



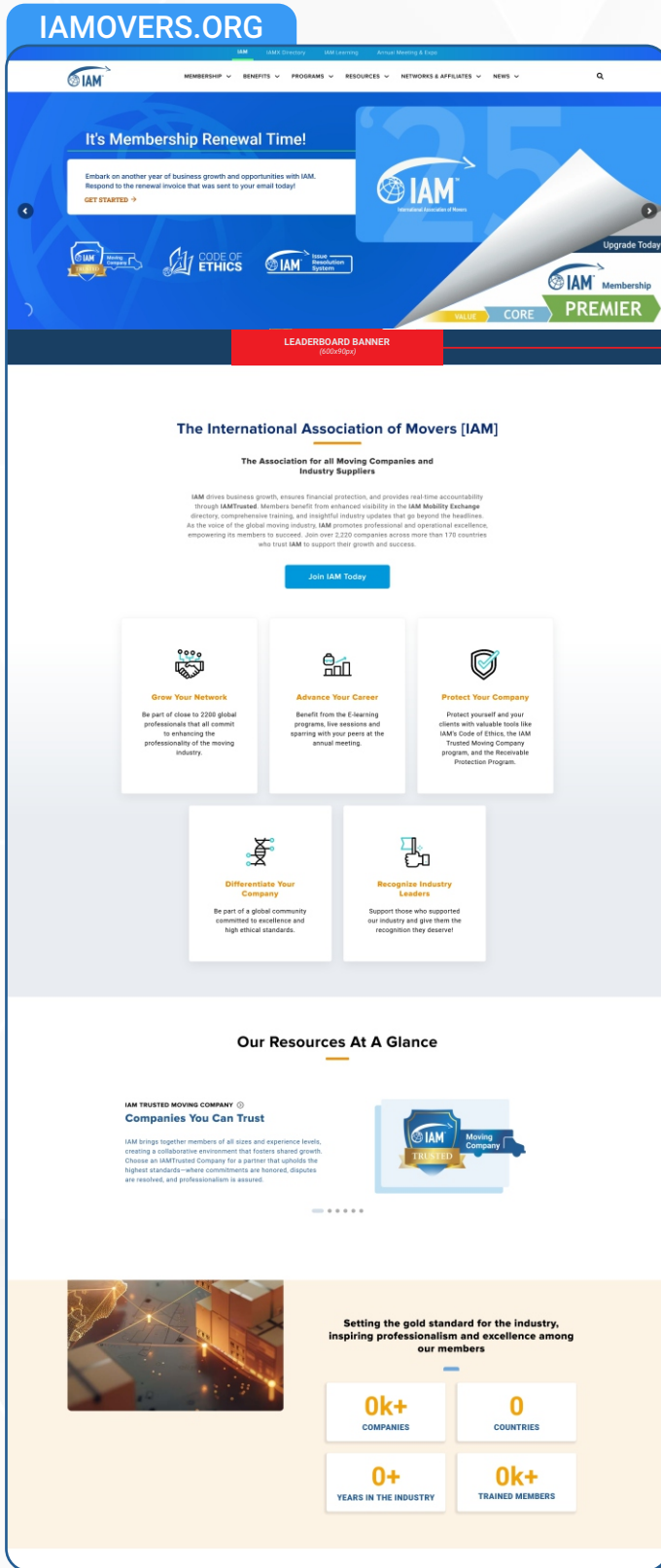
IAMTM

International Association of Movers

MEDIA KIT



REACH OVER 2,220 MEMBER COMPANIES IN 170 COUNTRIES



About IAM:

The International Association of Movers (IAM) is the largest global trade association for the moving and forwarding industry, representing over 2,200 companies across 170+ countries. IAM supports its members with unparalleled networking opportunities, financial protection, and real-time accountability through IAMTrusted.

As the voice of the global moving industry, IAM promotes excellence and empowers members to thrive in a competitive market.

Advertise with IAM

Place your company's branding prominently on the IAM platforms and connect with a global audience, driving business growth and visibility.

Pricing:

A. Top Banner
728x90px
\$5,000/Year

- All banner positions are sold on a first-come, first-served basis

*Need help with ad design?
Our graphic services are included.*

***Please note that any top banner ad placements will go into effect in April 2025.**



+45 2857 8928

matthieu.odijk@iamovers.org

REACH OVER 6,000 MOVING PROFESSIONALS TWICE A MONTH



About e-Portal eNewsletter:

The E-Portal eNewsletter is sent the 2nd and 4th Wednesdays of each month. This publication reaches 5,780 subscribers, including the 2,000+ members of IAM.

Pricing:

A. Leaderboard Banner

600x90px

\$2,500/Quarter

B. Top Banner

600x90px

\$2,250/Quarter

C. Middle Banner

600x90px

\$2,000/Quarter

D. Bottom Banner

600x90px

\$1,750/Quarter

- All banner positions are sold on a first-come, first-served basis.

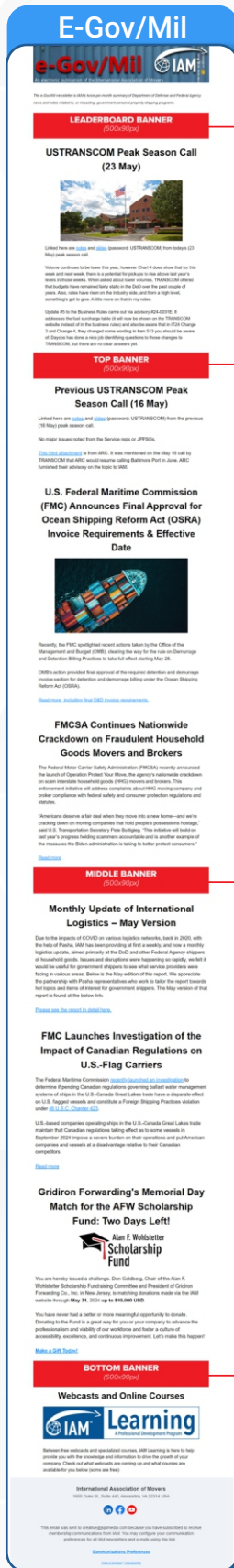
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REACH 1,700 GOVERNMENT MOVING PROFESSIONALS TWICE A MONTH



About e-Gov/Mil eNewsletter:

The E-Gov/Mil eNewsletter is sent to 2,300 subscribers, the 1st and 3rd Wednesdays of each month. This publication has a targeted audience of movers which work within the U.S. government, primarily DoD and DoS.

Pricing:

A. Leaderboard Banner
728x90px

\$2,000/Quarter

B. Top Banner
530x65px

\$1,750/Quarter

C. Top Half Skyscraper
160x300px

\$1,500/Quarter

D. Bottom Half Skyscraper
160x300px

\$1,250/Quarter

- All banner positions are sold on a first-come, first-served basis.

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REACH OVER 1,700 U.S. ASSET-BASED MOVERS EACH MONTH



About DAB Digest:

The DAB Digest eNewsletter is sent to 1,720 subscribers around the middle of each month. This publication is targeted to U.S.-based domestic asset-based movers.

Pricing:

A. Leaderboard Banner

600x90px

\$2,000/Quarter

B. Top Banner

600x90px

\$1,750/Quarter

C. Middle Banner

600x90px

\$1,500/Quarter

D. Bottom Banner

600x90px

\$1,250/Quarter

- All banner positions are sold on a first-come, first-served basis.

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REACH YOUNG PROFESSIONALS OF THE MOVING INDUSTRY EVERY OTHER MONTH



IAM YPs: On the Move



LEADERBOARD BANNER (600x90px)

A



MIDDLE BANNER (600x90px)

B

Navigating Peak Seasons: Tips for Success and Sanity
Shirley
 VP of Sales

As we move full steam ahead into peak season, I want to share a few tips that can help us all keep our sanity as things ramp up. It's important to remember that peak season is not just about the volume of work, but also about the pressure to deliver. It's crucial to have a clear plan in place, to communicate effectively with your team, and to take care of yourself. Remember, peak season is a time to shine, but it's also a time to stay sane. Let's make the most of this season and come out on top!

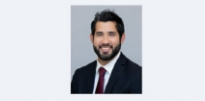


MIDDLE BANNER (600x90px)

Evolution of Customer-Centric Strategies: Adapting to the Unique Needs of Today's Clients
Michael
 Business Development

When it comes to customer-centric strategies, the focus has shifted from traditional sales and marketing to a more holistic approach that prioritizes the customer's needs. This shift is driven by a growing emphasis on transparency, authenticity, and personalized experiences. Companies that embrace this evolution are better positioned to build long-term relationships and drive sustainable growth. It's about understanding your customer's unique needs and delivering solutions that truly make a difference.

MIDDLE BANNER (600x90px)



BOTTOM BANNER (600x90px)

C

Q & A with Brandon Lyles, VP of MOVIE'S CHOICE Insurance Program for Moving and Storage Operations

Q: How do you manage the risks of a pandemic in your industry?

A: Managing risks during a pandemic requires a multi-faceted approach. It's essential to have a robust risk management strategy in place, including comprehensive insurance coverage. Additionally, it's crucial to maintain open communication with your clients and stakeholders, providing transparency about the situation and the steps being taken to ensure safety and continuity of operations.



BOTTOM BANNER (600x90px)



BOTTOM BANNER (600x90px)

VP Spotlight: Customer Care
Mark
 VP of Customer Care

Customer care is the backbone of any successful business. It's not just about solving problems, it's about creating a positive experience for every customer. This requires a deep understanding of your customers' needs and a commitment to excellence in every interaction. By prioritizing customer care, you can build loyalty, increase repeat business, and ultimately drive the growth of your organization.



IAM Learning Accomplishments
 IAM Learning Accomplishments are a testament to the dedication and hard work of our members. These accomplishments highlight the success of our members in various areas of the moving industry, from business development to customer care. We are proud to recognize and celebrate these achievements, as they represent the highest level of excellence in our field.

About IAM YPs: On the Move eNewsletter

The IAM YPs: On the Move eNewsletter is distributed bi-monthly. This publication reaches over 400 subscribers of the IAM-YP network.

Pricing:

A. Leaderboard Banner
 600x90px
\$3,500/Year

B. Middle Banner
 600x90px
\$3,000/Year

C. Bottom Banner
 600x90px
\$2,500/Year

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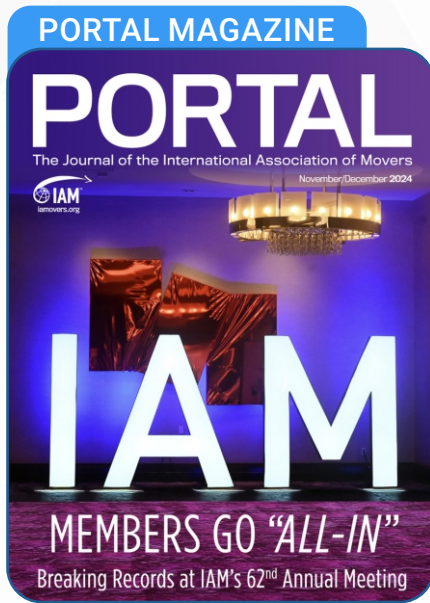
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REACH THE MEMBERS OF IAM IN THE ASSOCIATION'S DIGITAL MAGAZINE EVERY OTHER MONTH



About the *PORTAL* Magazine:

The Portal magazine is a digital publication distributed six times a year to members in over 170 countries. As a journalistic magazine, it addresses relevant news and developments affecting the industry, reaching an audience of more than 7,500 globally.

The digital magazine is accessible through social media campaigns, ensuring broad reach and engagement. Each issue also includes an ad index for easy reference, making your advertisement easy for readers to find.

Pricing:

Inside Front Cover

8.5" x 11", with 0.125" bleed | 300dpi | PDF

\$4,000/3 Issues - \$6,000/6 Issues

Full Page

8.5" x 11", with 0.125" bleed | 300dpi | PDF

\$3,500/3 Issues - \$5,250/6 Issues

Half Page

Vertical: 3.375" x 9.75"

Horizontal: 7.0" x 4.625"

300dpi | PDF

\$2,500/3 Issues - \$3,750/6 Issues

Third Page

Vertical: 2.156" x 9.75"

Horizontal: 7.0" x 3.0"

300dpi | PDF

\$1,500/3 Issues - \$2,250/6 Issues

Quarter Page

Vertical: 3.375" x 4.625"

Horizontal: 7.0" x 2.25"

300dpi | PDF

\$1,000/3 Issues - \$1,500/6 Issues

- All banner positions are sold on a first-come, first-served basis.

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