

2025 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.



ABOUT US

Who is NPCA?

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 national and international service, the NPCA is the publisher of **WorldView** magazine and other digital communications channels that reach our distinct audience.

Why publish with NPCA?

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.”

Key Metrics

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

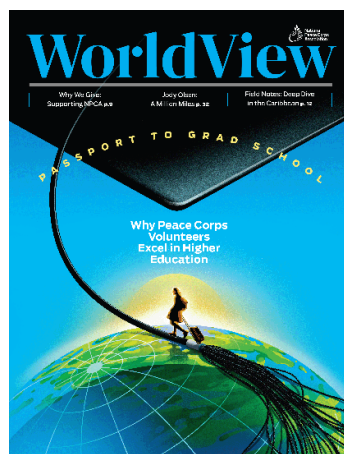
2025 WorldView
|Travel Guide

NPCA Digital
NEWSLETTERS
WEBSITE
SOCIAL MEDIA

WorldView

Published twice annually, more than **15,000** 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 is also home to a new website and social media channel. All **2025 WorldView** print placements include an ad on the WorldView website.

Print Edition



Audience Demographics

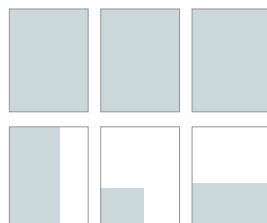
15K+
SUBSCRIBERS

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 15
 APRIL 15**

FALL 2024

ISSUE OUT
 BOOKING DEADLINE

**NOVEMBER 15
 OCTOBER 15**

Digital Travel Guide

Returned Volunteers Explore the World



Returned Peace Corps Volunteers love to travel! And many are looking for products and services to help them get the most of their travel experience. The 2025 **Digital Guide to Travel** can help you get your gear, travel packages or services in front of our frequent flyers through sponsored content opportunities and advertising.

Travel Guide Guide Placement Opportunities

SPONSORED DIGITAL CONTENT

PUBLISH YOUR OWN EDITORIAL MATERIAL IN ANY FORMAT, INCLUDING: FEATURE STORIES

WEBINAR WITH NPCA AUDIENCE

HIGHLIGHT YOUR PROGRAMS OR PRODUCTIONS WITH A DEDICATED WEBINAR

SPECIAL ADVERTISING OPPORTUNITIES

CONTACT US FOR OTHER SPECIAL ADVERTISING OPPORTUNITIES IN THE GUIDE.

SPECIAL EDITION CALENDAR

PUBLISH DATE	SEPTEMBER 15
BOOKING DEADLINE	JULY 15

NPCA Digital

E-NEWSLETTERS | WEBSITE | SOCIAL MEDIA

75K+
NEWSLETTERS

78K+
MONTHLY VISITORS

64K+
SOCIAL FOLLOWING



Digital Placement Opportunities

E-NEWSLETTERS

BANNER
IN CONTENT
ANCHOR
DEDICATED EMAIL BLAST

WEBSITE

BANNER
TOWER
FOOTER
IN CONTENT

SOCIAL MEDIA

 INSTAGRAM
 FACEBOOK
 LINKEDIN

Digital Publishing Calendar

E-NEWSLETTERS

NPCA 3 X MONTH
SPONSOR 1X MONTH

WEBSITE

MONTHLY

E-NEWSLETTERS

ON DEMAND

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	\$5,375	\$4,840
2/3 Page Vertical	\$3,895	\$3,500
1/3 Page Square	\$2,280	\$2,050
1/3 Page Vertical	\$2,280	\$2,050
1/2 Page Horizontal	\$3,275	\$2,950
Two Page Spread	\$8,840	\$7,950
Covers	Single Issue	2 Issues
Inside Front Cover	\$6,500	\$5,800
Inside Back Cover	\$6,800	\$5,620
Outside Back Cover	\$7,420	\$6,700

DIGITAL GRADUATE SCHOOL GUIDE

Sponsor Content (Feature Story Q&A Video)	\$5,150
Webinar	\$7,500

E-NEWSLETTERS	1 MONTH	3 MONTHS+
Banner	\$2,450	\$2,300
In Content	\$1,550	\$1,400
Anchor	\$1,000	\$830
Dedicated newsletter	\$5,150	n/a

WEBSITE

Banner	\$2,060	\$1,850
Tower	\$1,550	\$1,400
In-Content	\$1,050	\$925
Footer	\$5200	\$460

SOCIAL MEDIA

1 Post	\$700
2 Posts	\$1,200

PLACE YOUR ORDER

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

For special requests or questions, contact our advertising team: advertising@peacecorpsconnect.org

PLEASE CONTACT

202.293.7728

advertising@peacecorpsconnect.org

20 F St. | NW 7th Fl. | Washington D.C. | 20001 | USA

