cover #2, 3, or 4	7-1/4" wide x 10" high	\$1,925	\$2,925
Full Page	7-1/4" wide x 10" high	\$1,800	\$2,800
2/3 Page	4-3/4" wide x 10" high	\$1,500	N/A
1/2 Page	7-1/4" wide x 4-3/4" high	\$1,200	\$2,200
1/3 Page Square	4-3/4" wide x 4-3/4" high	\$800	N/A
1/3 Page Vertical	2-3/4" wide x 10" high	\$800	N/A
1/6 Page Vertical	2-1/4" wide x 4-3/4" high	\$600	N/A

PUBLICATION SCHEDULES

ISSUE	INSERTION DUE DATE	MATERIALS DUE
Jan/Feb - Issue #1	Dec 3	Dec 12
Mar/Apr - Issue #2	Feb 13	Feb 25
May/Jun - Issue #3	Apr 28	May 7
Jul/Aug - Issue #4	Jun 12	Jun 23
Sep/Oct - Issue #5	Aug 14	Aug 25
Nov/Dec - Issue #6	Oct 8	Oct 20



Publication trim size: 8-1/2" wide x 11" high
No Bleed Advertisements