



# Empowering Your Business

Advertising with the International Coaching Federation

**2024 Media Kit**





## *Thousands of professional coaches around the world are just a step away!*

We would love to discuss a strategy that fits your business to help promote your service or product with our population of professional coaches.

Founded in 1995, the International Coaching Federation (ICF) is committed to empowering the world through coaching.

Our more than 50,000 ICF members are located around the world in 150-plus countries and territories. But we're more than a membership organization; we serve several additional key aspects of the growing industry, including 50,000 coaches worldwide who hold an ICF credential, the most globally recognized coaching credential.





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**Please note:** ICF is working to upgrade its digital experience, and the ad/sponsorship opportunities may be updated at any point throughout the year.

## Contents



Reach ICF members and other current and prospective coaches by promoting your product or service on ICF's website, [coachingfederation.org](https://coachingfederation.org). Offering a wealth of resources to new and seasoned coaches, the ICF website receives substantial traffic, averaging more than 20 million page views annually.

## Website Advertising

### Ad Pricing

1 month	3 months	6 months	9 months	12 months
\$1,150.00	\$1,035.50	\$978.00	\$920.50	\$863.00

*Pricing per insertion/month and in USD. Pricing valid through December 31, 2024. Upon request, ICF can provide impressions and click-through rates.*

### Home Page Placement + Interior Page Placement

- Premium placement on the [coachingfederation.org](https://coachingfederation.org) home page.
- 2 sizes/spots to choose from (banner at bottom or the Call to Action Box Ad).
- Ads rotate between up to 25 ads.
- Each one shows for 5 seconds before rotating to the next one.
- Ads rotate randomly for the duration of the user's session.
- Includes landing page placement.

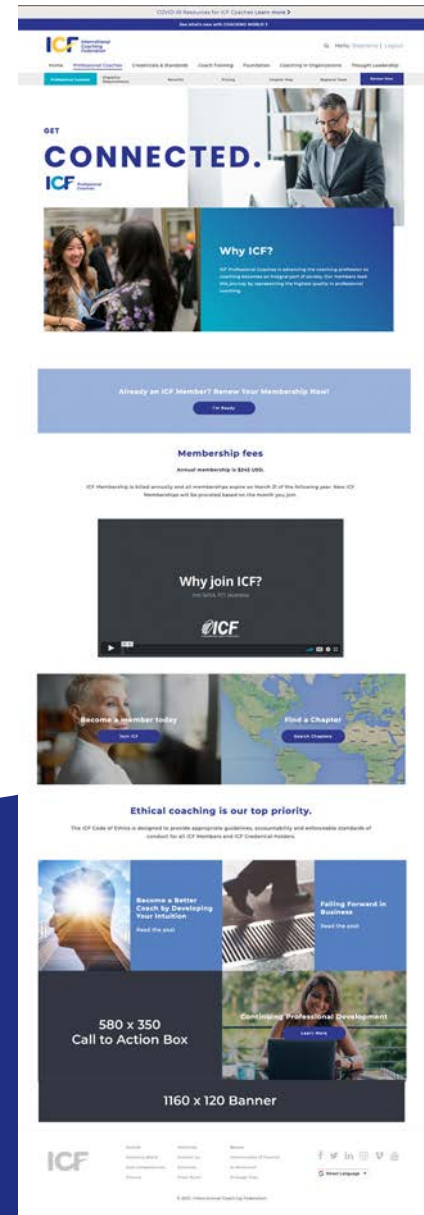
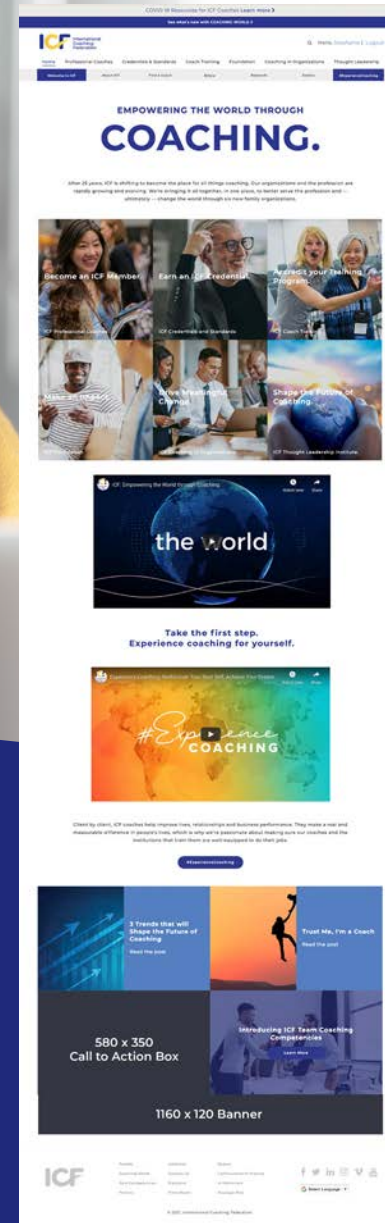
*A web page will have five ads that display in equal rotation. Using a random selection platform, each ad receives a comparable number of views per month.*





The screenshots (from left to right) show the home page (coachingfederation.org) and an interior page. Many of the interior pages with the ad option appear in the ICF Professional Coaches section of the website, where current and prospective members go to learn more about ICF and coaching.

There are two ad options from the home page placement: the Call to Action Box and the Banner Ad.



# Website Advertising



*Coaching World*, ICF's blog, is a key resource for professional coaches and managers/leaders who use coaching skills (both ICF members and non-members). Each week, it will feature an average of seven new posts from thought leaders in the fields of coaching and small business marketing and management. *Coaching World* includes content from categories including marketing, business, research, resources, training, and ethics.

Links to *Coaching World* are featured throughout [coachingfederation.org](https://coachingfederation.org) and posts are heavily featured on ICF's social media platforms. *Coaching World* has more than 30,000 views per month.

## Coaching World

### Ad Pricing

1 month	3 months	6 months	9 months	12 months
\$423.00	\$380.50	\$363.50	\$345.00	\$323.25

*Pricing per insertion/month and in USD. Pricing valid through December 31, 2024. Upon request, ICF can provide impressions and click-through rates.*

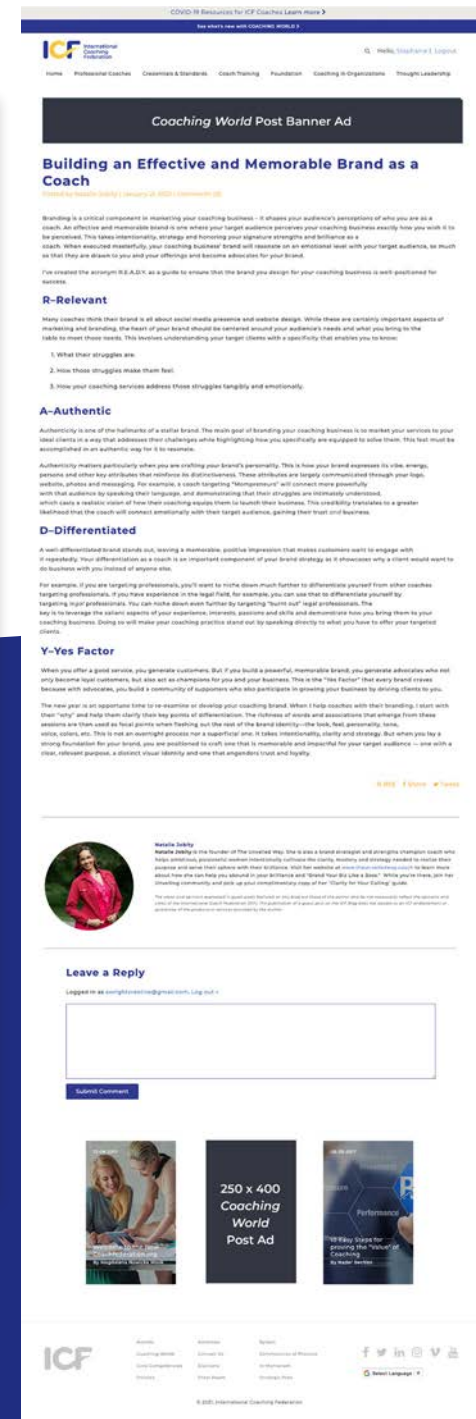
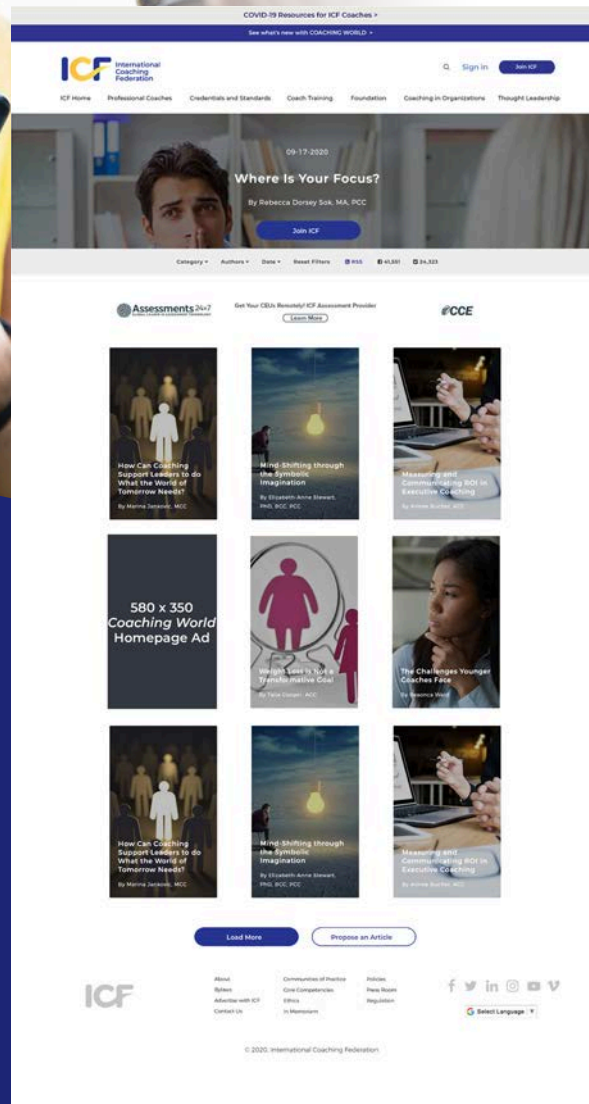
#### Home Page Card Placement + Post Card Placement

- Card ad within blog roll; an ad card will be displayed for every 12 blog cards that a user opts to "show" as they scroll.
- Card ad within blog post; an ad card will be displayed alongside two other cards at the bottom of each blog post.
- Ads rotate between up to 30 ads.
- Each one shows for 5 seconds before rotating to the next one.
- Ads rotate randomly for the duration of the user's session.

*A web page will have a variety of ads that display in equal rotation. Using a random selection platform, each ad receives a comparable number of views per month.*

The two screenshots to the right show (from left to right) the *Coaching World* Home Page Ad and the Post Ads. All *Coaching World* ads are Card Ads. The home page rotating ad will be showcased among the first 12 blog posts. The Post Ad will show on every post within the blog. Individual blog posts are promoted heavily on social media and within emails to members.

# Coaching World







Writing and publishing an article in *Coaching World* showcases your business as an expert in the industry. Sponsored articles are limited to one advertiser per month and would be featured in a space within the top 12 articles on the blog's home page. Sponsored articles are \$1,500 USD per month.

In addition, any article that is published to *Coaching World* is shared on ICF's

social media, including LinkedIn (264,000 followers), Facebook (120,000 followers), X/Twitter (33,100 followers), and Instagram (38,000 followers).

Sponsored articles must be original content only published in *Coaching World*. Articles are limited to a word count, must be written in English and will be edited by staff.

## Sponsored Articles



Once you register for the call, you will receive access to a helpful, pre-recorded informational video about the ICF Credential. Please watch this video before the call. In the video, you will receive information to access the live Q&A call.

[Read in Member News](#)

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ADVERTISEMENT

Banner Ad 1


Banner Ad 2

Banner Ad 3


Coaching Resources



**Music is the Map**  
Learn how music can be an essential resource for creating change and helping clients navigate unknown terrain.  
[Read More](#)



**How Coaching Can Create a Paradigm Shift for Employee Engagement**  
Explore how coaching can be one of the key drivers in facilitating change in employees and leaders.  
[Read More](#)



[Sponsored]

**Summary of sponsored post**

[Read More](#)  
(Link to sponsored post)

Advertising your product or service in our member communications places you directly in the inbox of thousands of coaches. ICF has more than 50,000 members. This twice-monthly email is ICF's main channel of communication with its members, containing the news and updates they need to maximize their membership.

# Member Communications



## Banner Ads

1 month	3 months	6 months	9 months	12 months
\$1,160	\$1,044	\$986	\$919	\$870

Maximum of 3 ads per email. Distribution is every 2nd and 4th Wednesday of each month. Pricing per insertion and in USD. Pricing valid through December 31, 2024.

## Sponsored Links

1 month	3 months	6 months	9 months	12 months
\$844	\$760	\$718	\$669	\$633.50

Maximum of 2 sponsored links per email. Distribution is every 2nd and 4th Wednesday of each month. Pricing per insertion and in USD. Pricing valid through December 31, 2024.



Advertising your product or service in our Chapter Leader newsletter places you directly in the inbox of thousands of coaches and leaders in the community. ICF has more than 2,000 volunteers. This monthly email is ICF's main channel of communication with its volunteers, containing the news and updates they need to run their local ICF Chapter.

1 month	3 months	6 months	9 months	12 months
\$390.00	\$351.00	\$331.50	\$309.00	\$292.50

*Maximum of 2 ads per email. Pricing per insertion/month and in USD. Pricing valid through December 31, 2024.*

## Volunteer Communications





ICF events are designed to inspire, educate, and connect the coaching community. These valuable learning and networking opportunities benefit individual coaches and help advance the profession.

In-person and virtual events offer opportunities for businesses and coaching education providers to reach participants with customized advertising

and branding. Events include, but are not limited to ICF Converge, Business Development Series, and Global Leaders Forum.

Sponsorship varies by event. To view the current events and sponsorship opportunities, visit [coachingfederation.org/event-sponsorship](https://coachingfederation.org/event-sponsorship).

## Event Sponsorship



ICF's Business Solutions Providers are a trusted resource for ICF's 50,000-plus members around the world. If you are interested in becoming an official Business Solutions Provider, please submit the application, along with proposal materials, at [bit.ly/ICFpartnerships](https://bit.ly/ICFpartnerships). Once your application is received, we will contact you to discuss a potential partnership.

## Business Solutions Providers





ICF reserves the right to refuse advertisements based on possible impacts on the ICF brand, conflict of interest, sensitivity of the message, and relevance to the coaching profession. Advertisements for non-ICF-branded conferences or events will not be sold to events considered to be in competition with ICF in regards to purpose,

membership, or time. Coaching education providers wishing to advertise must hold ICF accreditation. An individual coach practitioner wishing to advertise must hold an ICF credential and be an ICF member.

All creative must be tested and approved by ICF prior to the campaign's start. Ad campaigns may be delayed if

any required information is missing or if artwork is not properly formatted. Any element(s) not meeting specifications will be returned for revision. Creative work must adhere to any and all trademark and copyright laws.

## Policies & Guidelines

No matter where you begin, our standards never end.



No matter where you begin,  
our standards never end.



No matter where you begin,  
our standards never end.

See examples (from top to bottom)  
of the Card Ad, CTA Box Ad, and  
Banner Ad.

#### For the Logo:

- White Version of your organization's Primary Logo.
- File Requirement: 300 DPI.
- Files Accepted: PNG ONLY with transparent background.
- File Size: No restrictions.
- Logo Version: ONLY our organization's primary logo, no taglines accepted UNLESS it is just your name (see ICF logo to the right for example).

#### For the Text:

- 50 Character Maximum.
- Must NOT include Links, Codes, Websites or Phone Numbers (this should be on your landing page if it is needed).
- Must be in English.

#### Additional:

- Accredited programs will showcase their appropriate logo on the bottom of ads.

## Examples & Specs





## **Toby Bishop**

Senior Sales Director

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# **Contact**

**ICF** International  
Coaching  
Federation