



2019 Media Kit



socialworkers.org

Reach the nation's largest network of social work and human service professionals

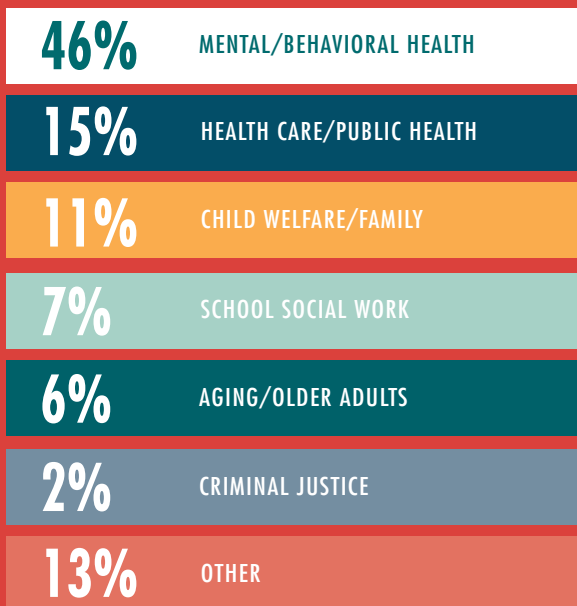
The National Association of Social Workers (NASW) is a membership organization that works to enhance the professional growth and development of its members, to create and maintain professional standards for social workers, and to advance social justice.



member audience

NASW is the largest and most recognized association of professional social workers in the United States. Our membership includes not only social workers who interact directly with clients, but also supervisors and managers, administrators and planners, policy advocates and community organizers, educators, researchers, and students.

top practice areas





15,000
STUDENT
MEMBERS



13,000
NEW
PROFESSIONALS



74,000
PRACTITIONERS/
ADVISORS



10,000
RETIRED
MEMBERS

magazine

Get wide exposure to professionals who are making a difference in their communities. Social Work Advocates magazine is mailed to all regular members six times a year as part of membership. An interactive digital edition is accessible to all NASW members on [SocialWorkers.org/News](https://www.socialworkers.org/News).

editorial content

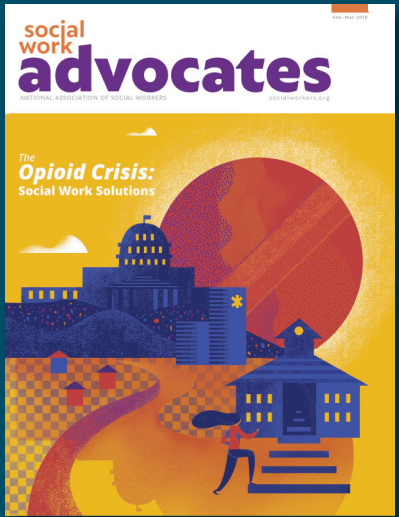
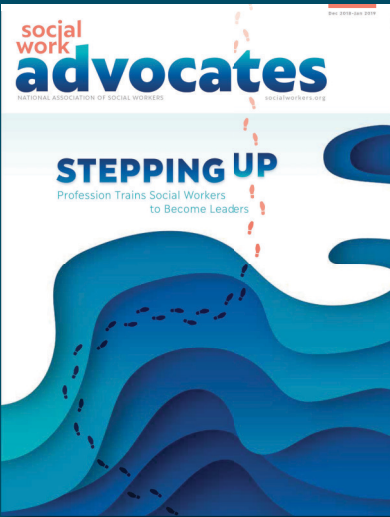
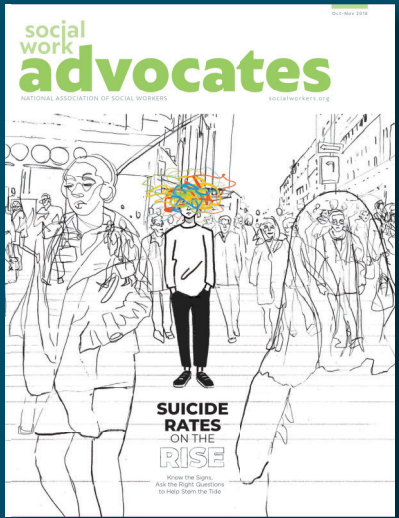
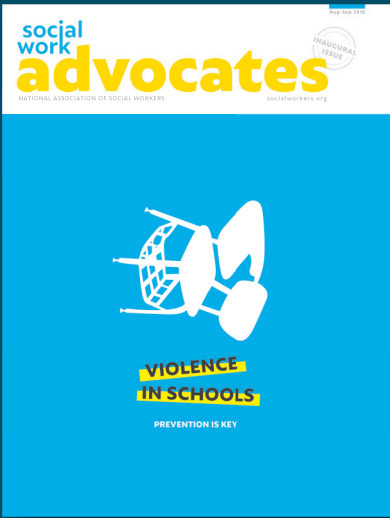
- » Leadership columns
- » Governance updates
- » Chapter achievements
- » University innovation
- » Member feedback
- » Guest editorials
- » Advocacy initiatives
- » Clinical tools
- » Association milestones
- » Member profiles
- » Upcoming events
- » Book reviews

120,000+ AVERAGE BIMONTHLY CIRCULATION



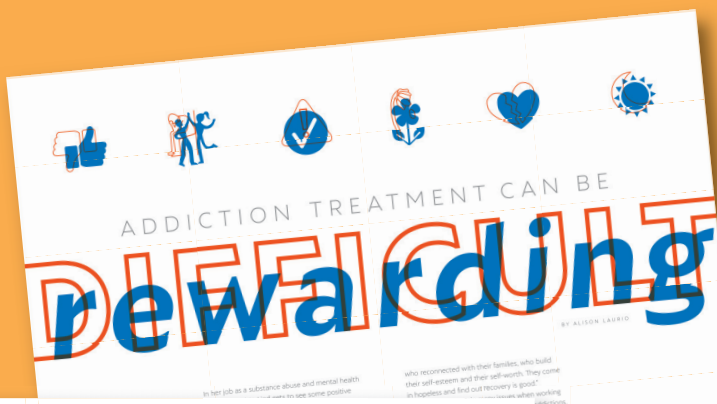
80% PRINT SUBSCRIBERS

20% DIGITAL-ONLY SUBSCRIBERS



editorial features

In addition to important association news, our award-winning magazine publishes in-depth stories about complex issues affecting the social work profession and society. Each feature includes expert opinions from across the field, actionable practice resources and compelling research data.



The message 'I don't work for the money' has been repeated so often that people and social workers themselves have come to expect it."

—Doreen D'Amico, Director, Department of Human Services

"We know what the director said and we know we are in a 'TV' mindset still. We want donors to support social workers currently because many people are not aware of the things social workers do."

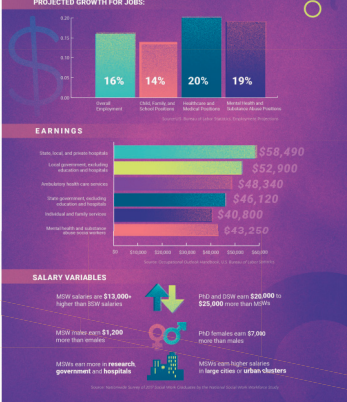
There are things that can help, he said. Social workers should have public education campaigns in their communities. Local work-based learning programs and internships should be available. Public education campaigns should be available to students, parents and the general public. Social workers should be available to students, parents and the general public. Social workers should be available to students, parents and the general public.

STUDENT ATTITUDES

Alison Peltier, LMSW, senior communications specialist for student services at the University of North Texas in Denton, discussed what social work students believe about the profession and how they view working as their career choice. Peltier said that social workers are often perceived as being in the "helping" profession, but she said that many students are actually interested in the social work profession for a variety of reasons.

"We know what the director said and we know we are in a 'TV' mindset still. We want donors to support social workers currently because many people are not aware of the things social workers do."

Social Work Employment Outlook, 2016-2026



and social workers who might be perceived as being in the "helping" profession, but she said that many students are actually interested in the social work profession for a variety of reasons.

"We know what the director said and we know we are in a 'TV' mindset still. We want donors to support social workers currently because many people are not aware of the things social workers do."

"WE PROVIDE THE OPPORTUNITY SO KIDS FEEL VALUED AND HEARD."

—Doreen D'Amico, Director, Department of Human Services

Using Computer Algorithms for the Greater Good: From Research to Reality

—Doreen D'Amico, Director, Department of Human Services

Top Schools Speak Out

—Doreen D'Amico, Director, Department of Human Services

"I KNEW, BECAUSE IT WAS THE WAY TO HELP THE MOST PEOPLE, AND DO PUBLIC POLICY AND MAKE social change."

—RANDI SCHMIDT

TALKING A BIG GAME

—Doreen D'Amico, Director, Department of Human Services

Writing New Stories

—Doreen D'Amico, Director, Department of Human Services

Writing New Stories

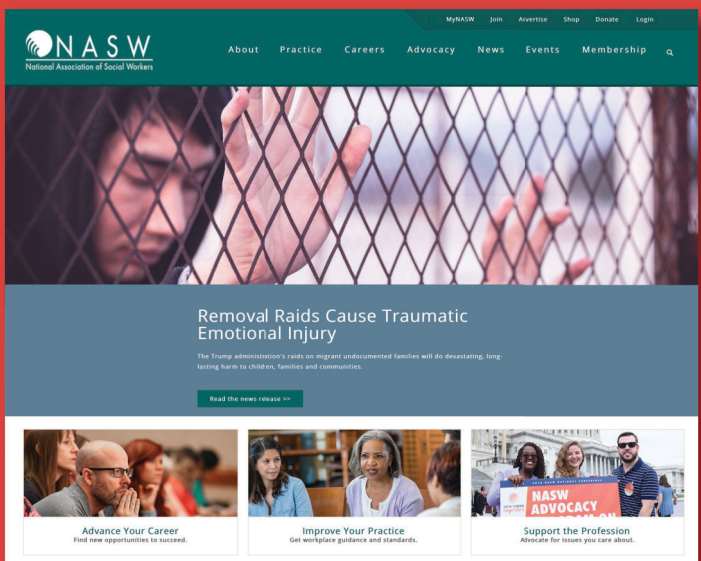
—Doreen D'Amico, Director, Department of Human Services

digital media

The NASW national website, SocialWorkers.org, is a mobile-responsive portal to all things social work. This high traffic site has more than 600,000 unique visitors per month. Its most popular resources include the NASW *Code of Ethics*, the Social Work Online CE Institute and the annual Social Work Month toolkit.

SocialWorkers.org provides tools for practicing social workers and their employers, students, human service advocates, allied professionals and the general public. It also links visitors to all 55 NASW chapter websites.

NASW website



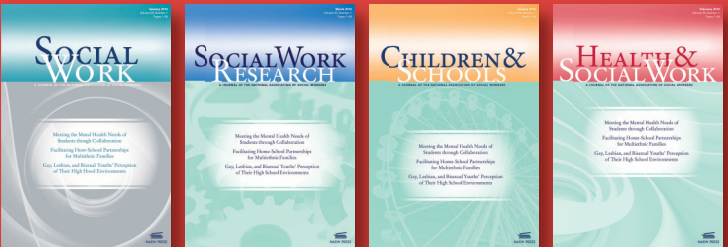
NASW blogs

NASW blogs publish complementary content to NASW's national and chapter websites and social media pages. They cover social work media issues, public policy updates and consumer interest topics. Advertising space on NASW blogs is powered by a Google Ads program.



NASW journals

NASW publishes four online journals in partnership with the Oxford University Press. Please contact naswads@socialworkers.org for additional details.



socialworkers.org/Advertise

digital media

NASW podcast



NASW's Social Work Talks Podcast explores a range of topics with social work experts from many different fields of practice. Episode sponsorship is now available.

NASW email

Our Memberlink email provides weekly communication with all NASW members about benefits, programs and professional resources. Advertising is coordinated through a partnership with Multiview.

NASW lists

Reach targeted groups of NASW members for marketing campaigns and research studies by contacting our list rental partner Infocus Marketing.

naswads@socialworkers.org

conferences



Every two years, NASW hosts a national conference in Washington, D.C., bringing members together to learn, network and celebrate with social work colleagues. With live attendance of more than 2,000 and virtual attendance of 1,000, the national conference is a must attend event for many social work leaders. Increase your organization's exposure among this highly engaged audience through event sponsorship, exhibits and advertising.

Most NASW Chapters host annual state conferences. Contact the chapter of your choice for advertising and sponsorship options at local social work events.



ad rates & specs

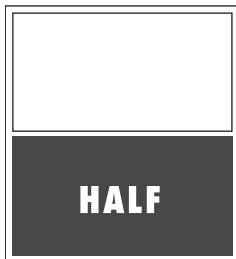
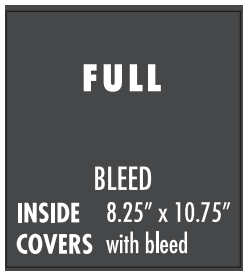
Social Work Advocates magazine provides an integrated platform of online, mobile, social and print distribution to reach its well educated audience.

print ad rates

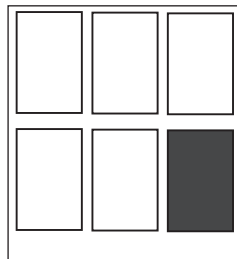
FULL PAGE – INSIDE COVER	\$8,200
FULL PAGE – INTERIOR	\$7,000
HALF PAGE	\$4,200
CLASSIFIED CARD	\$550

Multi-month and print/digital bundled ad placements receive a 15% discount. Contact naswads@socialworkers.org to speak with a sales representative.

print



1/2 HORIZONTAL
6.875" x 4.4375"



CLASSIFIED
2.24" x 3.9"

Thousands of NASW members, customers and supporters will be interested to learn more about your educational, career and practice development opportunities.

web ad rates*

HOMEPAGE	\$5,000
TOP LANDING PAGE	\$2,600
LEADERBOARD/BANNER	\$1,900
SKYSCRAPER SIDEBAR	\$1,700
BOX SIDEBAR	\$1,200

*Rates per month

digital



BANNER ADS 728w x 90h
SIDEBAR ADS 300w x 500h
BOX ADS 300w x 300h



contact

NASW Advertising
naswads@socialworkers.org

NASW Media
media@socialworkers.org

NASW Conferences
naswconference@socialworkers.org



750 First Street NE, Suite 800
Washington, DC 20002-4241
socialworkers.org