IAM™ Media Kit

2027

The industry leader in global news and business intelligence.

Put your brand in front of the global moving and forwarding industry. More than 2,100 member companies in 170 countries and territories, reached every week.

Matthieu Odijk, Director of Sales +45 2857 8928 matthieu.odijk@iamovers.org iamovers.org

2027 AT A GLANCE

Five Ways to Reach the Decision-Makers Moving the World

Pick one channel or combine several. Prices are unchanged from 2026.

About IAM

The International Association of Movers (IAM) is the world's largest trade association serving the global moving and forwarding industry, connecting more than 2,100 member companies across 170 countries and territories. As a leading voice for the industry, IAM advocates for its members, advances professionalism, strengthens business relationships, promotes ethics and accountability through the IAMTrusted program, and delivers news and business intelligence that help members navigate a changing global marketplace.

CHANNELS

Channel	Audience	Frequency	Placements	Price from
iamovers.org Website	5,000 visitors a month	Always on	1	**$5,000 / year**
ePortal Weekly newsletter	8,600 subscribers	Every week	4	**$1,750 / quarter**
eGov/Mil Government newsletter	2,300 subscribers	1st and 3rd Wednesday	4	**$1,250 / quarter**
IAM YPs: On the Move Young professionals	385 subscribers	Every two months	3	**$1,500 / year**
The Portal Magazine Member magazine	6,200 IAM members	Every two months	5	**$1,000 / 3 issues**

Design included

Need help with your ad? Our graphic services are included at no extra cost.

First come, first served

Each placement is sold to one advertiser per period. Book early for the position you want.

Packages save 15%

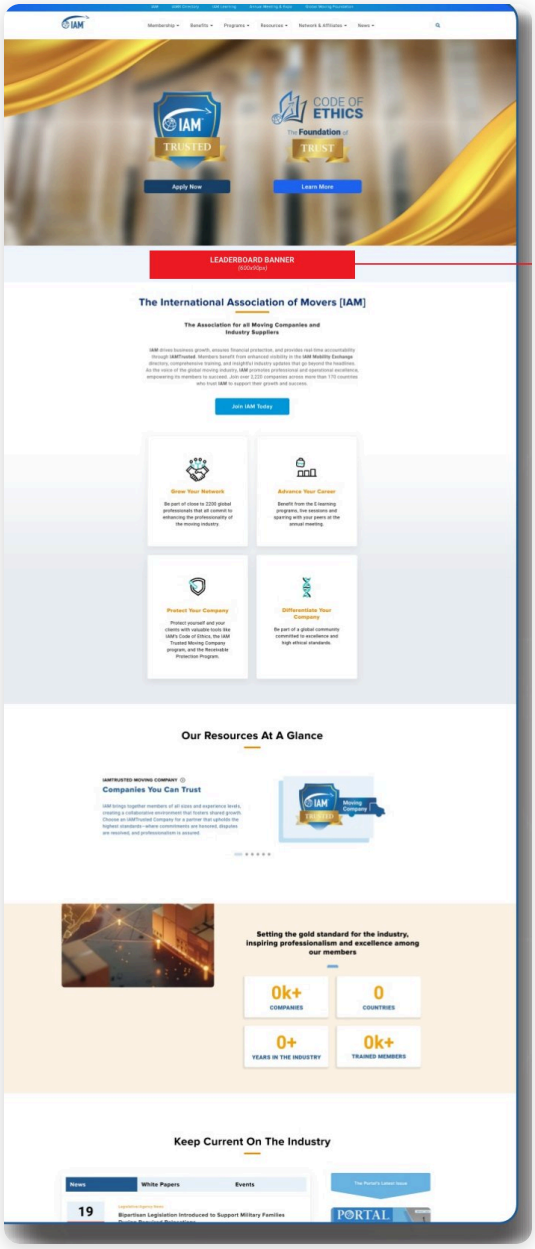
Combine ePortal with Portal, YP, eGov/Mil or the website for a full year. See page 8.

Matthieu Odijk +45 2857 8928 matthieu.odijk@iamovers.org

WEBSITE

iamovers.org

Your brand on IAM's main website, all year.



About the website

iamovers.org is where members, prospects and partners find IAM programs, events, IAMTrusted and industry resources. The top banner sits on the home page for 12 months.

5,000
Avg. visitors a month

3,000+
Avg. impressions a month

12
Months on the site

PRICING

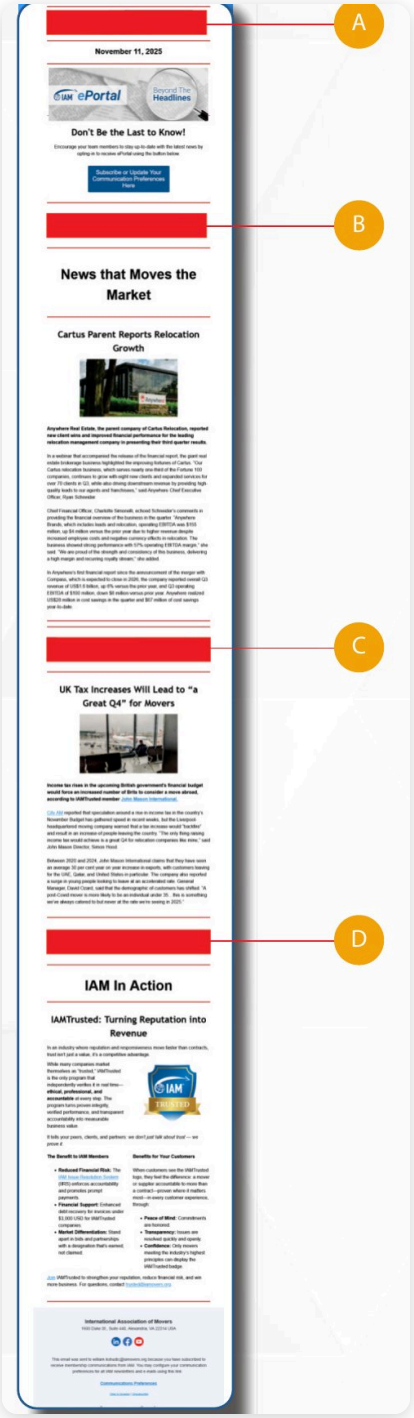
Placement	Size	Price
1 Top Banner	728 x 90 px	**$5,000 / year**

One advertiser at a time. Sold first come, first served.
Need help with ad design? Our graphic services are included.

WEEKLY ENEWSLETTER

ePortal

Reach 8,600 moving professionals every week.



About ePortal

ePortal is IAM's weekly news brief, sent every Tuesday. It covers industry news, M&A and IAM updates. Readers are owners and decision-makers at member and non-member companies.

8,600
Subscribers
6,200 members, 2,400 non-members

43.4%
Avg. open rate

3%
Avg. click rate

PRICING

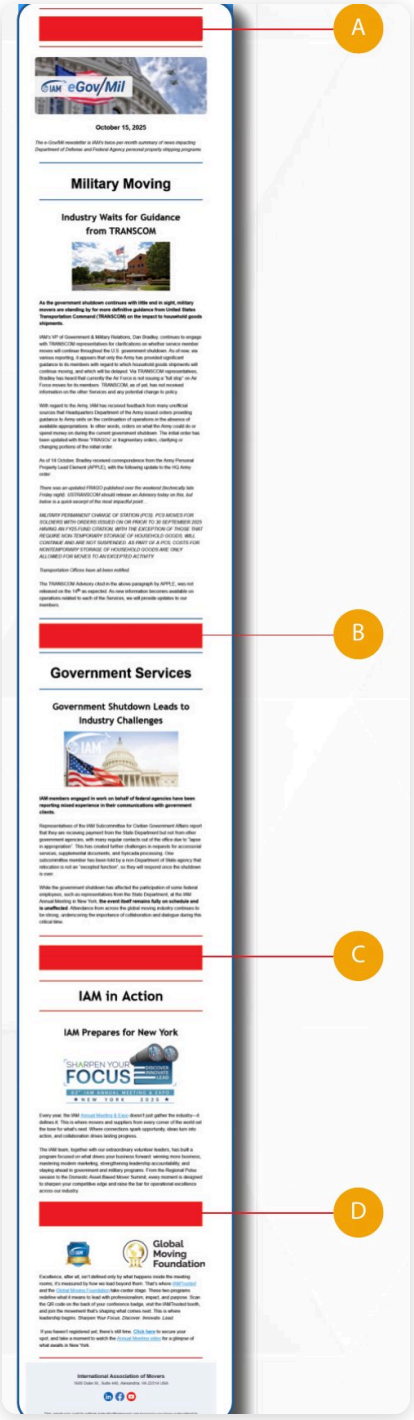
Placement	Size	Price
A Leaderboard Banner	600 x 90 px	**$2,500 / quarter**
B Top Banner	600 x 90 px	**$2,250 / quarter**
C Middle Banner	600 x 90 px	**$2,000 / quarter**
D Bottom Banner	600 x 90 px	**$1,750 / quarter**

One quarter is about 13 weekly issues. Sold first come, first served.
Need help with ad design? Our graphic services are included.

GOVERNMENT ENEWSLETTER

eGov/Mil

Reach movers who work with the U.S. government, twice a month.



About eGov/Mil

Published on the first and third Wednesday of each month, IAM's eGov/Mil newsletter delivers news and updates affecting U.S. Department of Defense (DoD) and Department of State (DoS) personal property shipping programs. It reaches moving industry professionals serving U.S. government customers.

2,300	57.3%	4.73%
Subscribers	Avg. open rate	Avg. click rate

PRICING

Placement	Size	Price
A Leaderboard Banner	728 x 90 px	**$2,000 / quarter**
B Top Banner	530 x 65 px	**$1,750 / quarter**
C Top Half Skyscraper	160 x 300 px	**$1,500 / quarter**
D Bottom Half Skyscraper	160 x 300 px	**$1,250 / quarter**

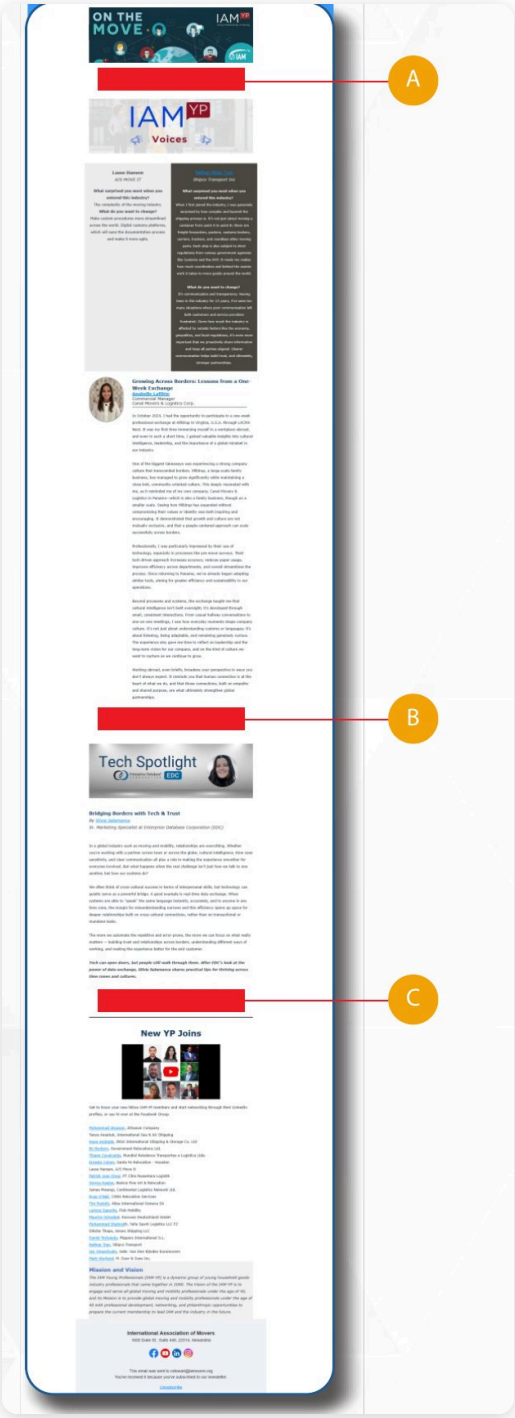
One quarter is 6 issues. Sold first come, first served.
Need help with ad design? Our graphic services are included.

Matthieu Odijk +45 2857 8928 matthieu.odijk@iamovers.org

YOUNG PROFESSIONALS ENEWSLETTER

IAM YPs: On the Move

Reach the next generation of industry leaders.



About IAM-YP On the Move

On the Move goes to the IAM Young Professionals network every two months. Readers are CEOs, managers and future owners of moving companies. Build your name with them early.

385	64.67%	40%
Subscribers	Avg. open rate	Avg. click rate

PRICING

Placement	Size	Price
A Leaderboard Banner	600 x 90 px	**$2,500 / year**
B Middle Banner	600 x 90 px	**$2,000 / year**
C Bottom Banner	600 x 90 px	**$1,500 / year**

One year is 6 issues. Sold first come, first served.
Need help with ad design? Our graphic services are included.

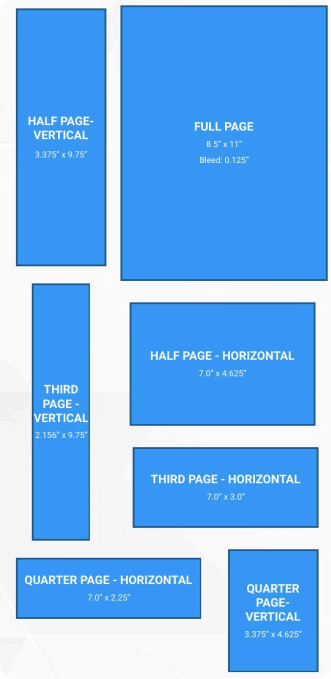
Matthieu Odijk +45 2857 8928 matthieu.odijk@iamovers.org

DIGITAL MAGAZINE

The Portal Magazine

IAM's magazine, read by members in 170 countries and territories.





About the Portal Magazine

The Portal Magazine is IAM's flagship magazine, published every two months. It reaches executives who shape global moving. Each issue is promoted on social media and has an ad index so readers find your ad fast.

6,200
IAM members worldwide

13,700+
Pages read per issue

6
Issues a year

PRICING

Placement	Size	3 issues	6 issues
Inside Front Cover	8.5" x 11" + 0.125" bleed	**$4,000**	**$6,000**
Full Page	8.5" x 11" + 0.125" bleed	**$3,500**	**$5,250**
Half Page	V 3.375" x 9.75" H 7.0" x 4.625"	**$2,500**	**$3,750**
Third Page	V 2.156" x 9.75" H 7.0" x 3.0"	**$1,500**	**$2,250**
Quarter Page	V 3.375" x 4.625" H 7.0" x 2.25"	**$1,000**	**$1,500**

Files: PDF, 300 dpi. Sold first come, first served.
Need help with ad design? Our graphic services are included.

2027 PACKAGES

Combine channels. Save 15%.

Four full-year packages. Pick any open placement in each channel.

Global Reach

Every member, every week

- The Portal Magazine, 6 issues
- ePortal, full year (4 quarters)

~~List from $8,500~~ **From $7,225**

Example: Full Page in Portal + ePortal Leaderboard. List $15,250, package **$12,962.50**.

Tech Savvy

Today's buyers and tomorrow's owners

- IAM YPs: On the Move, full year
- ePortal, full year (4 quarters)

~~List from $8,500~~ **From $7,225**

Example: YP Leaderboard + ePortal Leaderboard. List $12,500, package **$10,625**.

Eyes on America

The U.S. government moving market

- eGov/Mil, full year (4 quarters)
- ePortal, full year (4 quarters)

~~List from $12,000~~ **From $10,200**

Example: eGov/Mil Leaderboard + ePortal Leaderboard. List $18,000, package **$15,300**.

Full Presence

Seen everywhere IAM members look

- iamovers.org Top Banner, full year
- The Portal Magazine, 6 issues
- ePortal, full year (4 quarters)

~~List from $13,500~~ **From $11,475**

Example: Website + Full Page in Portal + ePortal Leaderboard. List $20,250, package **$17,212.50**.

HOW PACKAGES WORK

Package price is the list price of your chosen placements, less 15%. "From" uses the lowest placement in each channel. Packages run for a full year and are subject to availability. Single-channel prices stay as shown on the channel pages. **Need help with ad design?** Our graphic services are included.

PLAN AND BOOK

Your 2027 plan in three steps

Most advertisers combine a newsletter with Portal or the website.

1

Choose

Pick channels, placements and period. Ask us which positions are still free.

2

Confirm

We send an order and invoice. Your material deadline is confirmed with the order.

3

Send your ad

Send ready files, or let our team design the ad for you at no extra cost.

PUBLISHING RHYTHM

Channel	When	Issues per booking
iamovers.org	Always on	12 months
ePortal	Every Tuesday	About 13 per quarter
eGov/Mil	1st and 3rd Wednesday	6 per quarter
IAM YPs: On the Move	Every two months	6 per year
The Portal Magazine	Every two months	3 or 6 issues

FILE SPECS

Type	What we need
Web and newsletter banners	Exact pixel size shown on each channel page, plus the link you want readers to land on
The Portal Magazine	PDF at 300 dpi. Full page and inside front cover need 0.125" bleed

Matthieu Odijk
Director of Sales, International Association of Movers

+45 2857 8928
matthieu.odijk@iamovers.org | iamovers.org

Figures are averages from IAM's own data. Prices in US dollars.