



SOCIAL WORK VOICE

MEDIA KIT



National Association of Social Workers

MASSACHUSETTS CHAPTER



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 7,000 social workers, social work students, and state legislators, with special editions being sent to every licensed social worker in the state (approximately 17,000). All ads appear in the respective issue and are also posted online for 6 weeks at naswma.org.

 **7,000**

Issues mailed each month
(40% of all social workers in MA)

 **6 weeks**

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

 **10 issues**

Including special editions
(Feb issue goes to 17,000 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



SOCIAL WORK VOICE

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	February Issue	N/A	+15%
Premium Display	Themed Issue	N/A	+10%

Classified

Add border: +\$5

*Member discounts only apply to office space ads

Display

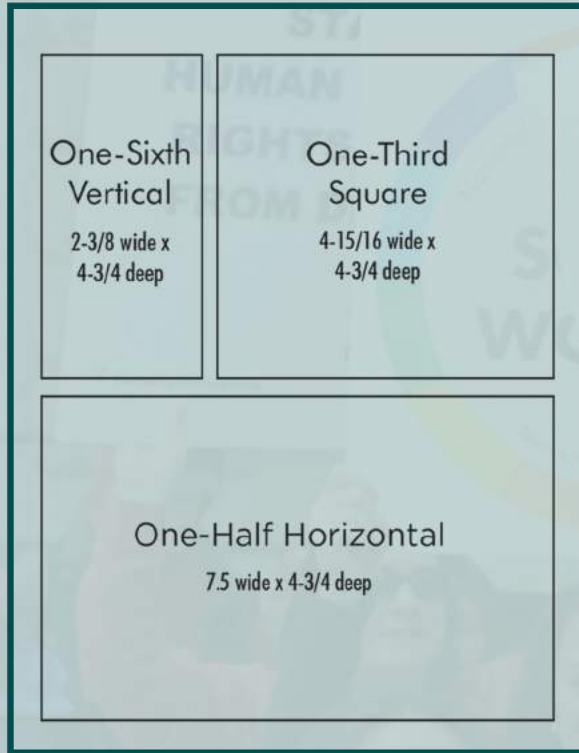
All display ads will be printed in CMYK color and should be submitted as PDFs to naswma.org/placead

Premium Display

February issue goes out to every licensed social worker in Massachusetts (approx. 17,000)

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

SOCIAL WORK VOICE



Deadlines:

January Edition: December 8th	May Edition: April 13th	September Edition: August 4th
February Edition: January 12th	June Edition: May 11th	October Edition: September 8th
March Edition: February 9th	July Edition: June 10th	November Edition: October 6th
April Edition: March 9th	August Edition: N/A	December Edition: N/A

SOCIAL WORK VOICE

Advertisement Submissions

All advertisements must be submitted online by the deadline. Please provide artwork for display ads in PDF format using CMYK 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 at NASW-MA:

Email: jklufts.naswma@socialworkers.org

Phone: 617.227.9635 x19

Place your ad today: naswma.org/placead