

# GRAPHIC DESIGN USA



## 2023 MEDIA KIT

OUR 60TH YEAR CELEBRATING GRAPHIC DESIGNERS



OUR 60TH YEAR. As we emerge from a terribly challenging period, the idea behind GDUSA remains simple and straightforward, and has not fundamentally changed, since its founding as Graphic Design USA six decades ago. We gather news, ideas, information, trends, products and services about creative professionals, and present it in a way that is accessible, useful, inclusive, and helps build and celebrate the creative community.

We were founded as a printed magazine, and the print edition continues as a robust 6x a year publication that leads the industry in editorial and advertising pages. At the same time, in 2022, the ways in which readers touch you and you touch them has dramatically changed. Today GDUSA gives advertisers many ways to send their message and engage our readers: the printed magazine which continues to grow in size and stature, but it is also a popular responsive website, a lively e-newsletter, a digital magazine that can be read on desktop, tablet and mobile, a competition organizer, and a generator of social media, and a list renter of our large print subscriber base and an even larger assembly of e-subscribers. You can see our many options and opportunities for reaching the graphic design marketplace in the following pages.



GORDON D. KAYE  
Publisher, GDUSA





# GDUSA MAGAZINE DELIVERS THE MOST EDITORIAL + AD PAGES



GDUSA magazine remains the robust center of our activities. The print edition features six lively issues a year, and now delivers more editorial and advertising pages than any magazine in the field. As we move toward our 6th decade of publishing, one fact is crystal clear. The story of 21st century graphic design is its centrality to commerce and culture, business and society, media and communications. Our goal in 2023 is to emphasize the importance of graphic design — and the value of designers — in everything we see and experience. Each issue is meant to provide a welcoming, trusted and unifying source of news, information, ideas and recognition for people, projects, ideas, trends, causes, products and services — all the while helping to build a sense and strength of shared interests, values and community and underscoring why graphic design matters.

# GDUSA.COM IS A LIVELY, POPULAR SITE FOR NEWS AND IDEAS



Our responsive website has been warmly embraced by the design community. Our previous site was conceptually tied to the print magazine and the rhythms of its publication. The new site is entirely re-thought and redesigned to be an independent news, ideas and information source. With technology that allows us maximum flexibility to deliver timely content on a daily, even hourly, basis even while integrating the best of the magazine and enews. With larger and more impactful imagery for a visually sophisticated audience. With a cleaner look and easier reading experience that displays across digital devices. With more streamlined ways for readers to engage and interact.

**VISIT [WWW.GDUSA.COM](http://WWW.GDUSA.COM) ►**

GDUSA delivers information for the creative community across multiple formats and media.



## DIGITAL MAGAZINE

GDUSA magazine is available as a vibrant digital edition readable on desktop, tablet and mobile devices. This is a popular way for designers to read the magazine and the presentation is enhanced with relevant and lively audio and video features, and live links to designer resources. These digital formats are also a wonderful showcase for winners of our national competitions. Sponsorship and advertising opportunities, ranging from PDFs to rich media are available.

[LEARN MORE >](#)

**GDUSA**  
GRAPHIC DESIGN USA

[HOME](#) [NEWS](#) [BLOG](#) [MAGAZINE](#)



## May 2022 Newsletter

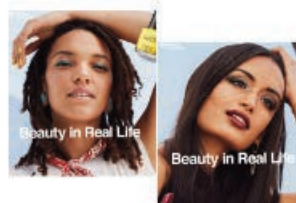
Did you ever have a relationship with someone you did not respect or trust, made you feel cheap and manipulated, would sell you out for a goddam nickel ... but ... who you could not live without. (Don't lie, we've all been there.) That pretty much sums up our readers' feelings about Facebook and Twitter et. al. as expressed in our 55th Annual Print Design Reader Survey. More on this and many other down and dirty matters in the upcoming June edition of GDUSA. — Gordon Kaye, Editor



## COLLINS Maps A New San Francisco Neighborhood

COLLINS was asked to create a strong and unified neighborhood out of three separate areas of San Francisco. The result is The East Cut, a newly-formed downtown...

[READ MORE >](#)



## CVS Watermarks Unaltered Ad Campaign

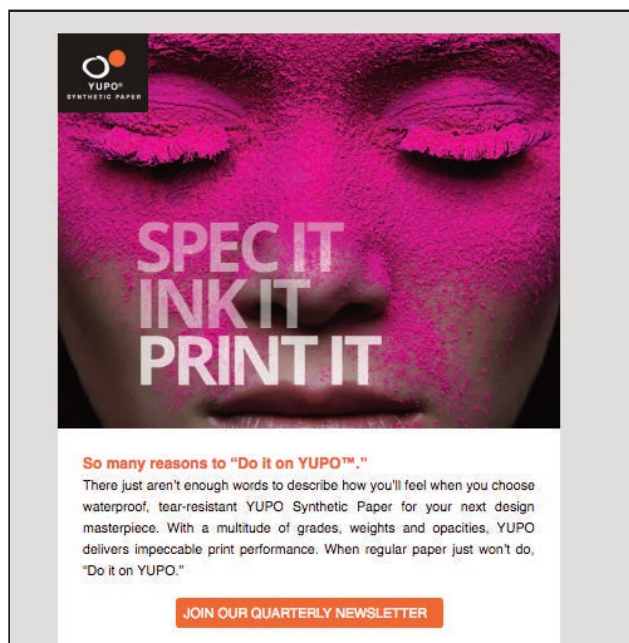


## GDUSA ENEWSLETTERS

Our monthly enewletter, and occasion special enews reports, deliver hot news, people, projects, trends, conferences, events, papers, tools and technology. Newsletters are delivered to a minimum of 50,000 GDUSA e-subscribers. Several prominent banner locations are available.

[LEARN MORE >](#)





[SEE A SAMPLE >](#)

## EXCLUSIVE E-BLASTS

A popular and timely e-channel for new products, special promotions, and events. Exclusive to you and your message, presented in your HTML format or in our newsletter format, sent out to our 50,000+ e-subscriber base.

**51,017**

Graphic Designers and related titles at Graphic Design Firms, Ad Agencies, Corporations, and Institutions. The list includes subscribers to Graphic Design USA magazine, GDUSA Enewsletters, and GDUSA Award Winners.

**AVERAGE OPEN RATE**

**28%**

## RECENT E-BLAST ADVERTISERS

4over	Mingo Press
Adobe Max	Mohawk
Burgopak	Monotype
Corporate Image	Neenah
Facebook	Northwestern University
FunctionFox	Pantone
Georgetown University	Red Paper Plane
HOW Design Live	Robert Half
InMotion	Shutterstock
LogoLounge	Yupo

## DIRECT MAIL LIST RENTAL

**20,314**

Available to marketers for rental for one time use or multiple uses. Graphic Designers and related titles at Graphic Design Firms, Ad Agencies, Corporations, and Institutions. The list includes subscribers to Graphic Design USA magazine, GDUSA Enewsletters, and GDUSA Award Winners.

## CIRCULATION AT...

Design Firms/Ad Agencies . . . . . 59%  
Corporate/Institutional/Inhouse . . . . . 41%

## EMAIL LIST RENTAL

**51,017**

Available to marketers for rental for one time use or multiple uses. Graphic Designers and related titles at Graphic Design Firms, Ad Agencies, Corporations, and Institutions. The list includes subscribers to Graphic Design USA magazine, GDUSA Enewsletters, and GDUSA Award Winners.

## GEOGRAPHIC BREAKDOWN

Northeast . . . . . 30%  
Midwest . . . . . 23%  
South . . . . . 25%  
Mountain . . . . . 5%  
West Coast . . . . . 17%

## GDUSA MAGAZINE READERS WORK IN AND ACROSS MULTIPLE MEDIA



90%

WORK IN  
PRINT DESIGN



82%

WORK IN  
WEB/ONLINE  
DESIGN



64%

WORK IN  
PACKAGING/POP



31%

WORK IN  
TV/FILM/VIDEO

## GDUSA READERS HAVE INDUSTRY-LEADING PURCHASING AND SPECIFYING INFLUENCE

94%

LICENSE  
STOCK VISUALS

87%

BUY TYPE  
AND FONTS

83%

BUY PRINTING

84%

BUY DIGITAL  
PRINTING

85%

SPECIFY PAPERS

78%

BUY SOFTWARE

71%

BUY COMPUTERS,  
HARDWARE AND  
ACCESSORIES

70%

SPECIFY  
RECYCLED  
PAPERS

81%

SPECIFY  
DIGITAL  
PAPERS

READ OUR MOST RECENT SURVEYS TO LEARN MORE  
ABOUT OUR READER'S PURCHASING PRACTICES

[PRINT DESIGN SURVEY >](#)

[STOCK VISUAL SURVEY >](#)

GDUSA, in print and online, carries more advertisers than any other in the graphic design market. Regulars include leading paper companies, stock visual providers, commercial printers, computers and hardware, type and software companies, schools and associations, events and conferences, prepress and production houses. As you will see from the recent ad roster, print and online and eblast advertisers are in great company.

Adobe Max	HLP Klearfold	Organization of Black Designers
Academy of Art University	How Design Live	Robert Half
AIGA	InMotion	Red Paper Plane
Apple	InSource	SCAD
Art Resource	International Paper	Sessions College of Design
Artisan	Jam Paper	Shillington School
Berthold	Kallima Paper	Shutterstock
Burgopak	LinkedIn Learning	Surtex
Corporate Image	Metsa/Better with Less	Syracuse University
Domtar	Mingo	The Creative Group
Emerald Expos	Mohawk	Two Sides
Erickson Stock	Monotype	Univenture
Facebook	Neenah	Verso/Billerud
Full Sail University	Northwestern University	YUPO
FunctionFox	OKIData	Zoo Printing
Georgetown University	One Club	4Over



## SPECIFICATIONS

### PRINTED PAGES

#### FULL PAGE BLEED

Trim Size: 8 1/8" wide x 10 7/8" high

Please set up your document size to 8 1/8" x 10 7/8" and add an additional 1/8" on all sides for bleed

#### TWO PAGE SPREAD

Trim Size: 16 1/4" wide x 10 7/8" high

Please set up your document as 2 separate pages.

Each page should be 8 1/8" wide x 10 7/8" high with an additional 1/8" on all sides for bleed

DO NOT ALLOW FOR THE GUTTER

#### 1/2 PAGE HORIZONTAL

7" wide x 5" high

#### 1/2 PAGE VERTICAL

3 3/8" wide x 10" high

#### 1/3 PAGE VERTICAL

2 1/4" wide x 10" high

#### 1/4 PAGE

3 1/2" wide x 4 5/8" high

#### ACCEPTABLE FILE FORMAT

High Resolution Acrobat PDF

#### SHIP MATERIALS TO:

Graphic Design USA

89 Fifth Avenue, Suite 901, New York, NY 10003

Attention: Gordon Kaye

#### EMAIL MATERIALS TO:

Gordon Kaye at [gkaye@gdusa.com](mailto:gkaye@gdusa.com)

### INSERTS

#### SINGLE LEAF / TWO PAGE INSERT

Trim: 8 1/8" wide x 10 7/8" high

Ship page untrimmed at: 8 3/8" wide x 11 1/8" high (trim + 1/8" all around)

**QUANTITY:** 22,000

#### SHIP INSERTS TO:

Intellicor

3575 Hempland Rd

Lancaster, PA 17601

Attention: Tia Bradley/[tbradley@intellicor.com](mailto:tbradley@intellicor.com)

PLEASE IDENTIFY ALL CARTONS WITH THE ISSUE DATE AND QUANTITY



## NATIONAL RATES

### PRINTED PAGES

	1x	6x
FULL PAGE	5800	5400
TWO PAGE SPREAD	9400	9000
HALF PAGE	3200	3000
QUARTER PAGE	1700	1500

### INSERTS

	1x	6x
TWO PAGE INSERT	7200	6800
FOUR PAGE INSERT	10800	10400

### EARNED FREQUENCY

Commonly owned or affiliated companies can combine ad placements to earn higher frequency.

### COMMISSIONS AND CASH DISCOUNTS

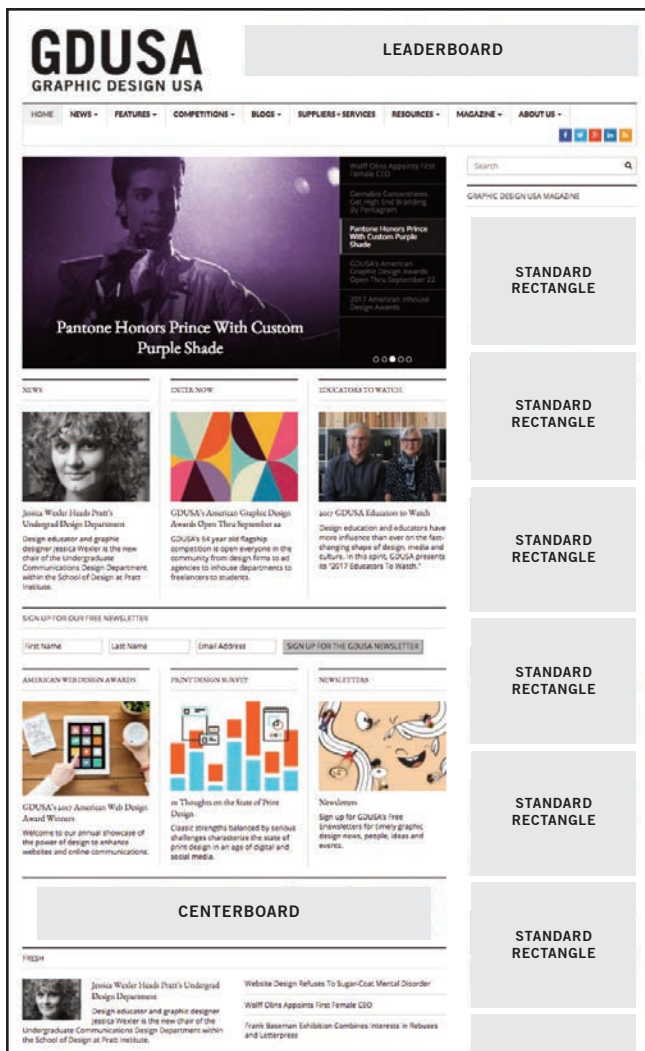
15% to recognized advertising agencies on space, color, position. 2% net, 10 days. After 30 days a late payment charge of 1% per month on gross will be applied to past due accounts. No agency commission allowed after 90 days.

### COVERS AND SPECIAL POSITIONS

Non-cancellable.

Premiums are ISFC 15%, ISBC 10%, Back Cover 30%.

All other contracted Special Positions 10%.



## WEBSITE BANNERS

PER MONTH | ROS | 100,000 IMPRESSIONS

### LEADERBOARD

728 x 90 pixels | \$1,800

### STANDARD RECTANGLE

300 x 250 pixels | \$1,400

### CENTERBOARD

728 x 90 pixels | \$1,400

**ALL DIGITAL RATES QUOTED ARE NET**



## EXCLUSIVE BLOG SPONSORSHIP

PER MONTH | 10,000 IMPRESSIONS

### LEADERBOARD

728 x 90 pixels + 120 x 600 pixels | \$1,200

### LEADERBOARD + TOWER

728 x 90 pixels + 120 x 600 pixels | \$1,600

### LEADERBOARD + STANDARD RECTANGLE

728 x 90 pixels + 120 x 600 pixels | \$1,400

## ACCEPTABLE FILE FORMATS

Please keep file size under 75k

Animated GIF (preferred), JPG and PNG

SWF Flash files are acceptable for the website only.

Flash files are NOT acceptable for newsletter banners.

Email digital materials to Scott Szczypiorski at [scott@hoffcomm.com](mailto:scott@hoffcomm.com)

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LEADERBOARD

May 2018 Newsletter

Did you ever have a relationship with someone you did not respect or trust, made you feel cheap and manipulated, would sell you out for a goddam nickel ... but ... who you could not live without. (Don't lie, we've all been there.) That pretty much sums up our readers' feelings about Facebook and Twitter et. al. as expressed in our 55th Annual Print Design Reader Survey. More on this and many other down and dirty matters in the upcoming June edition of GDUSA. — Gordon Kaye, Editor

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[READ MORE >](#)

CVS Watermarks

Unaltered Ad Campaign

STANDARD RECTANGLE

## ENewsletter Banners

PER MONTH | DELIVERED TO 50,000+  
OPEN RATE 25-30%

### LEADERBOARD

728 x 90 pixels | \$1,400

### STANDARD RECTANGLE

300 x 250 | \$1,200

## SOCIAL MEDIA

GDUSA HAS STRONG FOLLOWINGS ON FACEBOOK, TWITTER, LINKEDIN, AND INSTAGRAM. Social media access can be purchased standalone OR leveraged with ads and marketing on our magazine, website or newsletters. Please call for details and rates.

YUPO

SYNTHETIC PAPER

SPEC IT

INK IT

PRINT IT

**So many reasons to "Do it on YUPO™."**

There just aren't enough words to describe how you'll feel when you choose waterproof, tear-resistant YUPO Synthetic Paper for your next design masterpiece. With a multitude of grades, weights and opacities, YUPO delivers impeccable print performance. When regular paper just won't do, "Do it on YUPO."

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YUPO

SYNTHETIC PAPER

Do it on YUPO™ | [www.yupousa.com](http://www.yupousa.com)

## CUSTOM/EXCLUSIVE HTML EBLASTS

ANY TIME | DELIVERED TO 52,000 | \$4300

ACCEPTABLE FILE FORMATS

Please keep file size under 75k  
Animated GIF (preferred), JPG and PNG

SWF Flash files are acceptable for the website only.  
Flash files are NOT acceptable for newsletter banners.

Email digital materials to Scott Szczypiorski at  
[scott@hoffcomm.com](mailto:scott@hoffcomm.com)

## PODCAST

GDUSA editors talk to creative and thought leaders in a popular monthly podcast. We accept advertising or sponsorship of individual podcasts OR 6 or 12 part series. Please call for details and rates.

**LEARN MORE >**



# JOIN OUR NETWORK







[WWW.GDUSA.COM](http://WWW.GDUSA.COM)

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P 212.696.4380 F 212.696.4564**

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**Ron Andriani at [randriani@gdusa.com](mailto:randriani@gdusa.com) or 201.669.9884**

**Gordon Kaye at [gkaye@gdusa.com](mailto:gkaye@gdusa.com) or 212.696.4380**