



## 2021-2022 MEDIA KIT

# DIVERSITY PROFESSIONAL

BUSINESS • CAREER • LIFESTYLE

[diversityprofessional.com](http://diversityprofessional.com)



## MISSION STATEMENT

Diversity Professional aims to advance economic inclusion for underrepresented groups by focusing on issues that impact business, employment and entrepreneurship, by engaging, inspiring, celebrating, educating and connecting diverse professionals, entrepreneurs and business owners to opportunities that elevate their careers and businesses. DEI rests at the core of DP's foundation, both editorial and organizational.

## ABOUT US

Diversity Professional is an interactive international publication with a focus on business, career and lifestyle for diverse professionals, entrepreneurs and business owners. Published in California since 2016, the magazine spotlights the work of professionals in diversity, equity and inclusion, and in the larger corporate landscape nationally and globally, addressing every aspect from business strategies to career development, industry insights, workforce diversity to supplier diversity, and more.

DP is an integral resource in connecting people, possibilities and partners, including corporations, advocacy groups and government agencies, in building impactful businesses and driving powerful economies. The magazine is committed to creating positive change in DEI initiatives across the world by raising awareness, sharing expertise and celebrating innovation across multiple industries and sectors.

DP strives to provide a discerning deep dive into the DEI world for those working in it, and those seeking more knowledge about it.

**DIVERSITY**  
**PROFESSIONAL**

THE VOICE OF SUCCESS

C E L E B R A T I N G 5 Y E A R S

2016 - 2021



# EDITORIAL

## IN EVERY ISSUE

Diversity & Inclusion	Spotlight
Supplier Diversity	Conversations
Workforce Diversity	Work Culture
Business Confidential	Learning Curve
Career Velocity	Travel
Community Impact	Wellness
Success Blueprint	Motivation
Power Profile	DP Faves
Innovation Intel	Entertainment
Perspectives	

## EDITORIAL BREAKDOWN

Business - **55%**  
Entrepreneurship - **15%**  
Employment - **15%**  
Industry News & Insights - **5%**  
Lifestyle & Entertainment - **5%**  
Events - **5%**



## CALENDAR/CLOSING DATES

### Fall 2021

Closing Date ..... July 14, 2021  
Materials Deadline ..... July 21, 2021  
Go Live Date ..... October  
Theme: **Leadership**

**USA topics:** DEI, Supplier Diversity, NMSDC Profiles, Best Practices, Maturity Models, Measuring vendors

**International topics:** Privacy and Security, Global Communities, Ethics of Diversity and Inclusion

**Industries:** Legal, Automotive, Higher Education, Workforce, Retail and Workforce Diversity

**Communities:** Native American/Indigenous, Entrepreneurs

### Winter 2021

Closing Date ..... October 13, 2021  
Materials Deadline ..... October 20, 2021  
Go Live Date ..... December  
Theme: **Entrepreneurship**

**USA topics:** DEI, Board Leadership, Human Resources, Artificial intelligence, Careers in the New Year

**International topics:** Global Diversity and Inclusion outlook, Societal Impact, Mentoring

**Industries:** Arts and Media, Government, Finance, Banking, Professional Services, Insurance

**Communities:** LGBTQ, Black/African American, Disability

### Spring 2022

Closing Date ..... January 12, 2022  
Materials Deadline ..... January 19, 2022  
Go Live Date ..... March  
Theme: **Innovation**

**USA topics:** Advancing Diversity and Inclusion, Supplier Development, Revenue Generation, Business Models

**International topics:** Success Strategies, Innovation, Ethnic/Cultural/Religious, Workforce Diversity

**Industries:** STEM, Construction, Manufacturing, Energy, Oil and Gas, Technology, Careers in Energy

**Communities:** Asian American, Pacific Islander, Arab American

### Summer 2022

Closing Date ..... April 13, 2022  
Materials Deadline ..... April 20, 2022  
Go Live Date ..... June  
Theme: **The Power of Women**

**USA topics:** Workforce Diversity, WBENC Profiles, Thought Leaders, Ageism, Accreditation, Transformation

**International topics:** Diversity Recruitment, Career Moves and Lifecycles

**Industries:** Healthcare, Small Business Matters, Education, The Importance of an MBA, Design

**Communities:** Native American/Indigenous, Entrepreneurs





# ADVISORY COUNCIL

Our advisory council is made up of distinguished professionals and entrepreneurs committed to furthering all aspects of diversity and inclusion.



**LaSonya Berry**  
President/CEO  
*McPherson, Berry & Associates, Inc.*



**Priscilla Chavez**  
Manager, Business Development  
*PCL Construction*



**Jamie Crump**  
President/CEO  
*The Richwell Group*



**Carmen Deale, MBA**  
Manager, Supplier Diversity  
*Office Depot*



**Shaleta J. Dunn**  
Sr. Director Program Services,  
Supplier Diversity  
*Vizient, Inc.*



**Charles Harmon**  
Principal Owner,  
*The Harmon Group LLC*



**Holley Joy**  
Manager, Supplier Diversity  
*Golden State Water Co.*



**Steve Lamar, LEED AP, EMCA**  
CEO  
*Forward Planning & Solutions LLC*



**Derrick Nelson**  
Corporate Inclusion & Diversity Manager, AVP  
*Commerce Bank*



**Max Rutherford**  
Vendor Partner Diversity Director/SBLO  
*GSD&M*



**Stephanie Williams**  
Senior Director,  
Global Procurement Business Office  
*Dematic*



**Marie Zara**  
Associate Director of Development  
*The PhD Project*

# AUDIENCE PROFILE

These are targeted statistics based on projected numbers for business magazine readers.

## TARGET AUDIENCE

Diverse Professionals and Entrepreneurs

## AGE GROUP

24-55



MALE  
55%

FEMALE  
45%

## CIRCULATION

Opt-in registered readers

24,000

## COLLEGE GRADUATES

46%



AVERAGE HOUSEHOLD INCOME

\$86,000

## INTERNET USERS

95%



Twitter - 11k followers  
Instagram - 62k followers  
Facebook - 6k followers

## MOBILE PHONE USERS

93%







CELEBRATING YEARS  
2016 - 2021



**DIVERSITY PROFESSIONAL**

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Please contact one of our **Media Advisors** for a custom proposal.

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