

# INSIGHT INTO DIVERSITY®

## 2025 Media Kit

[insightintodiversity.com](https://insightintodiversity.com)



The Leader In Advancing Best Practices In Inclusive Excellence and Belonging

# Contents

- 3 About Insight Into Diversity
- 4 Distribution
- 5 Advertisers
- 6 Editorial Board
- 7 Partners
- 9 Compare Insight to the Competition
- 10 Products
- 11 Pricing
- 12 Publication Calendar
- 14 Contact

# About Insight Into Diversity

**Insight Into Diversity is the oldest and largest magazine and website focused on inclusive excellence and belonging in higher education today.**

For over 50 years, Insight Into Diversity magazine has advanced the national conversation about inclusive excellence and belonging in higher education through thought-provoking articles on current trends and relevant news; interviews with innovators, thought leaders, and experts; exploration of best practices; and profiles of successful programs and initiatives.

To honor colleges and universities that demonstrate outstanding commitment in building inclusive campus environments, we present the annual Insight Into Diversity Higher Education Excellence in Diversity (HEED) Awards. We also recognize institutions, businesses, and organizations dedicated to creating greater access to education and

building a more inclusive workforce with the Inspiring Programs in Business Award and the Inspiring Programs in STEM Award.

Our commitment to DEI also extends to our online Career Center, where hiring managers and job seekers alike engage with the largest national inclusion-focused higher education recruitment platform available.

To help colleges and universities measure the success of their initiatives, Insight offers Viewfinder®, an affordable, customizable campus climate survey instrument hailed by institutions across the country as an indispensable tool for advancing inclusive progress.



# Distribution

Insight Into Diversity's distribution is vast and broad.

## IN HIGHER EDUCATION

- Academic/Professional/Diversity Associations
- AA/EEO/Diversity Offices
- Accredited Postsecondary Minority-Serving Institutions
- Administrative Leadership
- Business School Deans
- Campus Disability Offices
- College Libraries
- Communications/PR
- Directors of Human Resources
- Dental School Deans
- Education School Deans
- Engineering School Deans
- Faculty Personnel
- Graduate School Career Centers
- Healthcare Workers
- Hispanic Associations of Colleges and Universities
- Historically Black Colleges and Universities
- Law School Career Centers
- Law School Deans
- Medical School Deans
- Medical School Libraries
- Nursing School Deans
- Pharmacy School Deans
- Public Affairs Offices
- Presidents/Chancellors
- Schools of Science Deans
- Tribal Colleges
- University Medical Centers
- Veterinary School Deans

## OUTSIDE HIGHER EDUCATION

- Agencies
- Diversity consultants
- Employees of non-profit associations
- Fortune 500 leadership/diversity
- Hospital personnel (private and veteran)
- Individual career seekers
- Military personnel
- Members of our partner organizations

## CIRCULATION

**Print Subscribers:** 20,000

**Online Subscribers:** 50,000

**Total Readership:** 350,000

**Online Monthly Impressions:** 750,000



# Advertisers

Prestigious institutions, businesses, and organizations advertise with Insight Into Diversity to find employees from underserved populations. Below is just a small sample.

## COLLEGES/UNIVERSITIES

(Undergraduate, Graduate, Professional Schools)

A.T. Still University  
Arkansas State University  
California State University, Fresno  
California State University, Los Angeles  
California State University, Northridge  
California State University San Marcos  
Christopher Newport University  
Clemson University  
Colorado Mountain College  
Columbia University  
Cornell University  
DePaul University  
Duke University  
East Carolina University  
Emory University  
Florida Gulf Coast University  
Florida State University  
Georgetown University  
Harvard University  
Indiana University - Bloomington  
Indiana University-Purdue University Indianapolis  
Johns Hopkins University  
Kansas State University  
Louisiana State University  
Medical University of South Carolina  
Metropolitan State University of Denver  
Millersville University  
Northwestern University  
Ohio University  
Oklahoma State University  
Oregon State University  
Philadelphia College of Osteopathic Medicine  
Princeton University  
Purdue University  
Quinnipiac University  
Rice University  
Rochester Institute of Technology  
Southern Illinois University Edwardsville  
Stanford University  
SUNY System (64 campuses)  
Swarthmore College  
Texas A&M University  
Texas Christian University  
Texas Tech University  
Tufts University  
Tulane University  
Union College, New York  
The University of Alabama at Birmingham  
University of California, Berkeley  
University of Cincinnati  
University of Delaware  
University of Florida  
University of Georgia  
University of Houston  
University of Illinois at Chicago  
University of Kansas  
University of Kentucky  
University of Maryland, Baltimore  
University of North Florida  
University of North Texas  
University of Pittsburgh at Bradford  
University of Texas Southwestern Medical Center  
University of Virginia  
University of West Florida  
University of Wisconsin  
Virginia Commonwealth University  
Virginia Tech  
West Virginia University  
Western Michigan University  
Whitworth University  
Yale University

# Editorial Board

The Insight Into Diversity Editorial Board is comprised of DEI (diversity, equity, and inclusion) professionals from across the academic spectrum. Board members actively support the editorial mission of Insight Into Diversity by sharing their ideas, experience, and passion for inclusivity as we continue to grow and expand our mission to champion DEI best practices.



**Linda Akutagawa**

President and CEO, Leadership Education for Asian Pacifics, Inc. (LEAP)



**Cristina Alcalde**

Vice President, Office of Transformational and Inclusive Excellence, Miami University



**Yvette Marie Alex Assensoh**

Professor of Political Science and Vice President for Equity and Inclusion, University of Oregon



**Richard A. Baker**

Executive Director for Institutional Equity, EO/AA and Title IX Coordinator at Rice University



**LeManuel "Lee" Bitsó**

Vice President of Diversity, Equity, and Inclusion, Brandeis University



**Venessa A. Brown**

Associate Athletic Director for Diversity, Equity and Inclusion and Chief Diversity Officer, Southern Illinois University Edwardsville



**Sheila Caldwell**

Vice President for Antiracism, Diversity, Equity and Inclusion and Chief Diversity Officer, Southern Illinois University System



**Karen A. Clinton Jones**

Vice President, Diversity, Equity and Inclusion, Binghamton University



**Jermaine Cruz**

Assistant Dean for Diversity, Equity, and Inclusion, Albany Law School



**Andriel Dees**

Vice Chancellor for Equity and Inclusion, Minnesota State Colleges and Universities



**Archie Ervin**

Retired Vice President and Chief Diversity Officer, Georgia Institute of Technology



**Lee A. Gill**

Vice President for Diversity, Equity, and Inclusion at the University of Louisville



**Xiomara Giordano**

Assistant Vice President of Diversity, Equity and Inclusion, Chief Diversity Officer, Empire State University



**Gretchel Hathaway**

Vice President for Diversity, Equity and Inclusion, Franklin & Marshall College



**Lisa McBride**

Associate Dean for Diversity, Equity, and Inclusion at Dartmouth University Geisel School of Medicine



**Robin R. Means Coleman**

Professor of Media Studies and of African American and African Studies, University of Virginia



**Lauren S. Morimoto**

Department Chair and Professor, Sonoma State University



**Maureen Outlaw**

Associate Dean of Arts and Sciences, Providence College



**Paulette Patterson Dilworth**

Vice President for Diversity, Equity, and Inclusion at The University of Alabama at Birmingham



**Sharrel Pinto**

Dean for the College of Pharmacy and Health Sciences, Belmont University



**Menah Pratt-Clarke**

Vice President for Strategic Affairs and Diversity at Virginia Polytechnic Institute and State University



**Shirley J. Wilcher**

Executive Director of the American Association for Access, Equity, and Diversity

# Partners

We partner with many highly respected organizations in an effort to reach all underserved populations. Members are jobseekers and readers of Insight Into Diversity magazine.



American Association for Access, Equity, and Diversity



American Association of Blacks in Higher Education



American Association of Colleges and Universities



ADL



American Conference on Diversity



America's Heroes at Work



Ascend Pan-Asian Leaders



Association of Law Firm Diversity Professionals



Association on Higher Education and Disability



Campus Pride



Career Opportunities for Students with Disabilities



Catalyst



Dignity and Respect Campaign



Disabled World



Diversity Abroad

# Partners



Hispanic Association of Colleges and Universities



INSTITUTE FOR DIVERSITY  
in Health Management  
An affiliate of the American Hospital Association

Institute for Diversity  
in Health Management



Institute for Higher  
Education Policy



International Consortium of Minority  
CYBERSECURITY PROFESSIONALS

International Consortium  
of Minority Cybersecurity  
Professionals



Leadership Education  
for Asian Pacifics, Inc



National Action Council for  
Minorities in Engineering



National Association of  
Educational Procurement



National Association of  
Diversity Officers in  
Higher Education



National Association of  
Medical Minority Educators



National Black MBA  
Association, Inc.



National Center for Women  
& Information Technology



Out & Equal  
Workplace Advocates



The PhD Project



The Steve Fund



Student Veterans of America



US Business  
Leadership Network



Women in Higher Education



# Compare Insight to the Competition

**We offer so much more for so much less!**



<b>Total Print Readership Per Issue</b>	<b>350,000</b>	<b>100,000</b>
<b>Shelf Life Per Issue</b>	<b>4-6 weeks</b>	<b>2 weeks</b>
<b>60-Day Online Posting Cost</b>	<b>\$419</b>	<b>\$595</b>
<b>Ten 60-Day Online Postings Cost</b>	<b>\$3,395</b>	<b>\$5,150</b>
<b>Unlimited Job Posting Subscription<sup>1</sup></b>	<b>\$4,750 - \$7,550</b>	<b>\$5,950 - \$8,225</b>

(1) Includes FREE print advertising in Insight Into Diversity magazine, a discount on Viewfinder® Campus Climate Survey administration, and the annual Higher Education Excellence in Diversity (HEED) Award Data Report.

# Products

## PRINT IMAGE ADVERTISING

- Magazine editorial section and premium placements

## RECRUITMENT ADVERTISING

- Magazine career section

## ONLINE CAREER CENTER

Our Career Center at [careers.insightintodiversity.com](https://careers.insightintodiversity.com) is user-friendly and receives 750,000 job views monthly!

- Easy-to-use job board for employees and job seekers
- Online-only job postings
- Unlimited posting subscriptions
- Daily scraping of your institution's job board available for a small development fee
- Featured Careers of the Week
- Featured Employers of the Month
- Employers can view resumes for free

## BANNER ADVERTISING

- Website banner ads
- Career Center banner ads
- Digital newsletter ads
- Website popup ads
- Sidebar ads

## ONLINE SPONSORED CONTENT

- Basic article packages
- Premium article packages
- Promotional banners
- Social media posts

## MARKETING CONSULTATION

## CAMPUS CLIMATE SURVEYS



**OSU CELEBRATES DIVERSITY**

Oklahoma State University is a nationally recognized leader with an unwavering commitment to achieving inclusive excellence across its university system.

OSU is a recipient of several nationally prestigious awards for its commitment to diversity and inclusion. As a 2019 Higher Education Excellence in Diversity awardee from *INSIGHT Into Diversity* magazine, OSU is one of eight schools in the nation, and the only institution in Oklahoma, to be recognized as an eight-year recipient of this nationally renowned honor.

OSU also continues to be the most successful university system in the nation for American Indians earning a college degree.

At OSU, diversity is the expectation rather than the exception. OSU is focused on bright minds, building brighter futures and the brightest world for all.

**INSIGHT INTO DIVERSITY**  
**DIVERSITY CHAMPION**  
2019

**OSU**



**INSIGHT INTO DIVERSITY.**

• Latest News from INSIGHT  
• Subscribe to the Magazine

EMPLOYERS JOB SEEKERS CAMPUS CLIMATE SURVEYS SIGN-IN OR CREATE ACCOUNT [Post a Job](#)

**Career Center**  
Connecting talent with opportunity

Keyword or Job Title Location Search Jobs

Send me new jobs for this search your@email.com

**Featured Employers**

KEAN COLLEGE OF AGRICULTURE AND NATURAL RESOURCES FIU FLORIDA INTERNATIONAL UNIVERSITY Tulane University

Looking for qualified candidates?  
[Post a Job](#)



**DISCOVER WHAT'S *wildly* possible**  
with a stronger, more inclusive STEM community.

University of Kentucky

# Pricing

## COLOR PRINT ADVERTISING



Size	Full Page	2/3-Page	1/2-Page	1/3-Page	1/4-Page	Back Cover	Inside Front/Back Cover
<b>Specs</b>	8.375"(w) x 10.875"(h) plus .125" bleeds 4-color PDF	4.75"(w) x 10"(h) no bleeds 4-color PDF	3.8"(w) x 10"(h) or 7.875"(w) x 4.8625"(h) no bleeds 4-color PDF	2.5"(w) x 10"(h) no bleeds 4-color PDF	3.8"(w) x 4.8625"(h) no bleeds 4-color PDF	8.375"(w) x 10.875"(h) plus .125" bleeds 4-color PDF	8.375"(w) x 10.875"(h) plus .125" bleeds 4-color PDF
<b>1x Rate</b>	\$4,430	\$3,625	\$2,960	\$2,395	\$1,875	\$4,990	\$4,750
<b>2x Rate (each)</b>	\$4,210	\$3,450	\$2,810	\$2,275	\$1,780	\$4,740	\$4,510
<b>3x Rate (each)</b>	\$3,990	\$3,260	\$2,665	\$2,160	\$1,690	\$4,490	\$4,275

## CAREER CENTER ADVERTISING

60-day Job Posting	\$419
5 Pack of 60-day Job Postings	\$1,795
10 Pack of 60-Day Job Postings	\$3,395
One Year of Unlimited Job Postings*	\$4,750 to \$7,550

\*Price based on student population. Daily job scraping service is available for an additional one-time fee of \$500. Includes one image ad in Insight magazine (value of \$1,875 to \$4,430). Also includes the HEED Award Data Report (value of \$595) and a 10% discount on Viewfinder® Campus Climate Surveys (includes surveys and administration).

## WEBSITE BANNER ADVERTISING

Homepage Banner Ads	Career Center Banner Ads
Rate: \$999 for 30 days	Rate: \$999 for 30 days
Rate: \$1,699 for 60 days	Rate: \$1,699 for 60 days
Rate: \$2,499 for 90 days	Rate: \$2,499 for 90 days
Sidebar Ads	Pop-up Ads
Rate: \$799 for 30 days	Rate: \$2,499 for 30 days
Rate: \$1,399 for 60 days	

## NEWSLETTER ADVERTISING

One placement	\$649
Two or more	\$599 each

## MARKETING CONSULTATION

Contact Holly Mendelson for information  
[holly@insightintodiversity.com](mailto:holly@insightintodiversity.com).

## ONLINE SPONSORED CONTENT

Basic article packages	\$2,999
Premium article package	\$5,999
Promotional banners	Contact us
Social media posts	Contact us

## CAMPUS CLIMATE SURVEYS

Visit [viewfindersurveys.com](http://viewfindersurveys.com) for products and pricing

# Publication Calendar

Each issue of Insight Into Diversity will feature articles related to current news and information in the world of inclusive excellence and belonging.

## April 2025

2025 Inspiring Programs in Business Award  
Advertising Deadline: 3/12  
Online 3/19 and in print 3/26

## May 2025

Medical, Dental, Optometry, and Veterinary Schools  
Advertising Deadline: 4/14  
Online 4/23 and in print 4/30

## June 2025

2025 Inspiring Programs in STEM Award  
LGBTQIA+ Pride Month  
Advertising Deadline: 5/23  
Online 6/3 and in print 6/10

## July/August 2025

Law Schools  
Historically Black Colleges and Universities  
Advertising Deadline: 6/19  
Online 7/1 and in print 7/8

## September 2025

2025 Higher Education Excellence in Diversity (HEED) Award  
Advertising Deadline: 8/8  
Online 8/19 and in print 8/26

## October 2025

Insight Into Diversity Mental Health and Well-Being Award  
Advertising Deadline: 9/19  
Online 10/1 and in print 10/8

## November/December 2025

Research  
Faith-Based Colleges  
Advertising Deadline: 10/23  
Online 11/4 and in print 11/11

## January/February 2026

Nursing and Pharmacy Schools  
Advertising Deadline: 12/12  
Online 1/6 and in print 1/13

## March 2026

2026 Library Excellence in Access and Diversity (LEAD) Award  
Human Resources  
Advertising Deadline: 2/3  
Online 2/17 and in print 2/24

## April 2026

2026 Inspiring Programs in Business Award  
Advertising Deadline: 3/12  
Online 3/24 and in print 3/31

## May 2026

Medical, Dental, Optometry, and Veterinary Schools  
Advertising Deadline: 4/14  
Online 4/23 and in print 4/30

## June 2026

2026 Inspiring Programs in STEM Award  
LGBTQIA+ Pride Month  
Advertising Deadline: 5/22  
Online 6/2 and in print 6/9

## July/August 2026

Law Schools  
Historically Black Colleges and Universities  
Advertising Deadline: 6/19  
Online 7/1 and in print 7/8

## September 2026

2026 Higher Education Excellence in Diversity (HEED) Award  
Advertising Deadline: 8/10  
Online 8/19 and in print 8/26



# Are you ready to revolutionize how you understand your campus community?

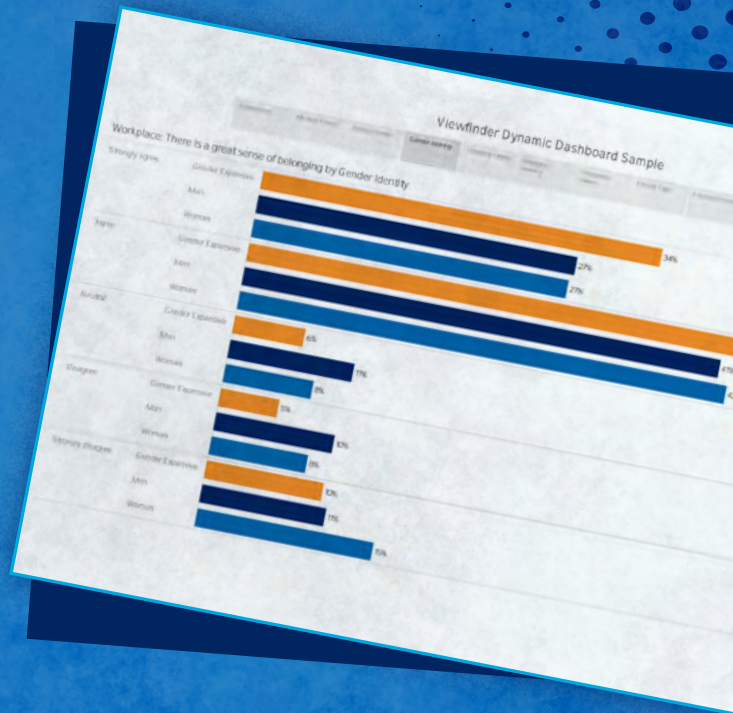
## Customized Dynamic Dashboards

Viewfinder Campus Climate Surveys' NEW products and INNOVATIVE services have what you need! Customized Dynamic Dashboards are uniquely crafted by Viewfinder so you no longer need to wait for months or years for research departments to code, enter, analyze, and report survey findings. Our digital dashboards empower you to view the survey data we collect using single or multiple filters, all at the click of a button. Utilize them for instant analysis, reports, and benchmarking against your peer institutions. Review and share critical findings with colleagues across campus departments effortlessly.

[View our demo now!](#)

What's even more exciting? Our Dynamic Dashboards will be included with the purchase of any Viewfinder campus climate survey at *no additional cost*. Use Viewfinder and the dashboards for quick and user-friendly access to results, helping you make data-informed decisions and foster a welcoming and respectful environment where everyone can thrive. Understanding your campus community has never been faster or easier!

View, share, and present data anytime, anywhere, and to anyone.

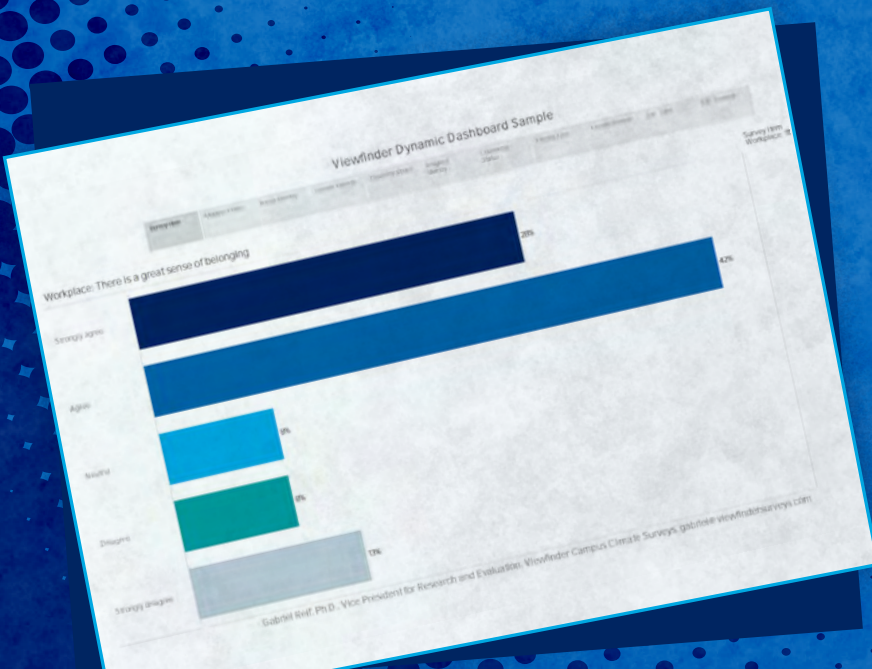


## Professional Consulting Services

We now offer professional consulting services which include both qualitative and quantitative analysis, conducting focus groups, and developing and presenting key survey findings — all to inform your institutional actions.

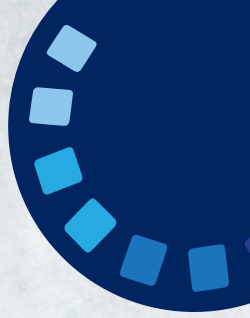
Discover more about how our solutions can transform your approach to campus climate today!

Contact Lenore Pearlstein at [lenore@viewfindersurveys.com](mailto:lenore@viewfindersurveys.com) to learn more.





# OVER 200 INSTITUTIONS HAVE USED VIEWFINDER CAMPUS CLIMATE SURVEYS!



## Each Viewfinder® Campus Climate Survey includes:

- Customization with unlimited survey edits
- Unlimited email invitations
- Unlimited responses
- Definitions of terms throughout survey
- Surveys can be read by major screen readers
- Customized email invitation
- Option to include post-survey focus group invitation
- Option to offer incentives
- Weekly reminder emails sent to complete or start the survey
- Weekly summary reports with survey results
- Raw data in SPSS and/or CSV format within 3-5 business days of survey closing
- Additional language translations available (additional fees apply)
- Customized Dynamic Dashboards

### BONUS ITEMS!

- “DEI Best Practices: A Compilation of Data, Programs, and Policies Led by Insight Into Diversity HEED Award-Winning Institutions” Report (\$495 value)
- 10% discount on an Insight Into Diversity unlimited job posting subscription



To learn more about Viewfinder®,  
visit [viewfindersurveys.com](https://viewfindersurveys.com)  
or contact Lenore Pearlstein at  
[lenore@viewfindersurveys.com](mailto:lenore@viewfindersurveys.com).



# Contact Us

Insight Into Diversity  
Phone: 301-219-6464

## General Information:

[insightintodiversity.com](https://insightintodiversity.com)  
[info@insightintodiversity.com](mailto:info@insightintodiversity.com)

## Advertising, Award, and Survey Information:

Lenore Pearlstein  
[lenore@insightintodiversity.com](mailto:lenore@insightintodiversity.com)



[linkedin.com/company/insight-into-diversity](https://linkedin.com/company/insight-into-diversity)



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[instagram.com/insightintodiversity](https://instagram.com/insightintodiversity)

**INSIGHT**  
**INTO**  
**DIVERSITY®**

**The Leader In Advancing Best Practices In Inclusive Excellence and Belonging**