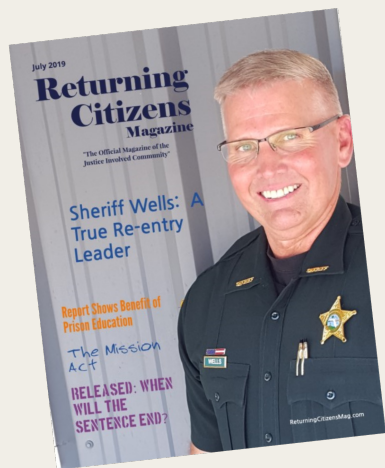


INCREASE BRAND AWARENESS

INCREASE VISIBILITY

GET IN FRONT OF YOUR TARGET MARKET

# 2020/2021 ADVERTISING RATES



# ReEntry focused

## Returning Citizens Magazine



### Who is RCM

RETURNING CITIZENS MAGAZINE is proud to be the premier publisher of the only nationally circulated monthly magazine focused on re-entry education and resources.

### What is RCM's Reach

RCM's publication reaches 400,000+ readers each **day** in which 98% are a captured audience of inmates seeking re-entry products, services, and information. In addition, RCM distributes additional digital and hardcopy issues each month to interested parties, organizations, and correctional facilities.

### Who Reads RCM

If you want to reach people with an interest in reentry information and services, RCM is the perfect advertising medium. Our readers are inmates, family members of prisoners, reentry specialist, nonprofit organizations, and officials from local, state, and federal correctional facilities.

### Our Advertising Works

Reentry focused advertisers have found that RCM is an effective and economical tool to reach the inmate population.

**\*400,000 - 1.2M**

### Daily Tablet Readers:

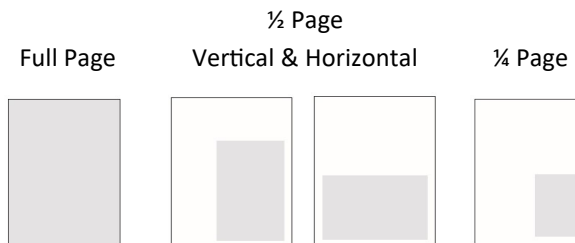
- Daily inmate tablet readers
- Reentry Educators
- Non-Profits
- Wardens
- Sheriffs
- Reentry Specialists
- Prison Chaplains
- Dept. of Corrections Leadership
- Bureau of Prisons Leadership

**\*Daily inmate population of magazine tablet readers will vary.**

## Advertising Rates

Rates are good through December 31, 2021.

Rates are per insertion.



2020 Ad Rates	1x	3x	6x	12x
Full Page	\$960	\$849	\$805	\$779
1/2 Page Horizontal	\$624	\$551	\$523	\$506
1/2 Page Vertical	\$624	\$551	\$523	\$506
1/4 Page	\$405	\$358	\$340	\$329

