

Youth Today

Media Kit

2023-24



“News for people who care about – and work with – children and youth”

For more than 30 years, youth development professionals, advocates and funders have relied on Youth Today for **independent, high-quality journalism** that helps them serve their communities.

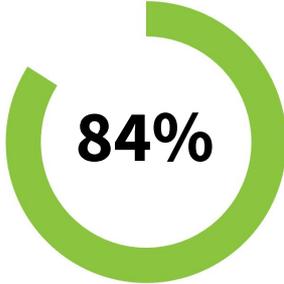
Youth Today provides **access** to groundbreaking research, industry stakeholder commentary, professional development resources and **funding opportunities**.

Our audience



40,000

Monthly page views



84%

% of Youth Today subscribers involved in purchase selection for their organization



58%

% of Youth Today readers in executive senior management



50%

% of Youth Today readers who make final purchasing decisions

Meet our readers

Your ad is viewed by leaders in:

- After-school programs
- K-12 education
- Juvenile justice
- Child welfare
- Youth health and development
- Community development
- Local, state and federal agencies
- Youth-serving nonprofits
- Public policy and advocacy
- ...and many more

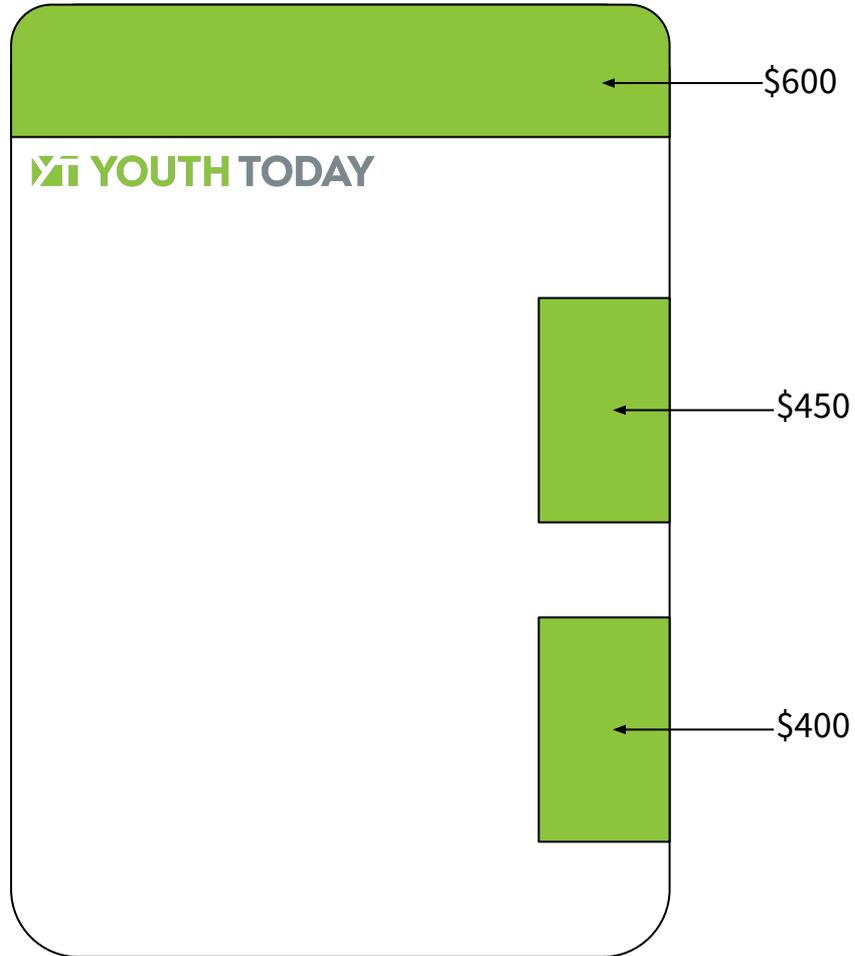
Display ads

Pricing:

Banner/leaderboard: \$600/month

Upper sidebar: \$450/month

Lower sidebar: \$400/month



Newsletter ads

Weekly grants opportunities newsletter

Reach **1,600 decision makers** actively looking for funding and services with your banner ad or text-based sponsored content.

\$300/week

Monthly newsletter

Reach **10,000 professionals** in education, out-of-school time, advocacy, nonprofit organizations, child welfare, juvenile justice with your banner ad or text-based sponsored content.

\$450/month

YOUTH TODAY

Your ad here

Newsletter takeovers

Newsletter takeovers

Feature your organization or opportunity **exclusively** in 4 weekly newsletters and 1 monthly newsletter.

Includes 2 banner ads and/or sponsored content elements per newsletter.

Contact info@csjournalism.org for pricing.



Job postings

Online job board listing

Post your job ad on our online job board and reach a national audience of youth development professionals.

\$100 per job/month

Reach top applicants

- Job board posting
- Text-based ad placement in 1 newsletter
- Website sidebar display ad
- *\$650 per job/month*

Specs

Website

	Rate	Specs
Banner/ leaderboard	\$600 per month	300x50 and 620x90
Upper sidebar	\$450 per month	240 x 400
Lower sidebar	\$400 per month	240 x 400
Job ads	Starting at \$100/month	Job description Your logo (min 1000 px)

Newsletters

	Rate	Specs
Weekly grants newsletter	\$300 per week	Banner: 728 x 90 Text-based: 200 characters + link
Monthly newsletter	\$450 per month	Banner: 728 x 90 Text-based: 200 characters + link
Newsletter takeovers	Contact info@csjournalism.org	Banner: 728 x 90 Text-based: 200 characters + link

To purchase or request a custom package, contact info@csjournalism.org