2017 Media Kit

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Place Your Product in Front of the Future
WHO WE ARE

Tech Diversity Magazine is a wide-ranging publication set to stir a conversation about the benefits of diversity in the world’s foremost engine for innovation - technology. It will provide a platform to celebrate inclusion and encourage dialogue on this essential issue. Tech Diversity primarily caters to business professionals, minority, women and veteran-owned businesses, educators, students, government, institutions of higher learning, and nonprofits.

FROM THE FOUNDER

For the last twelve years, I have developed the idea of a magazine focused on diversity – a magazine that would enlighten and challenge readers. With the arrival of Tech Diversity, I see a tremendous opportunity to appeal to an extensive range of people in the tech community as, after all, our magazine is all about inclusion.

I want Tech Diversity to be a source of knowledge about and an advocate for the benefits of diversity and its impact, not only in regards to business performance but also for community well-being. Tech Diversity will provide a platform to celebrate diversity and create a healthy discussion on the topic of diversity in the tech industry.

With this in mind, the new face of our magazine seeks to represent and address people from all walks of life. The content is separated into sections that focus on some of the groups that are underrepresented in today’s society as a whole - especially in the world of technology. We explore the issues that women, minorities, and LGBTQ individuals face while leaving space to include veterans, the disabled, and anyone else who is neglected in corporations and the general global community.

Dennis Kennedy
Chairman & Founder
National Diversity Council
WHY IS WORKPLACE DIVERSITY ESSENTIAL?

DIVERSITY OF THOUGHT

“Cognitive diversity, or diversity of thought, matters because we are building a platform that currently serves 1.4 billion people around the world. It’s vital for us to have a broad range of perspectives, including people of different genders, races, ages, sexual orientations, characteristics and points of view. Having a diverse workforce is not only the right thing to do – it’s the smart thing to do for our business.”

—Maxine Williams, Facebook
“...But when markets are down—corporations are for-profit entities, and they’ll only do the ‘right thing to do’ when they’re flush with cash. But they’ll [always] do the right thing...if it’s core to their business. If you make inclusion, core to something that’s business-relevant, then they’ll always do it.”

—Todd Sears
Former Head of Diversity
Credit Suisse

THE BUSINESS CASE FOR DIVERSITY

Involving more than 40 case studies and 1,800 employee surveys, recruiter Korn/Ferry looked at what it termed “two-dimensional diversity”, namely “inherent diversity” — such as gender and race — combined with “acquired diversity” — such as global experience and language skills.

Publically traded companies with “two-dimensional diversity” were 45 percent more likely to have expanded market share and 70 percent more likely to have captured a new market. Teams with one or more members who represented a target consumer were 158 percent more likely “to understand that consumer and innovate accordingly.”

A study done by the American Sociological Association found that for every 1 percent rise in the rate of gender and ethnic diversity in a workforce there is a 3 and 9 percent rise in revenue, respectively.

Researcher Horwitz and Horwitz reviewed twenty years of team diversity research. Likewise, they found the positive correlation between diversity and team performance.
A diverse workforce is crucial to encouraging different perspectives and ideas that drive innovation.

How will you change your focus on leveraging diversity for your business goals?

- Significantly more focus
- Somewhat more focus
- Somewhat less focus
- Significantly less focus
- Don't know

Gender: Tech

- Twitter: 90% - 10%
- Facebook: 85% - 15%
- Yahoo: 85% - 15%
- LinkedIn: 83% - 17%

- Google: 83% - 17%
- Apple: 80% - 20%
- Pinterest: 79% - 21%
- eBay: 76% - 24%

Source: Adapted from Gigaom graphic by Biz Carson, Source: Company diversity reports released as of August 19, 2014.

*Yahoo reported 1% other/disclosed. Cisco, Intel, HP and Microsoft did not report tech breakdowns.

Diversity: Tech

- Caucasian
- Asian
- Native Hawaiian
- Other
- Multi-racial
- Hispanic
- Black
- American Indian
- Undeclared
- Multi-racial

Source: Adapted from Gigaom graphic by Biz Carson, Source: Company diversity reports released as of August 19, 2014.

Cisco, Pinterest, Microsoft, HP and Intel did not release tech breakdowns.
“I desire deeply a vibrant culture of inclusion. I envision a company composed of more diverse talent. I envision a company that builds products that an expansive set of diverse and global customers love. As we make Diversity and Inclusion central to Microsoft’s business, we have the opportunity to spark change across the industry as well”

—Satya Nadella
Chief Executive Officer
Microsoft

HOW MICROSOFT IS BUILDING ITS BUSINESS ON DIVERSITY & INCLUSION

For Microsoft, still one of the world’s preeminent tech companies, this overwhelming evidence made the case for them to invest swiftly in efforts to promote diversity & inclusion not only in their workforce, but in the world’s untapped communities.

Microsoft’s theory is Tech Diversity Magazine’s statement of purpose: Greater levels of diversity in the workforce enable the full contribution of the workforce: better experiences, better products, better solutions.

Advertise your own team diversity efforts in our magazine.
“We’ve got to make sure that everybody is getting a fair shot. The next Steve Jobs might be named Stephanie or Esteban. They might never set foot in Silicon Valley. We’ve got to unleash the full potential of everyone.”

—President Barack Obama

From a business perspective, connecting to these four minority ethnic groups accesses almost $4 trillion in buying power.

The future will bring a rapid shift in these demographics as the United States becomes a “majority-minority” nation. It will become increasingly irresponsible, if not impossible, for corporations to ignore the business of minorities.

*Marketing inside Tech Diversity Magazine puts your product in front of these future markets.*
2017 ETHNIC POPULATION

- Caucasian: 62%
- Hispanic: 18%
- Black: 12%
- Asian: 5%
- Other: 3%

PROJECTED 2060 ETHNIC POPULATION

- Caucasian: 44%
- Hispanic: 28%
- Black: 13%
- Asian: 9%
- Other: 6%
Asian Americans in the U.S. Facts and Figures

Population
18.2 million

The largest number of U.S. households in 2013 were owned, single race Asian, or Asian alone in combination with their race and a white Hispanic origin.

Source: 2013 American Community Survey

Buying Power
$1 trillion


Source: The Multicultural Economy 2017

Education
85.1%
The percentage of the Asian alone population 25 and older with at least a high school diploma in 2011.

Source: 2013 American Community Survey

Veterans
264,695

The number of Asian military veterans in 2011.

Source: 2013 American Community Survey

Income, Poverty & Health Insurance
$67,885

Median household income for the Asian alone population in 2013.

Source: 2013 American Community Survey

12.8%
The poverty rate for the Asian alone population in 2011.

Source: 2013 American Community Survey

Businesses
15.4%
Percentage of single race Asians without health insurance coverage in 2011.

Source: 2013 American Community Survey

American Indians & Alaska Natives in the U.S. Facts and Figures

Population
5.2 million

The native American population of American Indians and Alaska Natives, including those of more than one race, who make up about 1.8% of the total population in 2012.

Source: The Multicultural Economy 2013

Buying Power
$148 billion


Source: The Multicultural Economy 2017

Education
78.8%
The percentage of American Indians and Alaska Natives with at least a high school diploma in 2012.

Source: 2013 American Community Survey

Veterans
161,686

The number of single-race American Indians and Alaska Natives 25 and older with a bachelor’s degree or higher in 2012.

Source: 2013 American Community Survey

Income, Poverty & Health Insurance
$35,310

The median household income of single-race American Indian and Alaska Native households in 2012, compared with 151,317 for the nation as a whole.

Source: 2013 American Community Survey

Businesses
29.1%
The percentage of single-race American Indians and Alaska Natives in poverty in 2012, the highest rate of any race group.

Source: 2013 American Community Survey

JBS


The number of American Indians and Alaska Natives who owned 239,943 in 2007, an increase of 21% from 1992.

Source: SBA, Native American Small Business Development Fund

27.4%
The percentage of single-race American Indians and Alaska Natives who lacked health insurance coverage in 2011.

Source: 2013 American Community Survey

VETERANS

The number of Asian military veterans in 2011.

Source: 2013 American Community Survey

Income, Poverty & Health Insurance

The median household income of single-race American Indian and Alaska Native households in 2012, compared with 151,317 for the nation as a whole.

Source: 2013 American Community Survey

Businesses

The number of single-race American Indians and Alaska Natives 25 and older with a bachelor’s degree or higher in 2012.

Source: 2013 American Community Survey

JBS


The number of American Indians and Alaska Natives who owned 239,943 in 2007, an increase of 21% from 1992.

Source: SBA, Native American Small Business Development Fund
Blacks in the U.S. FACTS AND FIGURES

POPULATION
43.9 million
In 2011, the number of blacks older than 25 was 43.9 million. This is an increase of 2.6 percent from 2010. Source: 2011 American Community Survey.

BUYING POWER
$1.1 trillion

EDUCATION
82.5%
The percentage of blacks 25 and older with a bachelor’s degree or higher in 2011. Source: 2011 American Community Survey.

VETERANS
2.3 million

INCOME, POVERTY & HEALTH INSURANCE
$32,229

JOBS
28.2%
The percentage of blacks 16 and older who are employed in management, business, science and arts occupations in 2011. Source: 2011 American Community Survey.

BUSINESSES
$135.7 billion

Hispanics/Latinos in the U.S. FACTS AND FIGURES

POPULATION
53 million
The projected Hispanic population in 2050, when Hispanics would constitute 15 percent of the nation’s total population. Source: 2011 Population Estimates.

BUYING POWER
$1.7 trillion

EDUCATION
128.8 million

VETERANS
1.2 million
The number of Hispanics or Latinos 16 and older who are veterans of the U.S. armed forces. Source: 2011 American Community Survey.

INCOME, POVERTY & HEALTH INSURANCE
$38,624

JOBS
19.2%
The percentage of Hispanics or Latinos 16 and older who are employed in management, business, science, and arts occupations in 2011. Source: 2011 American Community Survey.

BUSINESSES
$350.7 billion
WHY ADVERTISE IN TECH DIVERSITY MAGAZINE?

SHOW YOUR SUPPORT FOR DIVERSITY

Research has shown that diversity and inclusion in the workplace are necessary for the welfare, growth, and advancement of businesses as well as society as a whole. However, D&I cannot progress without people and businesses supporting it. Advertising in Tech Diversity and thus sponsoring diversity literally illustrates that your business is an advocate for diversity, promoting your corporation as well as your interest in the diversification of our global community.

WE REACH A DIVERSE AUDIENCE

Tech Diversity is intended for business professionals, businesses owned by minority groups, governmental use, educational purposes, and for nonprofits. This readership allows these types of businesses and institutions to connect with one another as well as for others to reach out to them. Advertising in Tech Diversity creates a dialogue between your business and a diverse array of businesses that can not only provide you with unique services and business perspectives but also adds credibility to your commitment to the diversification of the workplace.

GLOBAL APPEAL

As a solely online magazine, Tech Diversity stays true to its name, recognizing the new paradigm in communication: free movement of information without physical restraints. We are available to any and all who are interested in our diversity and inclusion efforts across the globe. This translates to the fact that advertising with us allows your business to be accessible to the same diverse and expansive marketplace.
PLACE YOUR AD

SPOTS ARE PAID PER MONTH

Apply early for spots that are price controlled for three months.

TARGETED MARKETING

Social Media Sponsorship: $1000
Corporate Spotlight: $2000
Employee Spotlight: $200
Featured Job Posting: $100