

INSIGHTS

Make Your **CONNECTION**

With The Awards & Personalization Industry

- *Insights Magazine*
- Digital Media Opportunities
- Premium Sponsorships



**2026
MEDIA
KIT**

INSIGHTS



Insights, the official voice of the APA, offers technical articles, quick reads and compelling visual features to keep our readers ahead of the exciting trends in our changing industry. Marketing with *Insights* will get your products noticed by thousands of awards and personalization industry professionals who are uniquely qualified decision makers.

THE MAGAZINE BOASTS:

A circulation of more than **14,000 QUALIFIED** personalization professionals.

99% of our readers share *Insights* with their colleagues.

97% of our readers make or are involved in purchasing decisions for their businesses.

88% of readers keep their *Insights* issues for future reference.

79% of our readers have purchased products from an *Insights* advertiser.

74% of our readers use industry publications to find new products.

73% of our readers look to *Insights* for product sourcing and equipment processing

Reach our QUALIFIED audience with:

- Magazine Advertising
- Digital Media Advertising
- Premium Sponsorships

CONTACT ME TO DISCUSS AN INTEGRATED MARKETING PLAN:

Dave Pomeroy - Director of Business Development
dpomeroy@personalizationpros.org
personalizationpros.org

DIGITAL OPPORTUNITIES

Product Marketplace—Bimonthly Email

Highlight your latest products to more than 14,000 prospects to promote your company and drive traffic to your site.

Insights ACCESS—Email Promoting Only Your Company

Reach more than 14,000 qualified personalization professionals with a full-page advertisement we distribute on your behalf.

Member2Member Forum—Our Online Community

Reach active APA members who can access the forum 24/7.

Insights Connect—E-Newsletter

Reserve a banner ad in *Insights* Connect to reach more than 14,000 association members.



Contact Dave Pomeroy / dpomeroy@personalizationpros.org

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INSIGHTS

**SUBMIT PRESS
RELEASES TO:**
editor@personalizationpros.org

EDITORIAL CALENDAR

ISSUE		DEADLINES
JANUARY-FEBRUARY 2026		
Product Feature	Wood (plaques, presentation boxes, plywood, gifts)	Press release: 11/10/2025 Ad close: 11/21/20245 Ad materials: 12/2/2025
Equipment Feature	All color processes (UV, sublimation, color fill, DTF)	
Special Section	Expo Preview	
MARCH-APRIL 2026		
Product Feature	Academic Products (end-of-school-year and sports-related products)	Press release: 1/12/2026 Ad close: 1/23/2026 Ad materials: 1/30/2026
Equipment Feature	Engraving (lasers, rotary)	
MAY-JUNE 2026		
Product Feature	Personalized Gifts & Items	Press release: 3/4/2026 Ad close: 3/20/2026 Ad materials: 3/27/2026
Equipment Feature	Small Format Personalization Equipment	
JULY-AUGUST 2026		
Product Feature	Sheet Goods (acrylic, wood, plastic products, metal, stone)	Press release: 5/6/2026 Ad close: 5/22/2026 Ad materials: 5/29/2026
Equipment Feature	Large Format Personalization Equipment	
Special Section	Made in the USA	
SEPTEMBER-OCTOBER 2026		
Product Feature	Corporate Items (glass, crystal, bronze)	Press release: 7/8/2026 Ad close: 7/24/2026 Ad materials: 7/31/2026
Equipment Feature	Glass Decorating Equipment (laser engravers, sandcarving, UV printers)	
NOVEMBER-DECEMBER 2026		
Product Feature	Soft Goods (apparel, leather, hats, patches)	Press release: 9/9/2026 Ad close: 9/21/2026 Ad materials: 9/25/2026
Equipment Feature	Software (AI/automated workflows/processes, shop tools, and services)	

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**SUBMIT AD
MATERIALS TO:**
mlowell@personalizationpros.org

MAGAZINE AD SIZES AND SPECIFICATIONS

FULL-PAGE SPREAD:

16.5" x 10.875"

Bleed Spread:

16.75" x 11.125"

SINGLE FULL-PAGE:

Trim Size: 8.25" x 10.875"

Safety from Trim: 0.25 inches

Bleed Page: 8.5" x 11.125"

FRACTIONAL :

1/2 Vertical: 3.45" x 9.5"

1/2 Horizontal: 6.95" x 4.7"

1/3 Vertical: 2.15" x 9.5"

1/3 Horizontal: 6.95" x 2.35"

1/4 Vertical: 3.45" x 4.7"

1/4 Horizontal: 4.5" x 3.5"



ACCEPTABLE FILE FORMAT

- Please supply a hi-res print-ready PDF/ X-1a file.
- All fonts must be outlined or embedded.
- All images must be 300 DPI.
- Crop marks and color bars should be outside the printable area (0.125" in offset).
- Color ads must use CMYK color only.
- Do not use Pantone/spot colors.
- All colors must be converted to CMYK; no RGB, LAB, or Spot/PMS colors will be accepted.
- Black and white ads should use black-only (not 4-color); images should be grayscale.
- Ink density should not exceed 300%.
- Black text 12 pt. or smaller should be black only (C=0%, M=0%, Y=0%, K=100%).

QR CODES

- Color: Any QR code appearing in a print advertisement is required to be composed of one color. For the best QR code scanning results and to avoid registration issues on press, no multi-color, no RGB color format, no spot colors, and no gradients will be accepted.
- Size: To make sure the majority of current smartphones can scan it, a QR code should be at least 0.75" wide by 0.75" long.
- Any unusual, branded, customized or multi-color QR codes could ultimately lead to an unscannable QR code in the printed magazine. GLC accepts no responsibility for QR codes that malfunction as a result of press errors.
- It is best practice to have the destination link active at the time of ad submission.

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DIGITAL MEDIA OPPORTUNITIES APA WEBSITE

1 PREMIER BANNER

Placement: Leaderboard across the top of page
Size: 728 x 90 px

2 SQUARE BANNER

Placement: Right side
Size: 225 x 225 px

DIGITAL SPECS:

JPG, PNG and GIF accepted

File limit: 100 KB

Resolution: 72 ppi

RGB color format



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DIGITAL MEDIA OPPORTUNITIES INSIGHTS EMAIL

INSIGHTS CONNECT E-NEWSLETTER

3 600 x 150 px

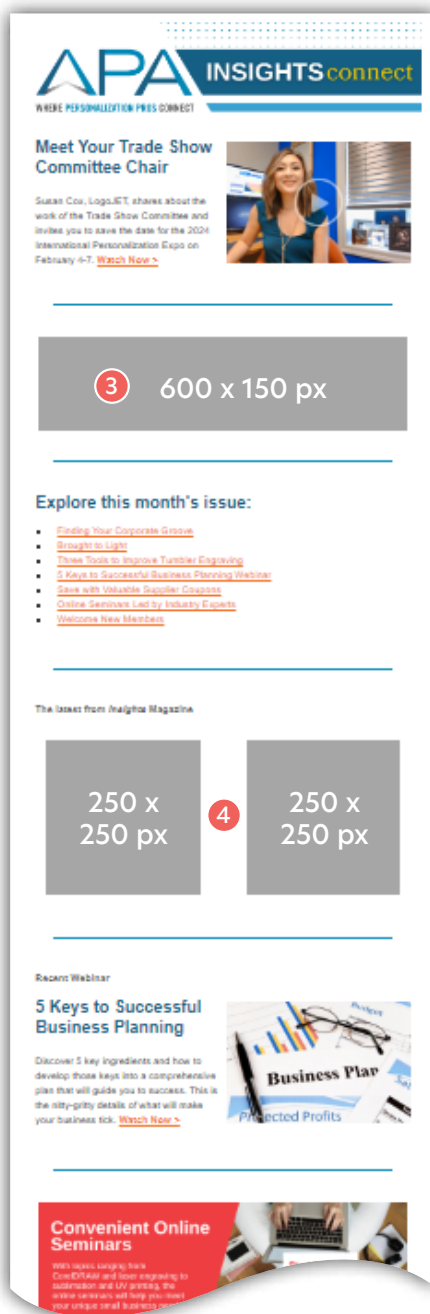
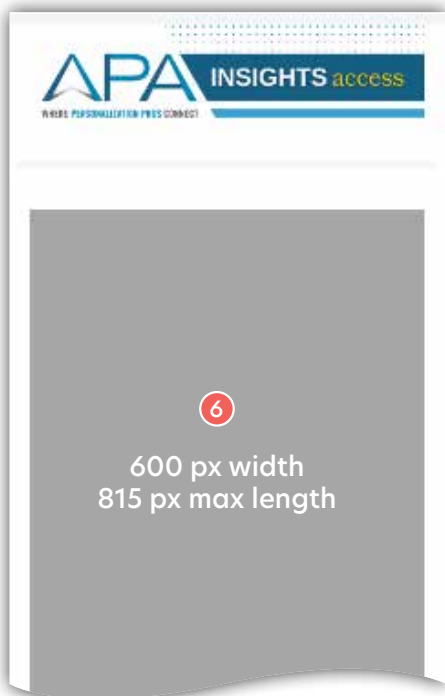
4 250 x 250 px

5 PRODUCT MARKETPLACE EMAIL

- 50-word (max) description
- 150 x 150 px image
- URL

6 INSIGHTS ACCESS EMAIL

- 600 x 815 px max length



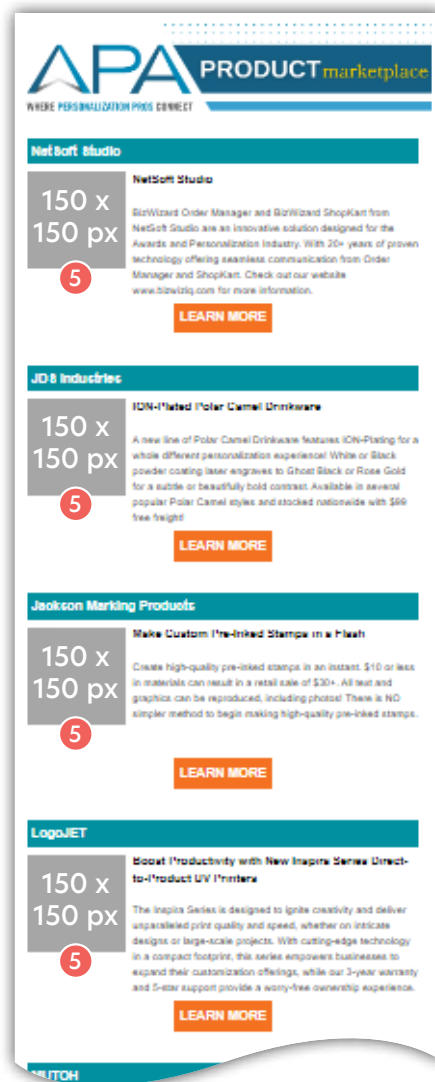
DIGITAL SPECS:

JPG, PNG and GIF accepted

File limit: 100 KB

Resolution: 72 ppi

RGB color format



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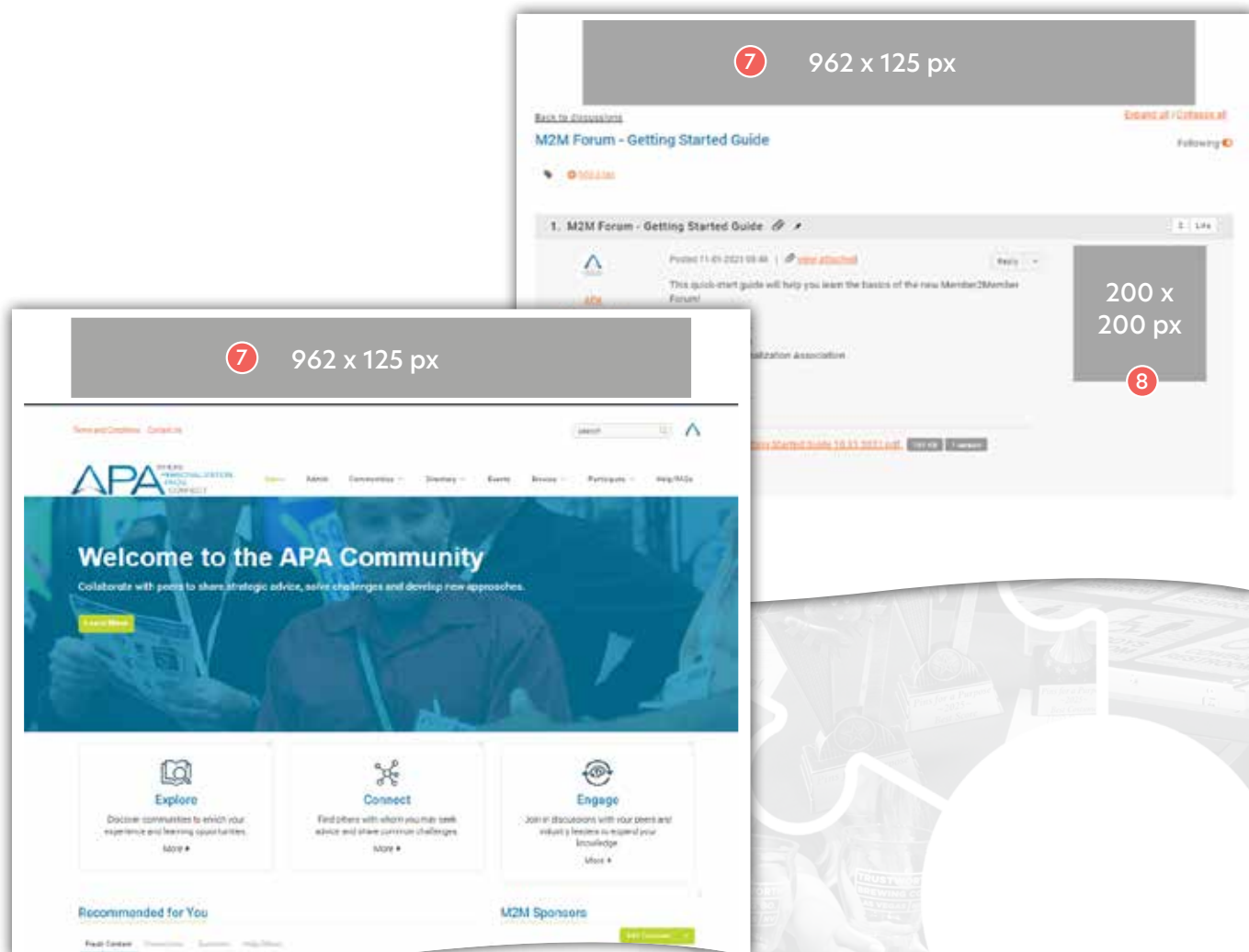
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SPONSORSHIP OPPORTUNITIES MEMBER-TO-MEMBER FORUM

M2M FORUM

- 7 962 x 125 px banner ad
- 8 200 x 200 px post ad

DIGITAL SPECS:
JPG, PNG and GIF accepted
File limit: 100 KB
Resolution: 72 ppi
RGB color format



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SPONSORSHIP OPPORTUNITIES CORNERSTONE MEDIA SPONSORSHIP

EXCLUSIVE ANNUAL SPONSORSHIP - LIMITED TO ONLY SIX SPONSORS

Position your brand and your products prominently and consistently in front of APA members and prospects. The Cornerstone Media Sponsorship offers exposure throughout the year in APA newsletters, Product Marketplace messages, on the APA website and in a special Advertorial feature in *Insights* magazine.

DIGITAL SPECS:
JPG, PNG and GIF
accepted
File limit: 100 KB
Resolution: 72 ppi
RGB color format

TOTAL PACKAGE PRICE: \$12,000

Invoiced \$1000 per month

TOTAL PACKAGE VALUE: \$30,575

Savings: \$18,575

INCLUDES:

WEBSITE ADVERTISING

Square Banner for 12 months. 225 x 225 px

First three sponsors upgraded to Premier Banner. 728 x 90 px



INSIGHTS CONNECT NEWSLETTER

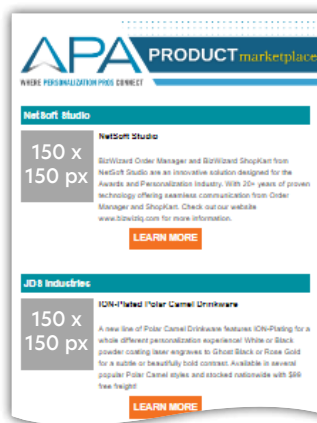
Square Banner included monthly, in 12 of 24 total newsletters. 250 x 250 px

First sponsor upgraded to Large Banner. 600 x 150 px



PRODUCT MARKETPLACE

Inclusion in all six bi-monthly messages, with image and description of featured product.



INSIGHTS MAGAZINE ADVERTORIAL FEATURE

4-page feature written and produced by Insights staff with your cooperation. Includes 2-page Company Profile and 2-page Product Feature, to run one time in an issue of your choice.

Issue choice based on availability; first come, first served

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2026 ADVERTISING RATES

INSIGHTS PREMIUM AD POSITIONS

Back Cover	\$3,225
Inside Front	\$2,950
Page One	\$3,065
Inside Back Cover	\$2,865

INSIGHTS COLOR AD RATES • NET PRICING

Size	1x	3x	6x
Full Page	\$3,725	\$3,000	\$2,795
1/2 Page	\$2,140	\$1,965	\$1,850
1/3 Page	\$1,515	\$1,390	\$1,315
1/4 Page	\$1,275	\$1,080	\$995

WEBSITE ADVERTISING

Premier Banner	\$1,050 per month
Square Banner	\$625 per month

SPONSORSHIPS

Cornerstone Media Sponsorship	\$12,000
Member2Member Annual Sponsorship	\$2,400
Sponsored Webinar	\$1,500

EMAIL ADVERTISING

Insights Connect Large Banner	\$790 per message
Insights Connect Square Banner	\$450 per message
Insights Connect Video	\$575 per message
Insights Connect Access email	\$995 per message
Product Marketplace Annually (6 Messages)	\$2,775
Product Marketplace (Individual)	\$575



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