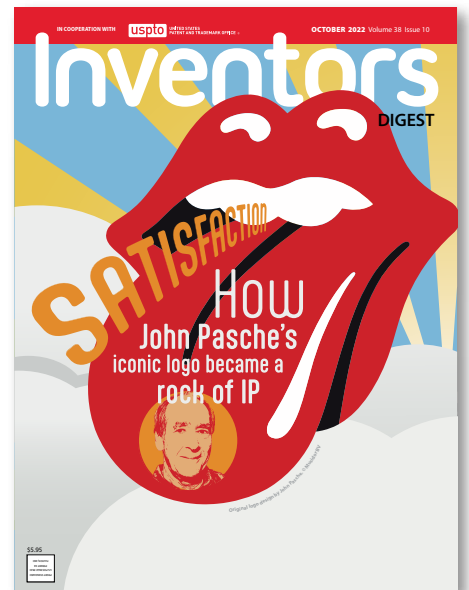


Inventors

DIGEST



MEDIA KIT

Who We Are

Inventors Digest is committed to fostering the spirit and practice of innovation. As the leading print and online publication for inventors, intellectual property professionals, engineers and others in the product-development industry, *Inventors Digest* delivers useful, entertaining and cutting-edge articles to help its readers succeed.

Since 1985, *Inventors Digest* has been a respected source of reliable information for novice and experienced inventors, alike. The magazine's main purpose is to educate, advocate for and celebrate the independent inventor.

Strong, Targeted Marketing

Whether you're an engineer, the owner of a product-development or sourcing company, intellectual property professional, patent attorney, industrial designer or marketing guru, *Inventors Digest* is uniquely targeted to reach your customer.

Inventors Digest readers are in various stages of product development. Some are advancing ideas, searching for designers and manufacturers, and applying for patents, while others are launching new products and building brands.

Staying Power

Inventors Digest is celebrating its 40th anniversary in 2025 – the longest-running monthly invention publication in the world and one of the longest-running magazines in the United States. Because the information from subject-matter experts and inspirational stories are often timeless, readers have expressed that they keep each issue for months, even years, as a reference. Approximately 95 percent of readers say they spend 60 minutes or more reading every issue, and keep the magazine for more than one year.

Readership

Inventors Digest's print and online readership is available to more than 20,000 readers a month in homes, offices and libraries across America. The magazine's informative, entertaining, resources-filled website attracted thousands of new visitors and page views in 2024. Readers include IP, marketing and sourcing professionals, former judges, entrepreneurs, manufacturers, designers, engineers, scientists and students all looking for ways to expand their horizons and resources.



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520 Elliot Street | Charlotte, NC 28202
800.838.8808 | info@inventorsdigest.com
[InventorsDigest.com](https://www.inventorsdigest.com)

Ad Rates

Website Advertising

Website space is limited. Please ask your sales rep for availability and pricing.

Banner Ad Sizes

728 px (w) x 90 px (h)

Files should be submitted in .png format.



Value-Added Advertising

Sign an annual contract for a full-page ad in *Inventors Digest* and you're guaranteed a full-page article during the contract run. We'll either conduct an interview and write the story, or you can supply an article in your area of expertise, and we'll edit it (750 words or less). All you have to do is supply high-resolution (300 dpi) photography to accompany the article.

Sponsored Editorial

What better way to tell your story than with sponsored editorial in *Inventors Digest*? Ask an advertising salesperson about this valuable feature, which can be presented in print and/or online.

		1X	3X	6X	12X
TWO-PAGE SPREAD	Color	\$4,190	\$3,675	\$3,140	\$1,850
FULL PAGE	Color	\$2,250	\$1,940	\$1,490	\$1,160
1/2 PAGE	Color	\$1,090	\$825	\$560	\$440
1/3 PAGE	Color	\$790	\$560	\$375	\$290
1/4 PAGE	Color	\$440	\$370	\$290	\$250
1/8 PAGE	Color	\$240	\$200	\$170	\$155

Premium Positions*		1X	3X	6X	12X
BACK COVER		\$2,850	\$2,590	\$2,240	\$1,990
INSIDE FRONT COVER		\$2,550	\$2,325	\$2,100	\$1,940
INSIDE BACK COVER		\$2,550	\$2,325	\$2,100	\$1,940
PAGE 3		\$2,470	\$2,240	\$2,025	\$1,910

*Cover positions cannot be cancelled.

- A 15 percent discount on display rates will be given to recognized agencies.
- Add 15 percent to rates for preferred placement.
- All rates are per issue.

Classifieds

Maximum of 60 words allowed. Advance payment is required. Closing date is the first of the month preceding publication.

1X	3X	6X	12X
\$185	\$150	\$140	\$125

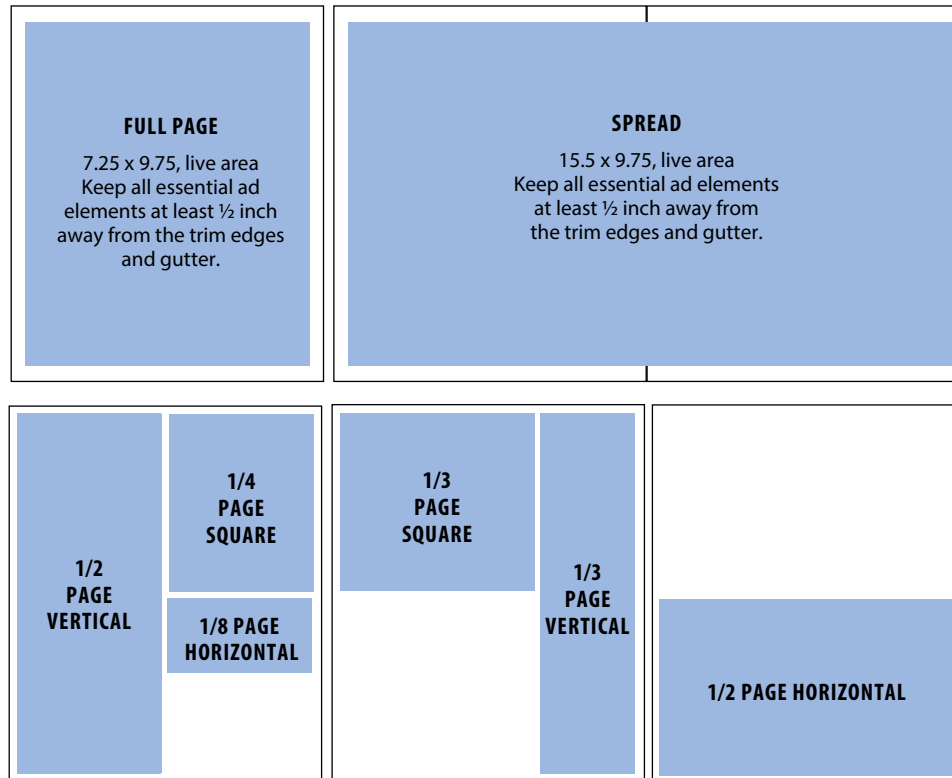
Space Reservations

Space reservations are due by the 1st of the prior month. (ie. March issue space reservations are due by February 1st)

Ad Materials:

Ad materials are due by the 15th of the prior month. (ie. March issue ad materials are due by February 15th.)

Ad Specs



Dimensions	Width	x	Height
TWO-PAGE SPREAD: BLEED*	16.5"	x	10.75"
TWO-PAGE SPREAD: NON-BLEED	16.5"	x	10.75"
FULL PAGE: BLEED*	8.5"	X	11"
FULL PAGE: NON-BLEED	7.25"	X	9.75"
1/2 PAGE: HORIZONTAL	6.85"	x	4.6075"
1/2 PAGE: VERTICAL	3.3313"	x	9.375"
1/3 PAGE: VERTICAL	2.1583"	x	9.375"
1/3 PAGE: SQUARE	4.5042"	x	4.6075"
1/4 PAGE: SQUARE	3.3313"	x	4.6075"
1/8 PAGE: HORIZONTAL	3.3313"	x	2.2075"

Material Specifications

Publication Trim Size: 8.25 x 10.75

***For Bleed Ads (full page ad sizes only):** Build file to trim size and add .125" bleed on all four sides. Keep all essential ad elements at least 1/2 inch away from the trim edges and gutter.

Crop Marks: None

Inventors Digest accepts only digital files.

Print Ad Files:

- Must be PDF/X-1a files.
- All fonts and images must be embedded.
- Images should be 300 dpi at 100% and CMYK.
- Email digital files to info@inventorsdigest.com.
- Files over 10 MB may be submitted through an internet sharing service such as wetransfer.com or dropbox.com.



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