

DiversityInc

Jan/Feb Special Editorial Report

Inclusion & Innovation in the Twin Cities



Why is Minneapolis/St. Paul such a progressive region? It's the home of corporate thought leaders and host to the largest, longest-running diversity event in the nation. In our Twin Cities report, DiversityInc will examine why the culture of the Twin Cities is cutting-edge for diversity management and who the leaders are. This is a perfect editorial platform to build your company's diversity brand both regionally and nationally. By having an advertising presence, you will be effectively communicating your company's commitment to diversity and inclusion to a targeted audience of employees, customers and stakeholders.

What will be featured in this special report?

- **Corporate initiatives** – Innovative programs by regional companies such as Target, Best Buy and United Health Group that illustrate a strong commitment to inclusion
- **Educational programs** – University of St. Thomas' Multicultural Forum on Workplace Diversity, for instance, draws more than 1,200 attendees
- **Community efforts** – Consider the demographic breakdown of the Minneapolis fire department, which is far more diverse than New York City's

Why advertise in this issue?

You can reach more than 1 million people and promote your diversity brand across a multimedia platform that both celebrates Black History Month and educates readers on the discipline of mentoring.

What is DiversityInc?

DiversityInc is a daily web site and business magazine targeting line managers and executives. DiversityInc.com receives more than 1 million unique monthly visitors. DiversityInc.com/careers is the nation's most popular and heavily trafficked job board exclusively for Black, Latino and other professionals from underrepresented groups. *DiversityInc* magazine has a BPA-audited circulation of more than 340,000.

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WHAT WILL ADVERTISERS GET?

In addition to this special report appearing in our print edition, advertisers will reach our web audience.

The report will be:

- Posted on DiversityInc.com, which has 1 million monthly page views
- Included in eight monthly newsletters, which receive 1.6 million page views
- Promoted in the digital edition of *DiversityInc* magazine

**FOR MORE INFORMATION,
PLEASE CONTACT**

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