



# Empowering Your Business

Advertising with the International Coaching Federation

## 2025 Media Kit

Updated 07.10.2025



## 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 61,500 members and 57,000 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.





# Contents

- 4 Website Advertising
- 6 Web Ad Specs & Best Practices
- 7 *Coaching World* Sponsored Articles
- 8 Member Communications
- 9 Volunteer Communications
- 10 Event Sponsorship
- 11 Business Solutions Providers
- 12 Policies & Guidelines
- 13 Contact

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





Capture the attention of ICF members, aspiring coaches, and established professionals by showcasing your brand on ICF's redesigned website, [coachingfederation.org](https://coachingfederation.org).

This fresh, dynamic platform is the ultimate destination for coaching resources, insights, and professional development, attracting a robust and engaged audience. With over 10 million page views each year, your product or service will gain unparalleled visibility among those dedicated to making a positive impact. Don't miss this exciting opportunity to be front and center on a vibrant new site that's shaping the future of coaching worldwide.

## 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

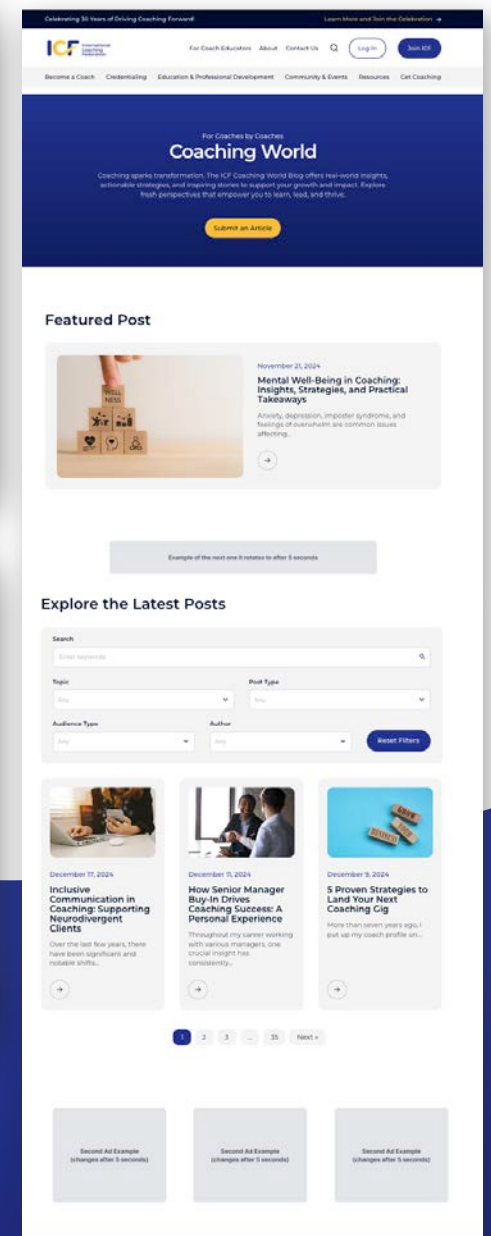
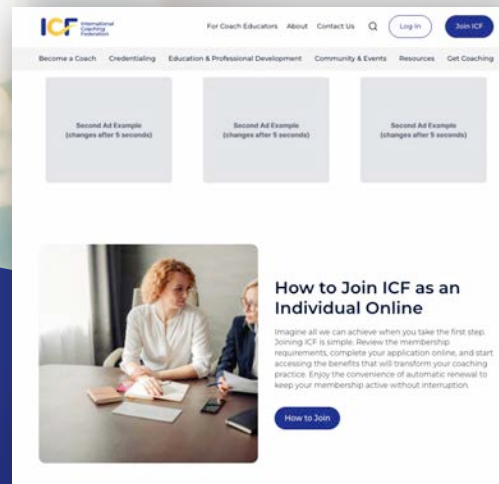
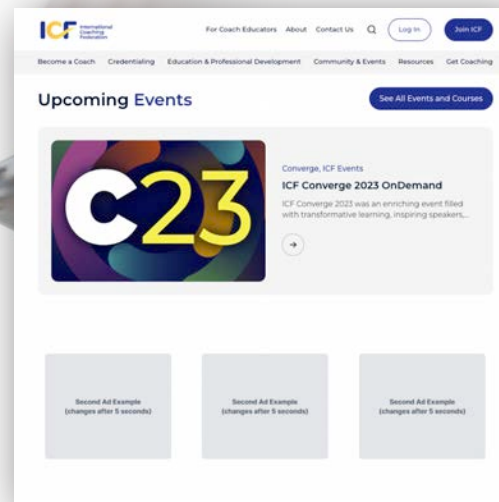
*Pricing per insertion/month and in USD. Pricing valid through December 31, 2025. Upon request, ICF can provide impressions and click-through rates.*

### Home Page Placement + Interior Page Placement + Coaching World Blog

- Premium placement on the [coachingfederation.org](https://coachingfederation.org) home page.
- Ads rotate between up to 30 ads.
- Each one shows for 10 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.*

*Our website uses cookies, which are subject to the user's consent. We recommend that advertisers supplement ICF's reporting with their own tracking to understand ad performance.*



The screenshots to the right show the home page (coachingfederation.org), an interior page, and the Coaching World landing page. Many of the interior pages with ad options appear in the membership, events, and research sections of the website.

## Website Advertising



# Web Ad Specs

- **Files Accepted:** jpg or png
- **Medium Rectangle:** 300x250 pixels

## Best Practices

### 1. Follow Ad Standards

- Adhere to industry standards, such as those set by the Interactive Advertising Bureau (IAB).
- Avoid misleading claims, offensive content, or clickbait tactics.
- Keep ad file sizes small to avoid slowing down website performance.

### 2. Keep it Visual and Clear

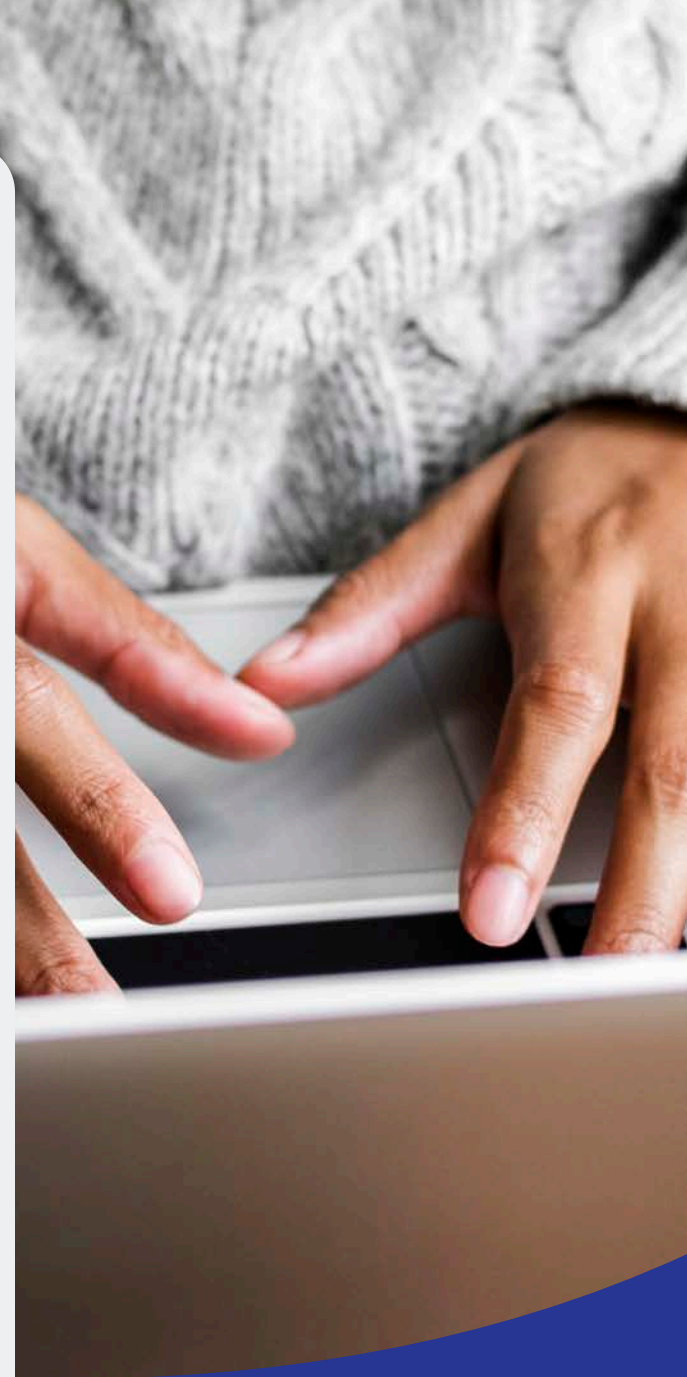
- Use high-quality images and graphics that are visually appealing and relevant.
- Keep text is legible and concise with a clear call-to-action (CTA).
- Ensure the text on your ad contrasts appropriately with the background as this will make your ad more accessible to users with disabilities.

### 3. Make Your Ad Relevant

- Match your ad content with ICF's website audience and theme to improve engagement and avoid irrelevant or jarring experiences.

### 4. Help Your Brand Stand Out

- Ensure your logo and branding are clearly visible without overpowering the design.
- Enhance brand recognition with consistent use of colors and fonts.



# Coaching World

## Blog Sponsored Articles

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.

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 are featured in the top section on the blog's home page. Sponsored articles are \$1,500 USD per month.

Sponsored articles must:

- Be original content only published to *Coaching World*.
- Offer value to the reader and cannot be overly promotional.
- Fall into one of the categories listed below.
- Meet a word count of 600-1,600 words.
- Be written in English.
- Include a focus keyword and headers.
- Have proper citations and links if you are quoting, paraphrasing, or referencing other resources.
- Not include promotional links. Promotional links may appear in the author's bio and/or your company's description.

Articles will be professionally proofread and edited to align with ICF style and SEO best practices.

### Categories

**Business Development:** Covers various aspects of establishing, managing, and growing a coaching business for external coach practitioners.

### Coaching in Organizations:

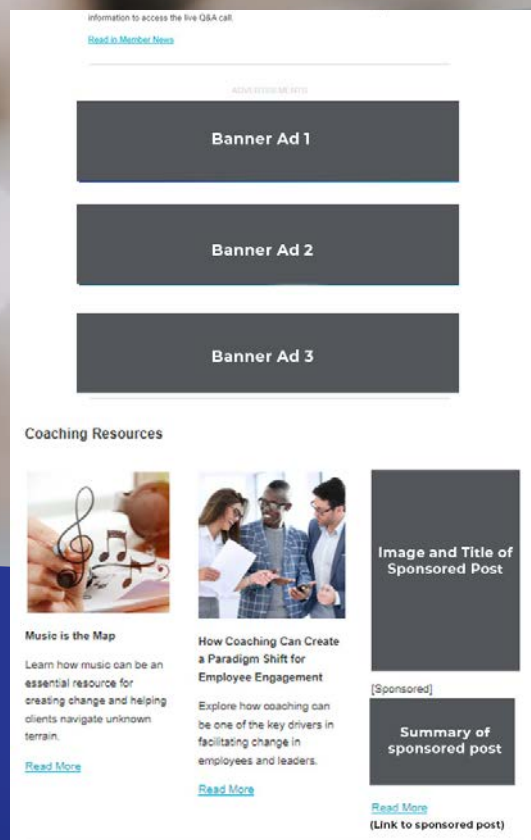
Showcases the power of coaching cultures and empowers organizations to create their own. Also includes coaching skills for leaders

### The Discovery — Your Coaching

**Career:** Anything a coach needs to know about developing on their coaching journey (from becoming a coach to flourishing as a more experienced coach).

**Experience Coaching:** Content for the coaching consumer, whether an individual or an organizational representative.

**Future of Coaching:** Forward-thinking topics, trends, and research, including technology and social impact.



Advertising your product or service in our Member Update places you directly in the inbox of thousands of coaches. With more than 61,500 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.

Laurin Ensslin  
Senior Director of Sponsorships and Sales  
[laurin.ensslin@coachingfederation.org](mailto:laurin.ensslin@coachingfederation.org)  
+1.859.219.3529

## Event Sponsorship





ICF's Business Solutions Providers are a trusted resource for ICF's 61,500-plus members around the world. If you are interested in becoming an official Business Solutions Provider, please submit the application, along with proposal materials **using this link**. Once your application is received, we will contact you to discuss a potential partnership.

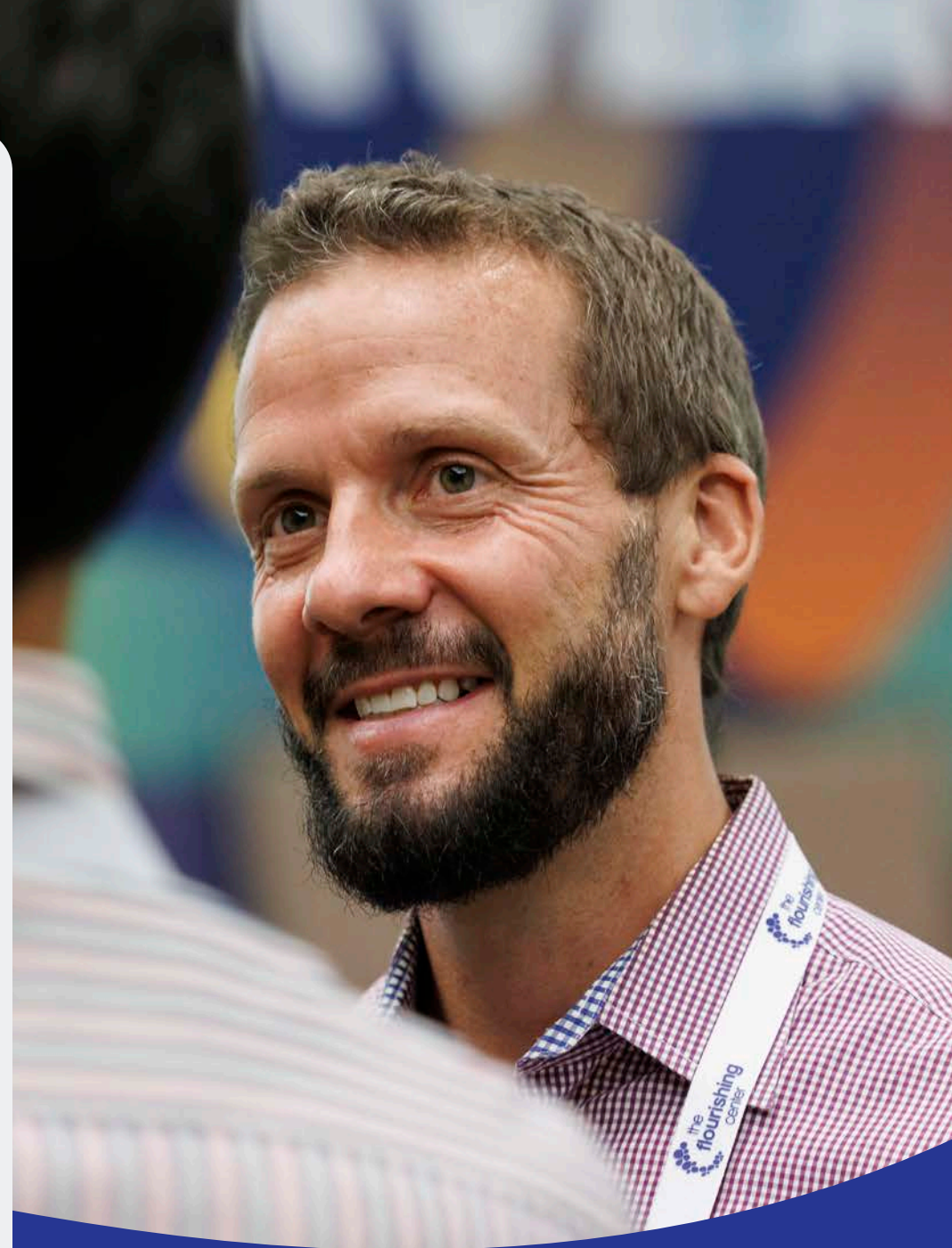
Toby Bishop  
Senior Sales Director  
[toby.bishop@coachingfederation.org](mailto:toby.bishop@coachingfederation.org)  
+1.859.219.3560

## Business Solutions Providers



# Policies & Guidelines

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 regard 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.





### For General Advertising:

Toby Bishop

Senior Sales Director

[toby.bishop@coachingfederation.org](mailto:toby.bishop@coachingfederation.org)

1.859.219.3560

### For Event Sponsorships:

Laurin Ensslin

Senior Director of Sponsorships and Sales

[laurin.ensslin@coachingfederation.org](mailto:laurin.ensslin@coachingfederation.org)

+1.859.219.3529

**Contact ICF today!**

**ICF** International  
Coaching  
Federation