



Empowering Your Business

Advertising with the International Coaching Federation

2025 Media Kit





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

Unlock the power of partnership with the International Coaching Federation (ICF), the global leader shaping the future of professional coaching. With more than 60,000 members and 55,000 credentialed coaches across 150+ countries, ICF is at the forefront of a thriving, high-impact industry dedicated to empowering people and transforming lives. By aligning with ICF, your brand gains access to a dynamic, global community committed to excellence and growth. Let's craft a tailored strategy to elevate your message within this influential network.



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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. 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, 2025. Upon request, ICF can provide impressions and click-through rates.

Home Page Placement + Interior Page Placement

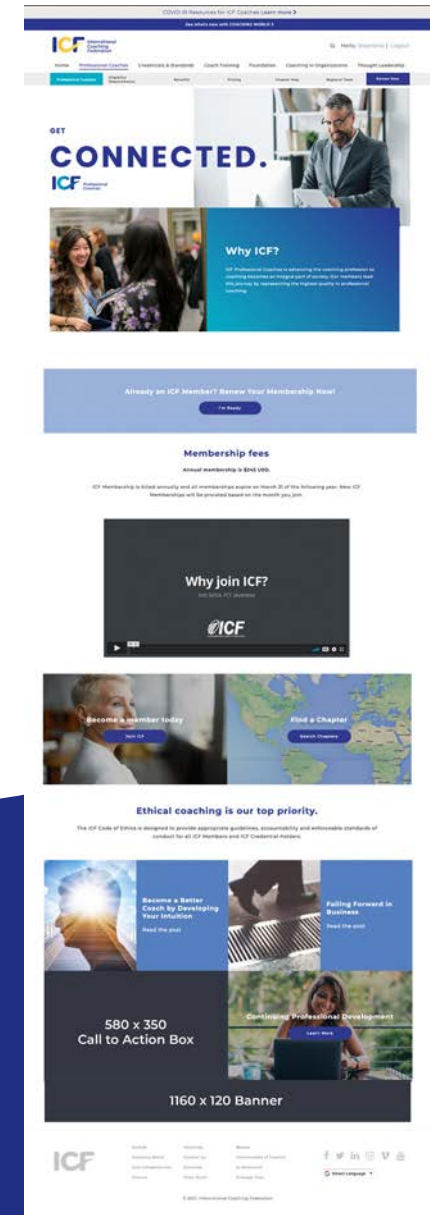
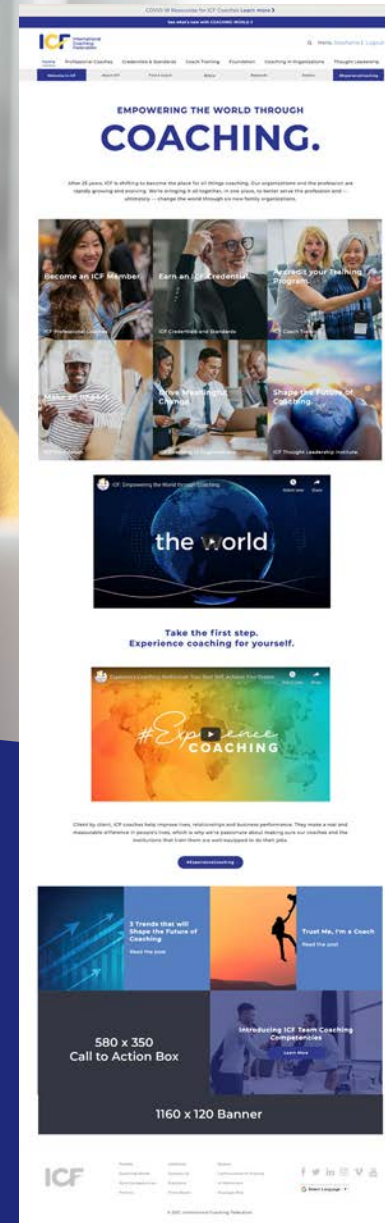
- Premium placement on the coachingfederation.org home page.
- 2 sizes/spots to choose from (banner at bottom or the Call to Action Box Ad).
- Ads rotate between up to 25 ads.
- Each one shows for 5 seconds before rotating to the next one.
- Ads rotate randomly for the duration of the user's session.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



Valuable resources. Insights. Inspiration. This is what readers find within ICF's blog, Coaching World. It serves as a hub for coaches, leaders, coaching consumers, and anyone interested in the coaching profession, promoting learning and growth.

This blog includes thought leadership pieces from seasoned coaches, success stories, case studies, and expert interviews. Articles cover a broad range of topics related to coaching, including the latest industry trends, research, best practices, and professional development tips.

Links to Coaching World are featured throughout [coachingfederation.org](https://www.coachingfederation.org) and posts are heavily featured on ICF's social media platforms.

Coaching World

Ad Pricing

1 month	3 months	6 months	9 months	12 months
\$705.50	\$634.50	\$605.50	\$575	\$538.75

Pricing per insertion/month and in USD. Pricing valid through December 31, 2025. Upon request, ICF can provide impressions and click-through rates.

Home Page Card Placement + Post Card Placement

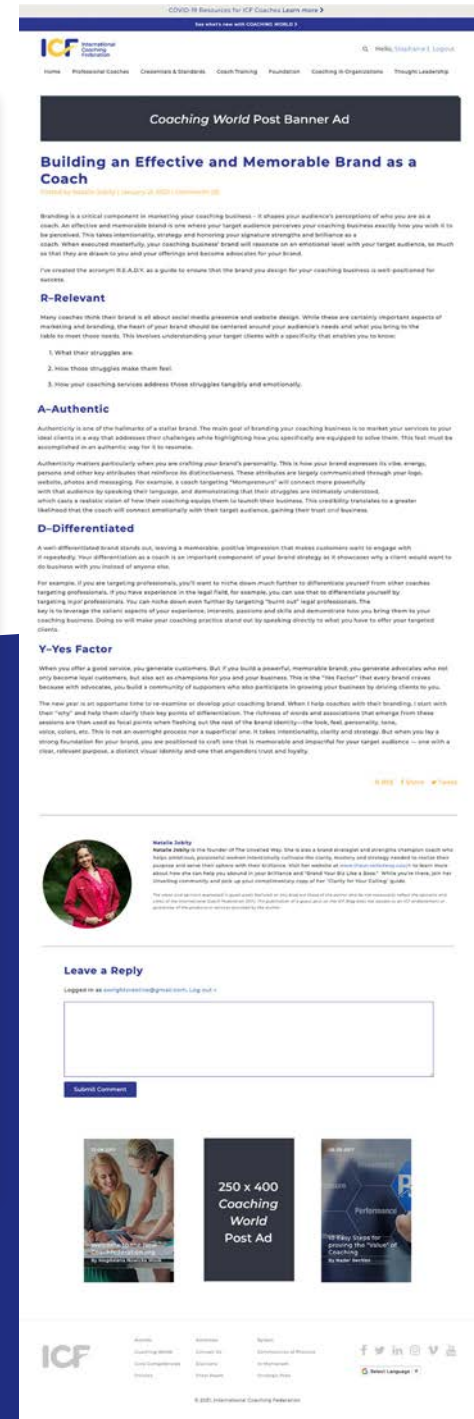
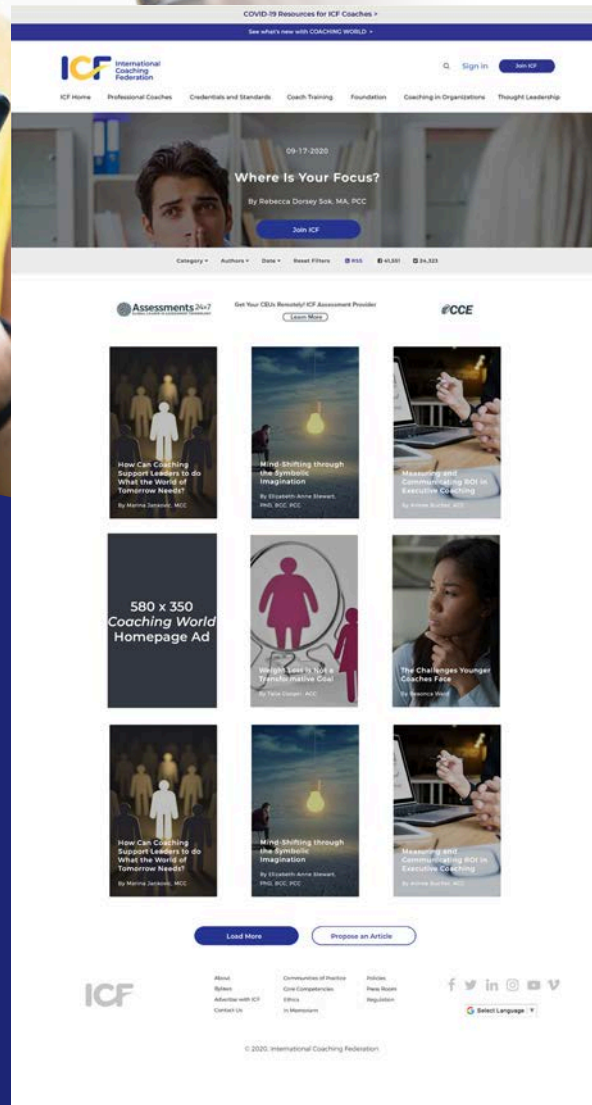
- Card ad within blog roll; an ad card will be displayed for every 12 blog cards that a user opts to "show" as they scroll.
- Card ad within blog post; an ad card will be displayed alongside two other cards at the bottom of each blog post.
- Ads rotate between up to 30 ads.
- Each one shows for 5 seconds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

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](#)


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](#)

Image and Title of Sponsored Post

[Sponsored]

Summary of sponsored post

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

Advertising your product or service in our Member Update places you directly in the inbox of thousands of coaches. With over 60,000 members, this twice-monthly email is our primary way of keeping them informed, inspired, and equipped to get the most out of their membership. By advertising here, you'll connect with a dynamic network of professionals committed to growth, learning, and leadership. Join us in empowering these dedicated coaches to make a difference worldwide.

Member Communications

Banner Ads

1 month	3 months	6 months	9 months	12 months
\$1,195	\$1,075	\$1016	\$947	\$896

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, 2025.

Sponsored Links

1 month	3 months	6 months	9 months	12 months
\$929	\$836	\$790	\$736	\$697

Maximum of 1 sponsored link per email. Distribution is every 2nd and 4th Wednesday of each month. Pricing per insertion and in USD. Pricing valid through December 31, 2025.



Promote your product or service directly to thousands of influential coaches and community leaders by featuring it in our Chapter Leader newsletter. This monthly email reaches over 2,000 dedicated volunteers who drive local chapter success and engagement. Connect with those who lead, inspire, and transform communities — right from their inbox.

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, 2025.

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. Please contact Laurin Ensslin, senior director of sponsorships and sales, to learn about the latest opportunities.

Event Sponsorship

Laurin Ensslin
Senior Director of Sponsorships and Sales
laurin.ensslin@coachingfederation.org
+1 859.219.3529



ICF's Business Solutions Providers are a trusted resource for ICF's 60,000-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. 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.



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



For General Advertising:

Toby Bishop

Senior Sales Director

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1.859.219.3560

For Event Sponsorships:

Laurin Ensslin

Senior Director of Sponsorships and Sales

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+1 859.219.3529

Contact

ICF International
Coaching
Federation