

DiversityInc

July/Aug/Sept Special Editorial Report

Best Practices of Supplier Diversity

From Marriott International to Health Care Service Corp., supplier-diversity leaders realize that including minority-, women-, veteran- and LGBT-owned businesses in their supply chains helps build local economies by stimulating jobs in underserved communities. What are their best practices? How are diversity managers growing MWBEs nationwide? By having an advertising presence in this exclusive supplier-diversity report, you will be branding your company as a diversity champion that's utilizing all stakeholders to drive the business.

What will be featured in this special report?

- **Procurement best practices**—Learn how supplier-diversity leaders are creating profits by helping their MWBEs grow through collaboration, support and training.
- **New supplier trends**—Where are procurement officers turning to find certified suppliers in underserved communities? What strategies are being used to help smaller vendors build capacity?

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 global sustainability and examines employee retention as a diversity-management discipline.

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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