

# 2021-2022 MEDIA KIT



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.



THE VOICE OF SUCCESS

CELEBRATING Y

2016 - 2021

YEARS

### EDITORIAL

#### **IN EVERY ISSUE**

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

#### EDITORIAL BREAKDOWN

Business - 55%

Entrepreneurship - 15%

Employment - 15%

Industry News & Insights - 5%

Lifestyle & Entertainment - 5%

Events - 5%



### CALENDAR/CLOSING DATES

Fall 2021Closing DateMaterials DeadlineJuly 21, 2021Go Live DateTheme: Leadership	<ul> <li>USA topics: DEI, Supplier Diversity, NMSDC Profiles, Best Practices, Maturity Models, Measuring vendors</li> <li>International topics: Privacy and Security, Global Communities, Ethics of Diversity and Inclusion</li> <li>Industries: Legal, Automotive, Higher Education, Workforce, Retail and Workforce Diversity</li> <li>Communities: Native American/Indigenous, Entrepreneurs</li> </ul>
Winter 2021 Closing Date October 13, 2021 Materials DeadlineOctober 20, 2021 Go Live Date December Theme: Entrepreneurship	<ul> <li>USA topics: DEI, Board Leadership, Human Resources, Artificial intelligence, Careers in the New Year</li> <li>International topics: Global Diversity and Inclusion outlook, Societal Impact, Mentoring</li> <li>Industries: Arts and Media, Government, Finance, Banking, Professional Services, Insurance</li> <li>Communities: LGBTQ, Black/African American, Disability</li> </ul>
Spring 2022 Closing Date January 12, 2022 Materials Deadline January 19, 2022 Go Live Date March Theme: Innovation	<ul> <li>USA topics: Advancing Diversity and Inclusion, Supplier Development, Revenue Generation, Business Models</li> <li>International topics: Success Strategies, Innovation, Ethnic/Cultural/ Religious, Workforce Diversity</li> <li>Industries: STEM, Construction, Manufacturing, Energy, Oil and Gas, Technology, Careers in Energy</li> <li>Communities: Asian American, Pacific Islander, Arab American</li> </ul>
Summer 2022 Closing Date April 13, 2022 Materials DeadlineApril 20, 2022 Go Live DateJune Theme: The Power of Women	<ul> <li>USA topics: Workforce Diversity, WBENC Profiles, Thought Leaders, Ageism, Accreditation, Transformation</li> <li>International topics: Diversity Recruitment, Career Moves and Lifecycles</li> <li>Industries: Healthcare, Small Business Matters, Education, The Importance of an MBA, Design</li> <li>Communities: Native American/Indigenous, Entrepreneurs</li> </ul>

### 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



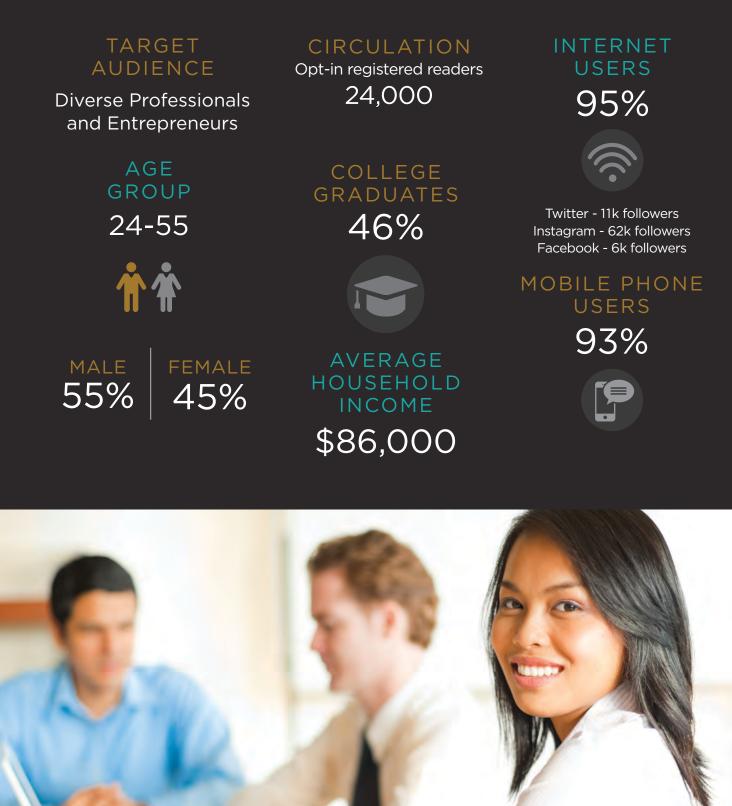
Marie Zara Associate Director of Development The PhD Project

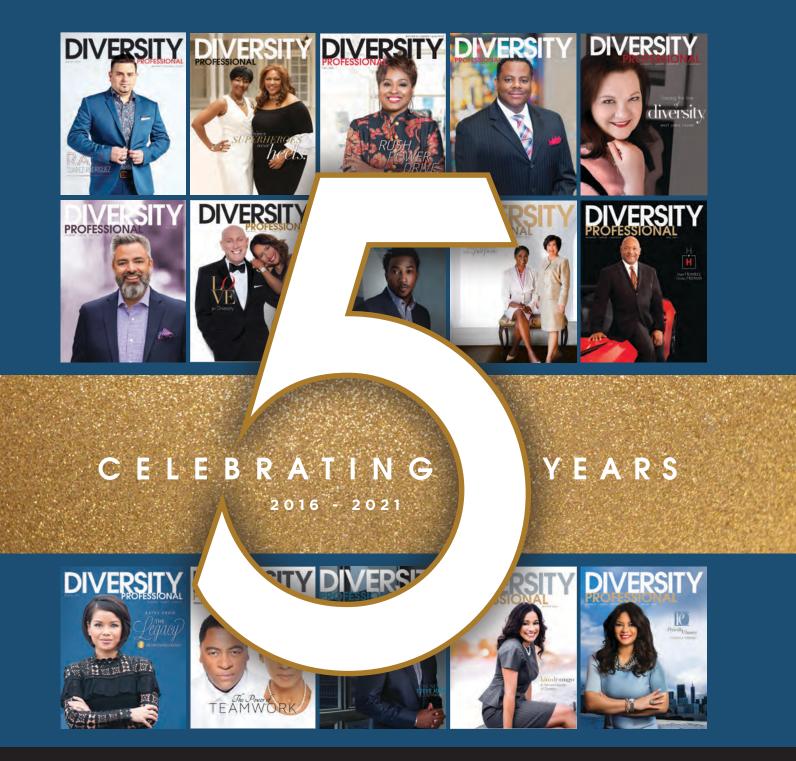
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## AUDIENCE PROFILE

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





#### **DIVERSITY PROFESSIONAL**

420 N. McKinley Ste. 111-288 | Corona CA, 92879 | 909.217.7794

Ad Sales: advertising@diversityprofessional.com | News and Content: editor@diversityprofessional.com Artwork: graphics@diversityprofessional.com



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