



2023

MEDIA KIT

Empowering Directors. Transforming Boards.
Since 1977

Advancing Exemplary Board Leadership

MISSION

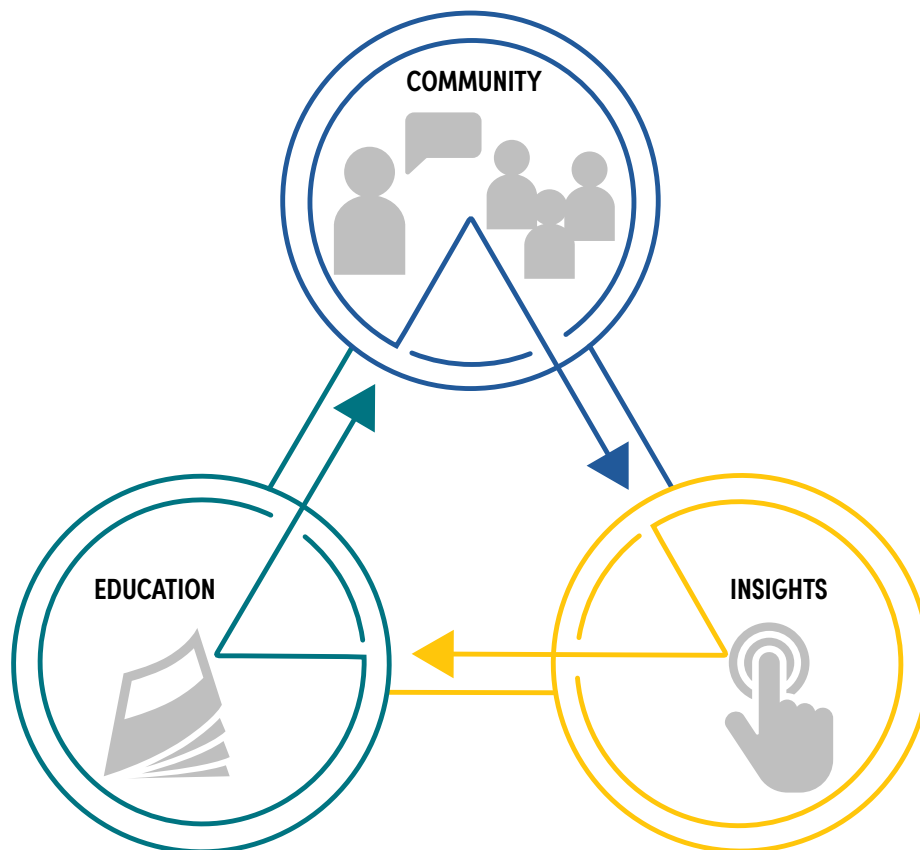
We empower directors and transform boards to be future ready.

VISION

Corporate boards are recognized as trusted catalysts of economic opportunity and positive change—in business and in the communities they serve.

WHAT WE DO

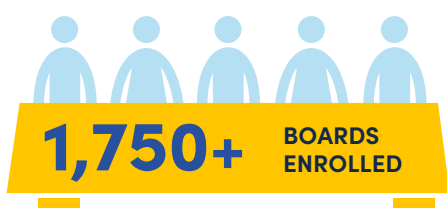
NACD is the leading member organization for corporate directors who want to expand their knowledge, grow their network, and maximize their potential. NACD offers three key benefits—education, insights, and community.



Meet Our Members

NACD membership comprises more than 23,000 directors from leading public, private, and nonprofit organizations, and 93 percent of the Fortune 1000. Our members represent the full spectrum of industries and services. Many are experienced board leaders. Some are transitioning from highly successful executive careers to a new role in the boardroom. They constitute a deeply accomplished and diverse community. Across their demographics, home countries, businesses, and industries, they are united in their commitment to elevating board performance.

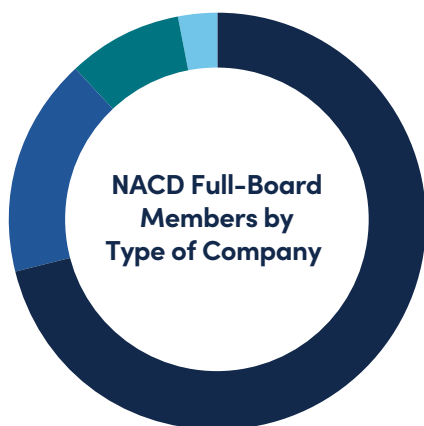
Boards Enrolled



NACD Members

23K+ ACTIVE DIRECTORS

8,400 ON PRIVATE COMPANY BOARDS



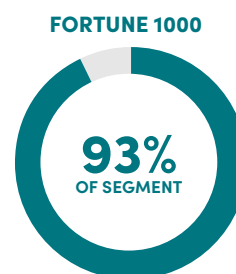
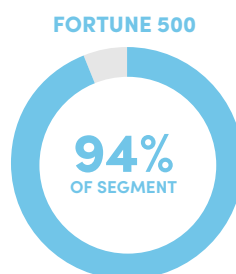
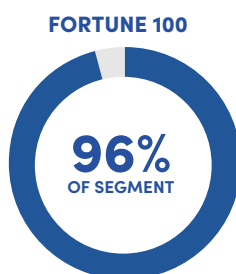
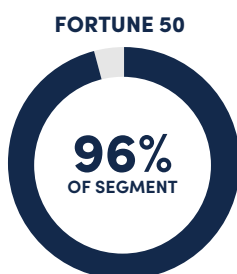
72%
PUBLIC
COMPANIES

17%
PRIVATE
COMPANIES

9%
NONPROFIT

2%
OTHER

NACD Members Include*



*Fortune 1000 companies with NACD members serving on the board of directors as of November 2022.

Directorship

The official magazine for NACD members delivers the most compelling analysis, analytics, expert insights, and stories.

DEPARTMENTS

The roster of our magazine's columns speaks to the many facets of the experience of being a director. Each issue features columns that advance the knowledge of directors whether they serve on nonprofit, private, or public company boards. They include "The Director's Chair," an essay for directors by a director; "Director's Dilemma," which offers a specific governance scenario that is broken down by three directors and governance professionals who offer solutions; and "Verbatim," an in-depth interview with a seasoned director or business leader.

FEATURES

Magazine features provide in-depth explorations of those topics at the forefront of today's directors' minds. Recurring themes include leadership; innovation; the impact of technology; talent management; and the social, business, geopolitical, and emerging risks most likely to impact boardrooms.

BOARDROOM GUIDES

These feature-length editorial packages provide in-depth explorations of some of the thorniest issues facing directors today, like understanding the business implications of blockchain, navigating the complicated world of stakeholder communications, or deciding how to approach CEO succession and compensation.

SPECIAL SUPPLEMENTS

The magazine offers special supplements that focus on specific issues impacting directors today. Supplements in the past have been delivered in print or in digital-only format. A topic-focused supplement can help educate directors in a more in-depth and targeted way on specific subjects that are important to boards. In the past, popular supplements have focused on risk oversight and diversity.



NACD Publications

NACD DIRECTORS DAILY®

- ▶ *NACD Directors Daily* is a daily bulletin that keeps corporate directors up to date with the most relevant news developments relating to corporate governance, finance, regulatory and legal policy, ESG, strategy, risk, and more.
- ▶ *NACD Directors Daily* is an exclusive NACD member benefit.
- ▶ This highly informative e-newsletter, delivered each business morning, summarizes and links to the most director-centric news stories and insights.
- ▶ Promote your business with an advertisement in this daily publication.
- ▶ Ad specifications – Showcase: 300 x 250 with a headline and description roughly 50 words or less
- ▶ Circulation: More than 23,000 corporate directors who serve on public and private boards

PRIVATE COMPANY DIRECTORSHIP

- ▶ The *Private Company Directorship* is a popular biweekly electronic newsletter that aims to educate readers on topics of interest to private companies and their boards.
- ▶ The *Private Company Directorship* e-newsletter focuses on issues that are important to private company board directors including technology, audit and finance, the C-suite, law and policy, and the economy.
- ▶ The newsletter is published every other Sunday (distributed via email).
- ▶ Ad specifications – 620px wide x 150px high that hyperlinks to your company website
- ▶ Circulation: More than 75,000 subscribers

ONLINE ARTICLES

- ▶ *NACD BoardTalk™* is a leading forum for hosting discussions that educate and empower directors.
- ▶ *NACD BoardTalk* is where corporate directors and subject-matter experts discuss emerging and continuing trends in the corporate governance domain.
- ▶ Published articles will be shared with our members via *NACD Directors Daily* and on other digital platforms as appropriate.
- ▶ **Contributions must be exclusive to *NACD BoardTalk* (original work not previously published).**
- ▶ **Submissions should be between 700 and 900 words in length.**
- ▶ Available at blog.nacdonline.org, *NACD BoardTalk* is a great way to engage readers.
- ▶ This resource is accessible to all governance enthusiasts, including both NACD members and nonmembers.

For more information about advertising in *NACD Directors Daily*, *Private Company Directorship*, and contributing to the *NACD BoardTalk* blog, contact Partnerships@NACDOnline.org.

2023 Editorial Calendar

Issue	In this Issue	Content Due	Ad Close	Ad Materials Due	Mail Date	Digital Edition
QUARTER 1 (WINTER) 2023	Cybersecurity Diversity	12/15/2022	12/20/2022	1/10/2023	2/6/2023	2/6/2023
QUARTER 2 (SPRING) 2023	CEO Succession Planning Board Composition	2/1/2023	2/17/2023	2/24/2023	5/5/2023	5/5/2023
QUARTER 3 (SUMMER) 2023	Human Capital Board Culture	4/14/2023	4/28/2023	5/5/2023	8/10/2023	8/10/2023
SPECIAL DIGITAL EDITION	The Future of the American Board	5/15/2023	5/10/2023	5/15/2023	-----	8/15/2023
<p>The inspiration behind this digital-only publication is the <i>Future of the American Board</i> report that NACD released in fall 2022. The digital-only supplement about the future of the American board, which will be available to both NACD members and nonmembers, will educate directors and business leaders about the key issues impacting boards today, the core principles of good governance, and why these issues matter to improve corporate governance both today and well into the future.</p>						
QUARTER 4 (FALL) 2023	Emerging Technologies Risk Management	8/1/2023	8/18/2023	8/25/2023	10/2/2023	10/2/2023

Print Ad Specifications

MECHANICAL REQUIREMENTS

PRINTING: Web Offset

BINDING: Perfect Bound

FINAL TRIM SIZE: Width 9" x Height 10 ⁷/₈"

Live Area 8 ⁵/₈" x 10 ¹/₂" (3/8" from trim)

SUBMISSION INFORMATION

Files must be high-resolution PDFs. Please include all images at 300 ppi or higher. Convert all PMS colors to their CMYK equivalents—no RGB or spot colors.

Submit ads and questions via email to Corey McAuliffe at cmcauliffe@nacdonline.org

Ad Size	Trim	Non-Bleed	Bleed
2-Page Spread	18" x 10 ⁷ / ₈ "	17 ¹ / ₂ " x 10 ³ / ₈ "	18 ¹ / ₂ " x 11 ¹ / ₈ "
Single Page	9" x 10 ⁷ / ₈ "	8 ¹ / ₂ " x 10 ³ / ₈ "	9 ¹ / ₄ " x 11 ¹ / ₈ "
2/3 Page (vertical)	6" x 10 ⁷ / ₈ "	4 ⁷ / ₈ " x 10 ³ / ₈ "	5 ¹³ / ₁₆ " x 11 ¹ / ₈ "
1/2 Page (vertical)	4 ¹ / ₂ " x 10 ⁷ / ₈ "	4" x 10 ³ / ₈ "	4 ⁵ / ₈ " x 11 ¹ / ₈ "
1/2 Page (horizontal)	9" x 5 ⁷ / ₁₆ "	8 ¹ / ₂ " x 5 ¹ / ₈ "	9 ¹ / ₄ " x 5 ⁵ / ₈ "
1/3 Page (vertical)	3" x 10 ⁷ / ₈ "	2 ³ / ₈ " x 10 ³ / ₈ "	3 ³ / ₁₆ " x 11 ¹ / ₈ "
<i>The Power of Difference</i> online supplement			
Single page	8 ¹ / ₂ " x 11"	8x10 ¹ / ₂	8 ³ / ₄ " x 11 ¹ / ₄ "

SUPPLEMENTS

For pricing and details, contact Corey McAuliffe at **858-207-8656** or cmcauliffe@NACOnline.org.

DIMENSIONS Standard sizes up to 9" x 10 ⁷/₈"

PAPER WEIGHTS Up to 70 lb. Heavier pieces or nonstandard sizes will be priced individually.

Partnership Contacts



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