

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.



**National
Peace Corps
Association**

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 advocating for international peace, 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

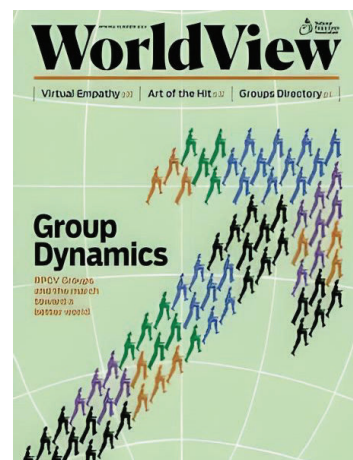
WorldView
READER

NPCA Digital
NEWSLETTERS
WEBSITE
SOCIAL MEDIA

WorldView

Published twice annually, more than **50,000** 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, also is 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

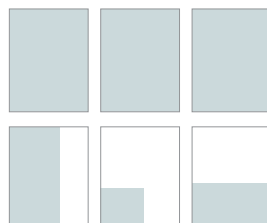
READERS DESCRIBE THE MAGAZINE AS
**“VIBRANT, EYE OPENING
 HEART WARMING,
 CROSS CULTURAL,
 OPTIMISTIC
 AND “ESSENTIAL”**

65%

OF READERS SPEND **MORE THAN 30
 MINUTES** WITH THE MAGAZINE

Placement Options

INSIDE COVER
 INSIDE BACK COVER
 BACK COVER
 INTERNAL



2X Issues

SPRING 2025

ISSUE OUT
 BOOKING DEADLINE

**MAY 15
 APRIL 15**

FALL 2025

ISSUE OUT
 BOOKING DEADLINE

**NOVEMBER 15
 OCTOBER 15**

The WorldView Reader

VOLUNTEERS READ VORACIOUSLY



Returned Peace Corps volunteers are avid readers. And many are looking to learn more about the latest publications on international affairs, culture, the arts and politics. **The WorldView Digital Special Books Edition** can help you get your books and authors in front of an engaged audience of readers who care about the issues you publish on.

Special Books Placement Opportunities

DIGITAL ADS

PUBLISH ACROSS WORLDVIEW CHANNELS, INCLUDING WEBSITE, NEWSLETTER AND SOCIAL MEDIA

SPONSORED DIGITAL CONTENT

PUBLISH YOUR OWN EDITORIAL MATERIAL IN ANY FORMAT

WEBINAR WITH NPCA AUDIENCE

HIGHLIGHT YOUR PROGRAM OR PRODUCTIONS WITH A DEDICATED WEBINAR

SPECIAL ADVERTISING OPPORTUNITIES

CONTACT US FOR OTHER SPECIAL ADVERTISING OPPORTUNITIES IN THE GUIDE

SPECIAL EDITION CALENDAR

PUBLISH DATE	NOVEMBER
BOOKING DEADLINE	SEPTEMBER

NPCA Digital

E-NEWSLETTERS | WEBSITE | SOCIAL MEDIA



Digital Placement Opportunities

E-NEWSLETTERS

BANNER
IN CONTENT
ANCHOR
DEDICATED EMAIL BLAST

WEBSITE

BANNER
TOWER
FOOTER
IN CONTENT

SOCIAL MEDIA

 INSTAGRAM
 FACEBOOK

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

WORLDVIEW SPECIAL BOOKS EDITION

Sponsored content (Feature, Author Interview, Multimedia) PRINT AND DIGITAL	\$5,500
Virtual Book Launch or Event (with dedicated email invitation and leads)	\$7,500
Website ads (see regular rates below)	
E-newsletter (see regular rates below)	
Social Media (see regular rates below)	

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	\$520	\$460
Webinar		\$7,500

SOCIAL MEDIA

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

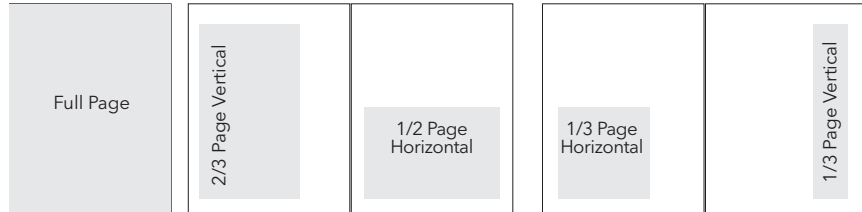
PLACE YOUR ORDER ➡

1. **Email** advertising@peacecorpsconnect.org to place an order including ad type and preferred dates
2. **Receive** an insertion order/invoice email from NPCA
3. **Sign and return** to NPCA via email
4. **Look** for an email from NPCA to make payment via [Bill.com](https://www.bill.com)

WORLDVIEW PRINT MAGAZINE

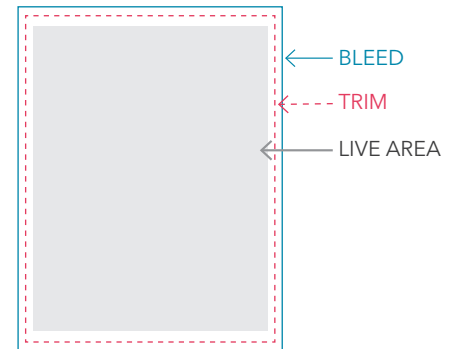
Size in Inches

Full Page	8.375 x 10.875
2/3 Page Vertical	4.750 x 9.875
1/2 Page Horizontal	7 x 4.625
1/3 Page Square	4.625 x 4.625
1/3 Page Vertical	2.25 x 9.5



File Prep

- Trim:** Keep copy and images with at least **1/4" inside trim.** (Don't use a standard size such as 8.5 x 11)
- Bleeds:** Only Full Page ads bleed. Don't add bleed to other sizes. Extend art **1/8" beyond trim for bleeds.**
- Binding:** Saddle-stitched or perfect bound, depending upon page count.
- Printing:** Web offset Format:
 • Use Adobe PDF preset: [PDF/X-1a:2001]
 • High Resolution Images—300dpi
 • CMYK



NPCA E-NEWSLETTERS

Banner
(600 pixels x 100 pixels)

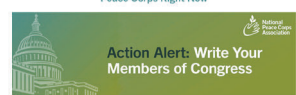
In-Content
(600 pixels x 75 pixels)

Footer
(600 pixels x 75 pixels)



YOUR AD HERE

10-Day Challenge: Be a Voice for Peace Corps Right Now



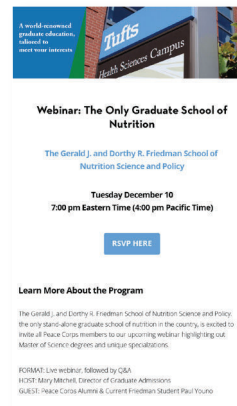
YOUR AD HERE

Growing Together: Stories from the Peace Corps



YOUR AD HERE

SPONSORED DEDICATED E-NEWSLETTERS



Your Organization

Send a dedicated email about your event or organization directly to the NPCA's exclusive subscriber base.

SOCIAL MEDIA

Up to five content section blocks with links and images (800x800 pixels) for each.

Social Media

-  **LinkedIn** post
-  **Facebook** post
-  **Instagram** (post, story or reel)

Please use standard social media specs provided by each channel on their respective websites.

PLEASE CONTACT

202.293.7728

advertising@peacecorpsconnect.org

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