

Social Work SmartBrief

2025 Media Kit

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PARTNERSHIP WITH:



nasw

National Association of Social Workers

Developed in exclusive partnership with the **National Association of Social Workers**, NASW SmartBrief is a subscription-only news service dedicated to providing **social workers** with a **daily summary** of essential industry insights.

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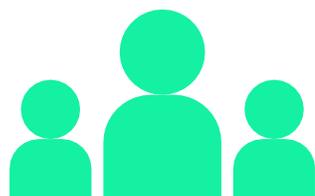
Commission for Case Manager Certification



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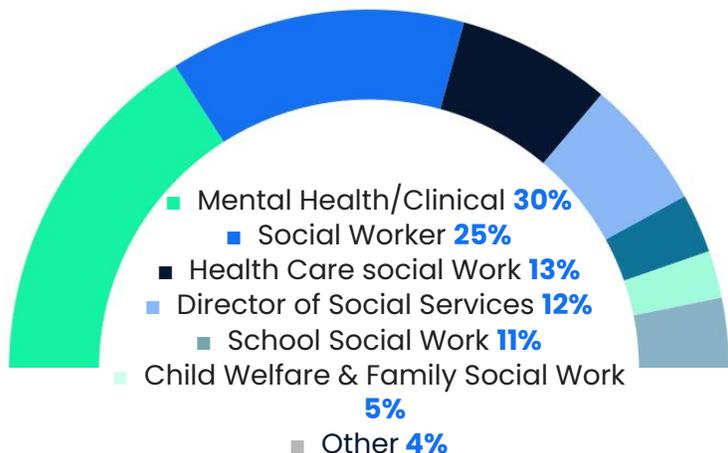


Statistics

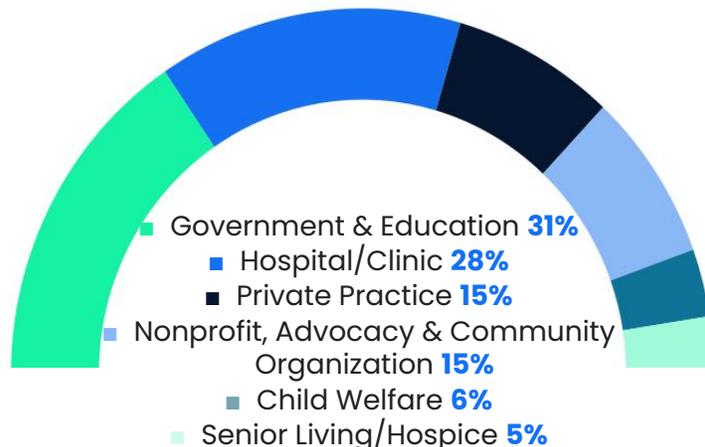


56,340 subscribers

Who Reads Social Work SmartBrief?



Social Work Readers By Service



2025 Pricing

Product Details & Advertising Examples

Product Display & Native Advertising

■ Above-the-Fold Takeover (Billboard + News 1)	\$850/issue
■ Billboard	\$650/issue
■ News 1	\$650/issue
■ News 2	\$450/issue
■ News 3	\$250/issue
■ Featured Content	\$800/issue
■ SmartSocial	\$40 CPM

■ [View Advertising Best Practices](#)

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■ 5x minimum on Display & Native Advertising

■ News Section ads include the Rectangle-Text Ad (News 1, 2 or 3) or the Video-Text Ad (+\$100 for video add on)

Exclusive Opportunities

■ Special Report Single Issue	\$4,125
■ Dedicated Send	\$7,200
■ Spotlight	\$7,200
■ Year in Review	\$6,725



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