**Marketing and Advertising Kit**

**and Rate Card 2017**

**INTRODUCTION**

Social Dialogue Magazine

Social Dialogue (SD) Magazine is published by International

Association of Schools of Social Work (IASSW) on a quarterly basis for both online and print version to distribute worldwide. It has served and developed as a primary platform for IASSW members, programs, faculty and students to communicate with

each other on the global social work education and development across physical distance.

Since the inception of April 2011, SD has published 15 issues of

global social topics, including Social Work Education, Human Trafficking, Asylum Seekers, HIV & AIDS, Environment and Sustainable Development, Disaster Response & Management,

Community-based Social Economy, Gender, Disability. The SD Magazine has successfully established its reputation as a

professional magazine among social work educators, students,

practitioners, university administration and governments, for free access and quality discussion. With four times each year, the SD Magazine has built up a reliable network and a stable

source of contributors and readers from all over the world, hitting over 200,000 clicks online each issue.

International Association of Schools

of Social Work

International Association of Schools of Social Work (IASSW)

is the worldwide association of schools of social work, other

tertiary level social work education programmes and social work educators. The IASSW promotes the development of

social work education through the world, develops standards to

enhance of quality of social work education, encourages

international exchanges, provides forums for sharing social

work research and scholarship, and promotes human rights and social development through policy and advocacy activities.

IASSW holds consultative status with the United Nations and

participates as an NGO in UN activities in Geneva, Vienna an

d New York. It represents social work education at the internati

onal level. IASSW was founded in 1928 at the First

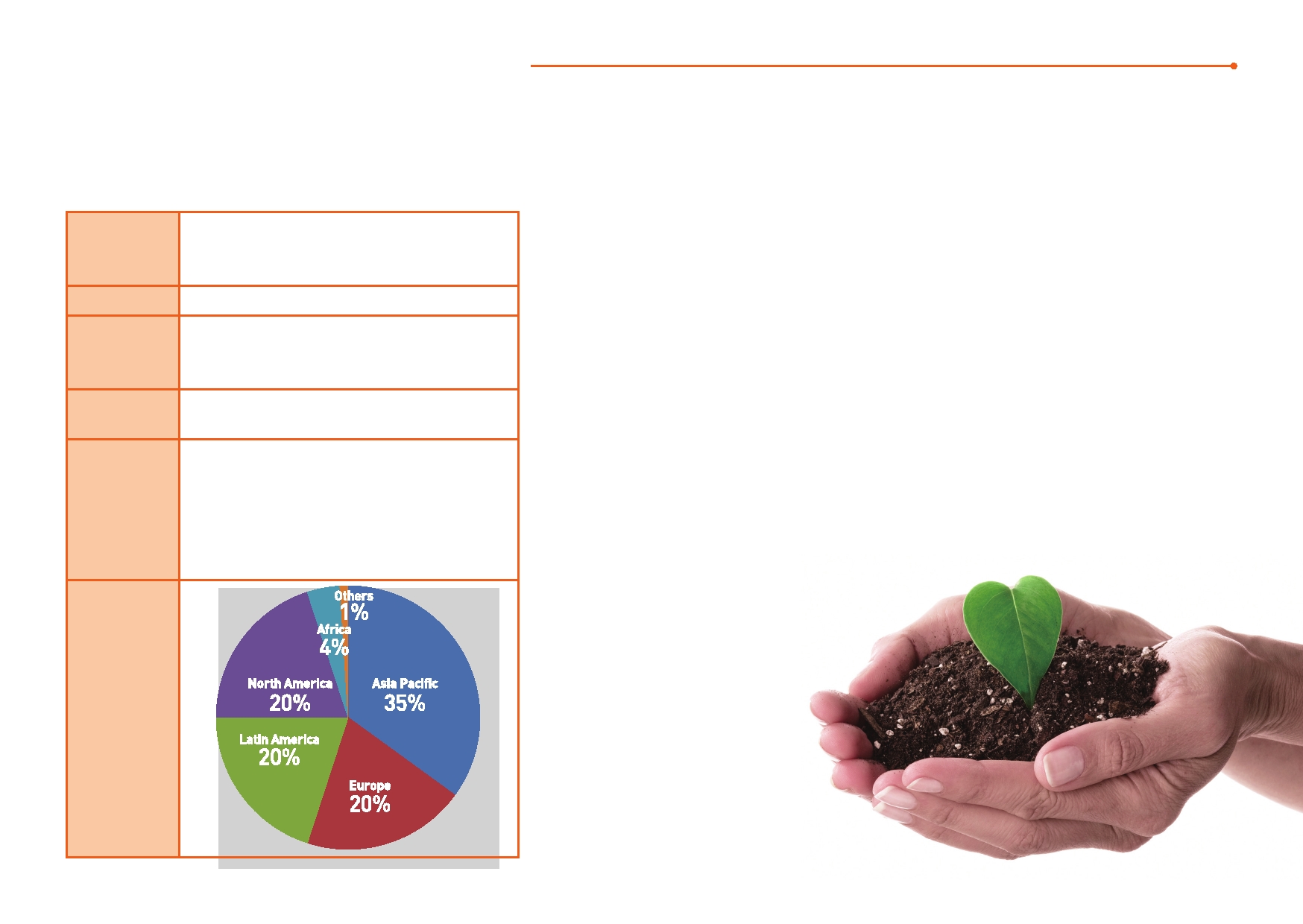
International Conference of Social Work held in Paris. It

started with 51 schools, mostly in Europe, and was known as the International Committee. Now IASSW has grown into an

organisation of over 300 membership universities in 87 countries worldwide.

*SD Magazine offers the readers a*

*comprehensive portfolio of channels from print-out magazines to online portals, mobile and tablet editions, from social media (Facebook) to eDM newsletters. This all adds up to the exciting options of our readers (students, educators and practitioners) to meet the different needs of our advertisers.*

**READERSHIP**

Our Readership - Key Statistics Collaboration with SD Magazine to

Make an Impact

Circulation

**5,000 per issue**

(To be distributed through more than 400 membership universities to reach its libraries and departments)

In 2015, SD Magazine continues its focus on global social

work education and social development with upcoming four

issues on conflict resolution, social work without borders,

Online Clicks 200,000 per issue international social work education and social research. Our

contributors from social work practitioners and teaching

Age

Gender

Occupation

Region

• 29 years old or below

• 30 to 49 years old

• 50 years old or above

• Male

• Female

• University Faculty;

• Students;

• NGOs Leaders;

• Practitioners; • Governments • Etc.

faculty will reveal behind the heated issues and triggered

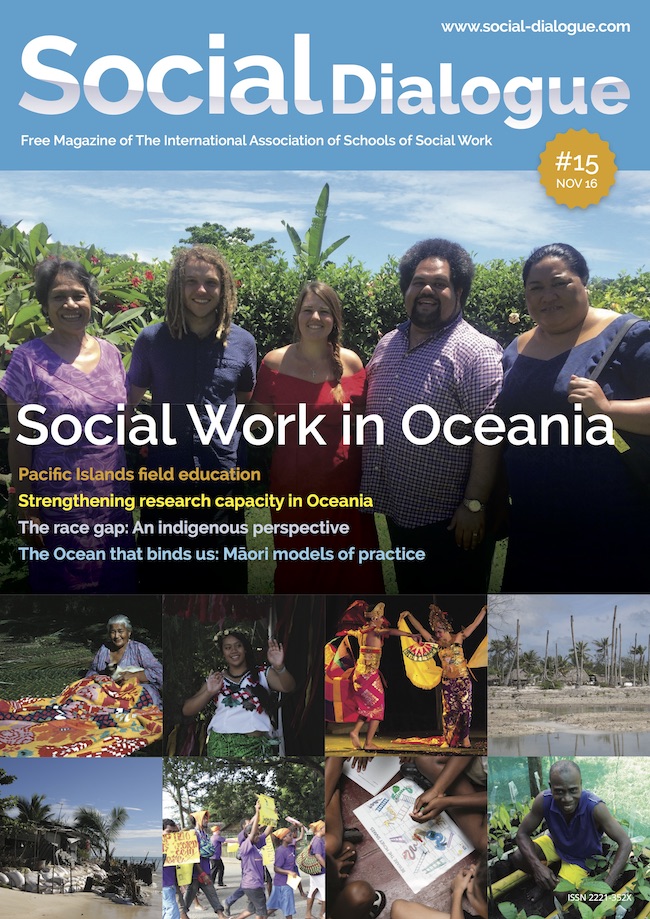
substantial discussions on social work education. We are

reaching more students, highly educated professionals and

government officials to read us and engage the social issues

with SD. With ever-expanding network of distribution, we offer you a great exposure to the global readership and help

enhance the branding image and your corporate social responsibility.

**ADVERTISING**

Material requirements

• High resolution PDF preferred with minimum 300dpi print-

optimized with fonts, logos, graphics and images embedded

**Display Advertising**

Full Page

(Special Placement)

Full Page

Half Page Horizontal

Half Page (Low income countries)

Quarter Page

Specifications

**Size**

Size

Full Page

Half Page Horizontal

Half Page Vertical

Quarter Page

1 quarter

US$1,000

US$850

US$500 US$250 US$300

Inches 8 x 12

8x6

4 x 12 4x6

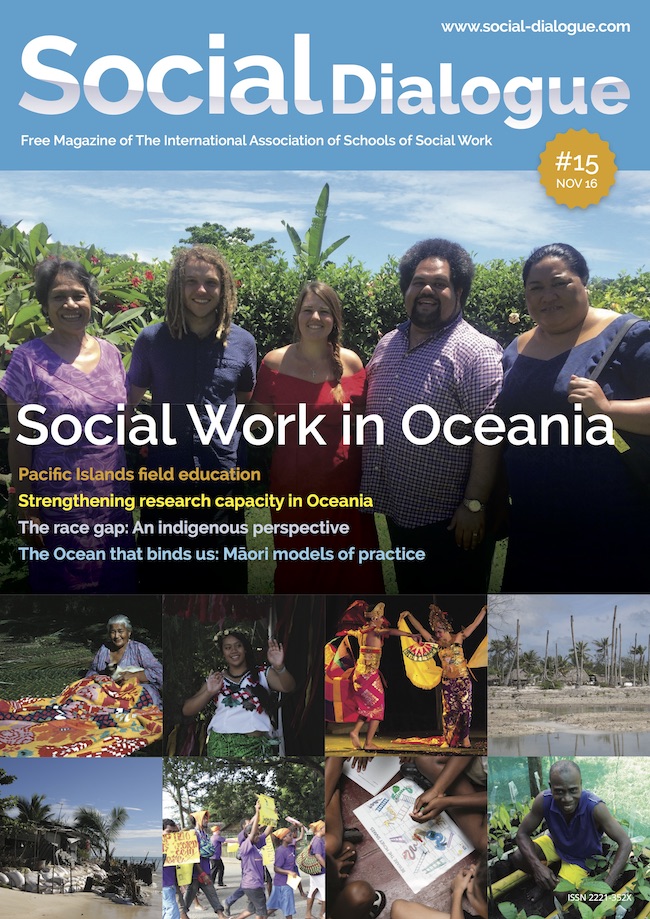
Full year

US$ 3,000

US$2,550

US$15,000

US$1,000





MM

210 x 297

210 x 149 105 x 297 105 x 149

**Contact**

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