

About Interactions Magazine

Interactions (IX) is the **bi-monthly publication on human-computer interaction**. *IX* is the official publication of ACM's Special Interest Group on Computer-Human Interaction, the largest and most influential organization in the usability and user-experience fields. *IX* reaches thousands of designers, managers, researchers and product specialists worldwide who have great influence within their own organizations, institutions, and throughout the industry.

IX, and its companion website interactions.acm.org, is the magazine for professionals interested in the connections between experiences, people and technology.

Circulation

Interactions

Print and Electronic Circulation 2,948

interactions.acm.org

Website Quickstats (September 2021–August 2022)

Sessions	245,904
Users	197,894
Page Views	314,496



Print Advertising Deadlines

Deadlines below are for the print issue of *Interactions* display ads.

Issue Date	Space Reservation	Materials Due
January/February 2023	11/11/2022	11/18/2022
March/April 2023	01/13/2023	01/20/2023
May/June 2023	03/17/2023	03/24/2023
July/August 2023	05/12/2023	05/19/2023
September/October 2023	07/14/2023	07/21/2023
November/December 2023	09/15/2023	09/22/2023

Deadline dates can and do change. For the most up-to-date deadline info please email acmm mediasales@acm.org.

Print Advertising Rates

Display Ad Size/Frequency	1X	3X	6X
4-Color–Full Page	\$3295	\$2795	\$2295
2/3 Page Vertical	2800	2300	1800
1/2 Page Horizontal	2295	1795	1295
1/3 Page Vertical	1835	1435	1035

Ad rates are Gross, and reflect 4/C process; No extra charge for bleed on full page ads and covers; Covers 2 and 4 add 20%; Cover 3 add 10%.

Mechanical Requirements

Ad Size in Inches	Width	Depth
Trim Size	8-1/8" x	10-7/8"
Bleed Size	8-3/8" x	11-1/8"
Full Page, Non-Bleed	7-1/8" x	9-7/8"
2/3 Page Vertical	4-5/8" x	9-7/8"
1/2 Page Horizontal	7-1/8" x	4-7/8"
1/3 Page Vertical	2-1/4" x	9-7/8"

Keep live matter 1/4" from trim. Offset print marks greater than 1/8". Ad files can be emailed to acmm mediasales@acm.org.

Online Advertising Opportunities

Homepage and ROS Positioning

Size	Dimensions	Rates
Skyscraper	160 x 600 IMU	\$2000/Mo
Square Ad	160 x 160 IMU	\$1000/Mo

Maximum File Size: 40K

Accepted File Types: JPEG, GIF, Animated GIF. (No Flash)

Target your marketing message to
 influential technology professionals.
Call +1-212-626-0686
 for more information.