

# 2024

# MEDIA KIT

Reach an highly engaged audience of returned Peace Corps volunteers seeking opportunities in higher education, travel experiences and adventure gear, books and cultural exchange.



**National  
Peace Corps  
Association**

## Who is NPCA?

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**National Peace Corps Association** is the primary network connecting the **250,000** Americans who have served in the Peace Corps since its founding. A nonprofit organization focused on advocating for international peace, the NPCA is the publisher of **WorldView** magazine and other digital communications channels that reach our distinct audience.

## Why publish with NPCA?

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**NPCA's** deeply-engaged, niche audience are people with an intense passion for lifelong learning, higher education, travel and literature, and cultural exchange. Our members are highly-educated, worldly and passionate about contributing to the greater good.



# What our Audience is Saying

“I found out about my fellowship through a **WorldView** magazine ad.

“**WorldView** provides opportunities for young people to experience foreign travel, exchange programs and more.”

“ I have given copies to **students, shared with family and friends**, and given copies to other international nonprofit organizations I work with.”

“I read the **whole issue** in one sitting.”

“**My time is valuable.** I wouldn't read it if it weren't quality. It is.”

# 2023 Audience Survey Highlights

**100%**

OF READERS ARE INTERESTED IN **LEARNING OPPORTUNITIES**

**70%**

OF READERS WORK IN **EDUCATION, GOVERNMENT AND NON-PROFIT**

**70%**

READ **TRAVEL AND LITERARY** MAGAZINES

**60%**

ARE INTERESTED IN LEARNING ABOUT **TRAVEL PRODUCTS AND SERVICES**



**50%**

ARE INTERESTED IN **LEARNING** ABOUT **NEW BOOKS**



# Placement Opportunities

**WorldView**  
PRINT MAGAZINE

**Graduate School Guide**

GRADUATE SCHOOLS IN INTERNATIONAL AFFAIRS

**NPCA Digital**  
NEWSLETTERS  
WEBSITE  
SOCIAL MEDIA

# WorldView

Published twice annually, more than **25,000** individuals read each print edition of **WorldView**. From its humble origins as an alumni newsletter in the late '70s, today **WorldView** is a nationally distributed award-winning magazine recognized with both an **EDDIE** award for editorial excellence and an **OZZIE** award for design excellence in 2001. Readership of the magazine has nearly tripled since 2020, and the magazine will also significantly increase its digital footprint in 2024.

## Print Edition



## Audience Demographics

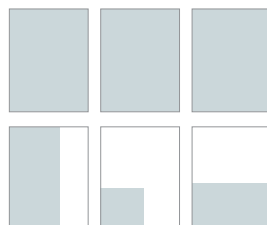
**25K+**  
SUBSCRIBERS

READERS DESCRIBE THE MAGAZINE AS  
“**VIBRANT, EYE OPENING**  
**HEART WARMING,**  
**CROSS CULTURAL,**  
**OPTIMISTIC**  
AND “**ESSENTIAL**”

**65%**  
OF READERS SPEND **MORE THAN 30**  
**MINUTES** WITH THE MAGAZINE

## Placement Options

- INSIDE COVER
- INSIDE BACK COVER
- BACK COVER
- INTERNAL



## 2X Issues

### SPRING 2024

ISSUE OUT  
BOOKING DEADLINE

**MAY 30**  
**April 29**

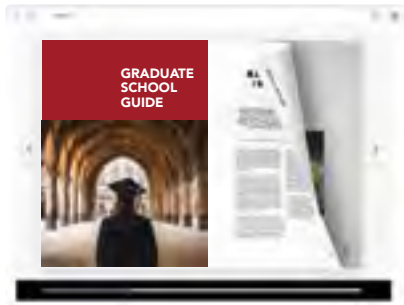
### FALL 2024

ISSUE OUT  
BOOKING DEADLINE

**NOVEMBER 15**  
**SEPTEMBER 29**

# Digital Graduate School Guide

## GRADUATE SCHOOLS IN INTERNATIONAL AFFAIRS



**Returned Peace Corps Volunteers** are coming home! And many are looking at graduate programs in international affairs! NPCA is excited to announce its first **Digital Guide to Graduate Schools in International Affairs**, highlighting the best programs in the country and abroad. For the first time, NPCA is offering sponsored content opportunities to participating universities and programs.

### Graduate School Guide Placement Opportunities

**SPONSORED DIGITAL CONTENT**

PUBLISH YOUR OWN EDITORIAL MATERIAL IN ANY FORMAT, INCLUDING: FEATURE STORIES, Q&A WITH DEANS OR STUDENTS, VIDEOS, INFOGRAPHICS AND MORE.

**WEBINAR WITH NPCA AUDIENCE**

HIGHLIGHT YOUR PROGRAM WITH A DEDICATED WEBINAR FOR RETURNED PEACE CORPS VOLUNTEERS.

**SPECIAL ADVERTISING OPPORTUNITIES**

CONTACT US FOR OTHER SPECIAL ADVERTISING OPPORTUNITIES IN THE GUIDE.

**SPECIAL EDITION CALENDAR**

PUBLISH DATE	<b>SEPTEMBER 10</b>
BOOKING DEADLINE	<b>MAY 10</b>

# NPCA Digital

## E-NEWSLETTERS | WEBSITE | SOCIAL MEDIA



### Digital Placement Opportunities

E-NEWSLETTERS	WEBSITE	SOCIAL MEDIA
BANNER	BANNER	INSTAGRAM
IN CONTENT	TOWER	FACEBOOK
ANCHOR	FOOTER	LINKEDIN
DEDICATED EMAIL BLAST	IN CONTENT	

### Digital Publishing Calendar

E-NEWSLETTERS	WEBSITE	E-NEWSLETTERS
NPCA 3 X MONTH	MONTHLY	ON DEMAND
SPONSOR 1X MONTH		

### Audience Demographics

NPCA reaches the Peace Corps community with key updates on advocacy, service, and community efforts. This is the perfect opportunity to showcase your company, product, job listing, or cause to the greater Peace Corps community.

## WORLDVIEW PRINT MAGAZINE

Size	Single Issue	2 Issues
Full Page	\$5220	\$4,698
2/3 Page Vertical	\$3780	\$3,402
1/3 Page Square	\$2220	\$2,000
1/3 Page Vertical	\$2220	\$2,000
1/2 Page Horizontal	\$3180	\$2,862
Two Page Spread	\$8580	\$7,722
Covers	Single Issue	2 Issues
Inside Front Cover	\$6300	\$5,670
Inside Back Cover	\$6600	\$5,454
Outside Back Cover	\$7200	\$6,480

## DIGITAL GRADUATE SCHOOL GUIDE

Featured Content (Feature Story   Q&A   Video)	\$5,000
Webinar	\$7,500

E-NEWSLETTERS	1 MONTH	3 MONTHS+
Banner	\$2,400	\$2,160
In Content	\$1,500	\$1,350
Anchor	\$900	\$810
Dedicated newsletter	\$5,000	n/a

## WEBSITE

Banner	\$2,000	\$1,800
Tower	\$1,500	\$1,350
In-Content	\$1,000	\$900
Footer	\$500	\$450

## SOCIAL MEDIA

1 Post	\$325
2 Posts	\$500

## PLACE YOUR ORDER

Placing orders with the National Peace Corps Association can be done online at: [www.peacecorpsconnect.org/advertise](http://www.peacecorpsconnect.org/advertise)

For special requests or questions, contact our advertising team: [advertising@peacecorpsconnect.org](mailto:advertising@peacecorpsconnect.org)

**PLEASE CONTACT**

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