

Diversity Recruitment Advertising Buyer's Guide



2024

Diversity Media Analytics
Exclusively from JobElephant



JobElephant®
Recruitment Advertising Made Easy™



JobElephant placed
506,487
Diversity Ads in 2023.

Diversity Recruitment Advertising Buyer's Guide

Exclusively from JobElephant is a comprehensive analytical view of the leading diversity publications compiled from **506,487** diversity job postings in 2023. Generalist to niche industries - higher education and specific communities.

- These were advertised across **351** different publications
- **2,273,062** impressions
- **1,825,898** clicks from applicants

Diversity Hiring with Data Driven Analytics

There are numerous diversity recruitment websites and publications available to recruiters.

But which perform the best?

The choice can be overwhelming.

Take the first step towards creating a more inclusive and diverse workplace.

(800) 311-0563
info@jobelephant.com

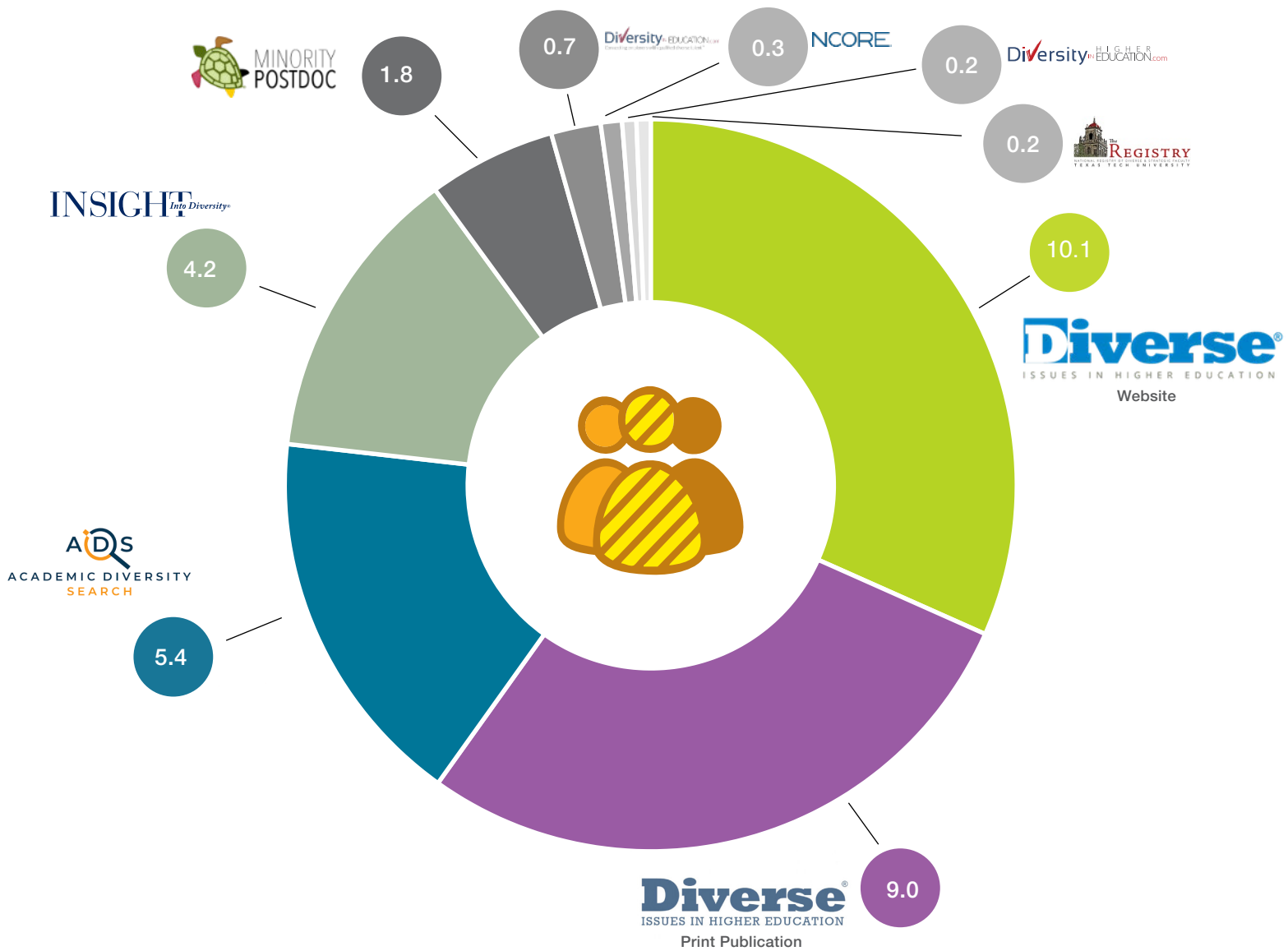




Average Clicks



Higher Education Specific



DiverseEducation.com

10.1

Diverse Issues in Higher Education

9.0

AcademicDiversitySearch.com

5.4

InsightintoDiversity.com

4.2

MinorityPostDoc.org

1.8

DiversityInEducation.com

0.7

NCORE.OU.edu

0.3

DiversityinHigherEducation.com

0.2

TheRegistry.TTU.edu

0.2

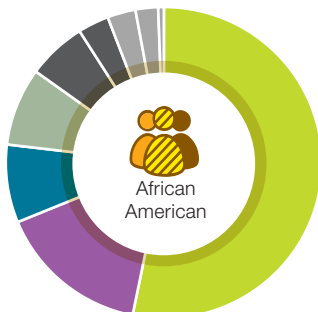


Average Clicks

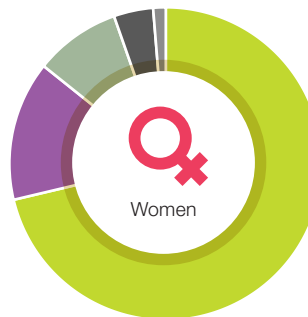


Community / Higher Education Specific

JBHE.com	18.4
aabhe.education	5.4
nabse.org	2.8
BlacksInHigherEd.com	2.8
BlackPHDNetwork.org	2.1
TheBlackScholar.org	2.0
TheHBCUCareerCenter.com	1.1
NAAAS.org	1.0
HBCUA.com	0.8
NCBSonline.org	0.2
abwhe.org	0.0
BlackPhD.com	0.0
theleagueonline.org	0.0
HBCUcareers.com	0.0



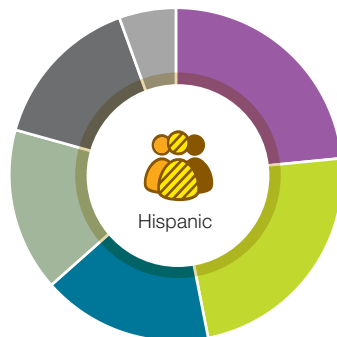
TitleXjobs.com	38.5
HigheredWomen.com	7.8
WIARreport.com	4.8
WomenAndHigherEd.com	2.2
WIHE.com	0.7



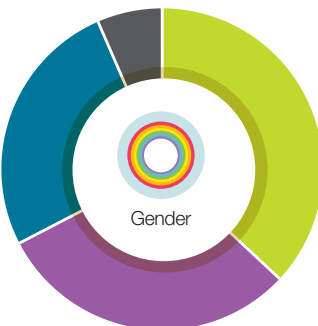
DeafEducationJobs.com	56.4
AHEAD.org	6.1
DisabledInHigherEd.com	1.8
ceasd.org	0.0



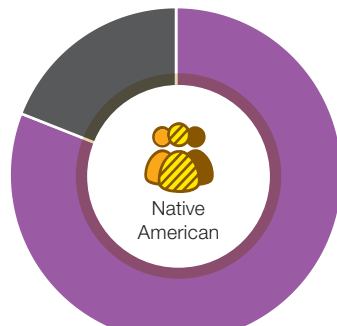
HACU.net	3.4
HispanicOutlook.com	3.4
LatinosInHigherEd.com	2.4
AAHHE.org	2.3
HispanicsInHigherEd.com	2.2
ccolegas.org	0.8



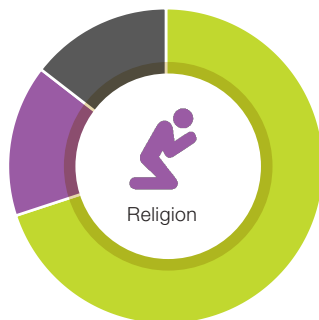
LGBTInHigherEd.com	1.7
LGBTcampus.org	1.4
LGBTQPresidents.org	1.2
CampusPride.org	0.3



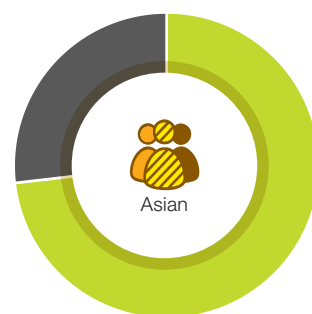
NativeAmericansInHigherEd.com	1.7
TribalCollegeJournal.org	0.4



VeteransInHigherEd.com	2.1
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AssociationForJewishStudies.org	13.5
NCEA.org	3.0
CCMANet.org	2.8



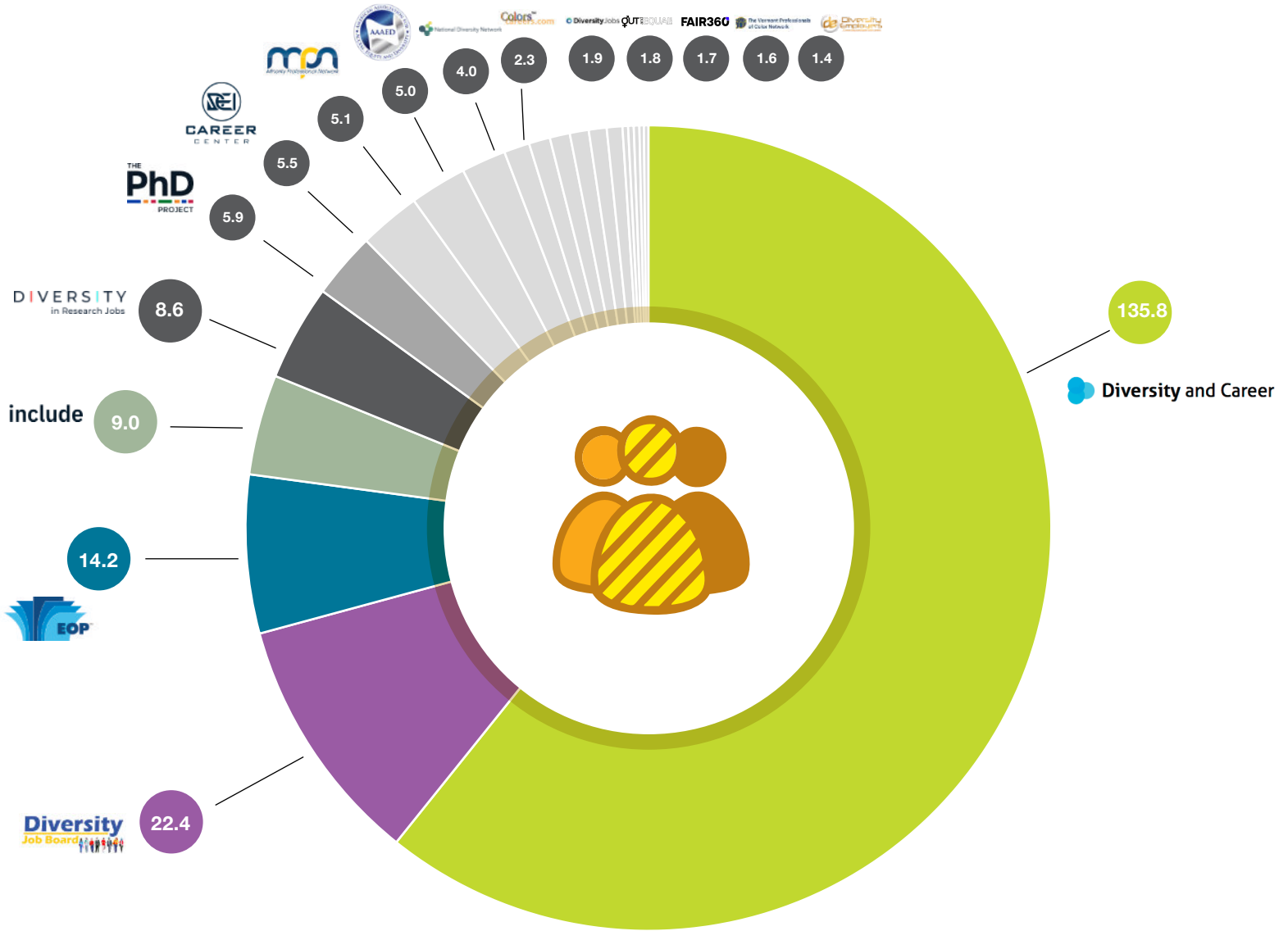
APAHE Conference Program	6.0
AsiansInHigherEd.com	2.2



Average Clicks

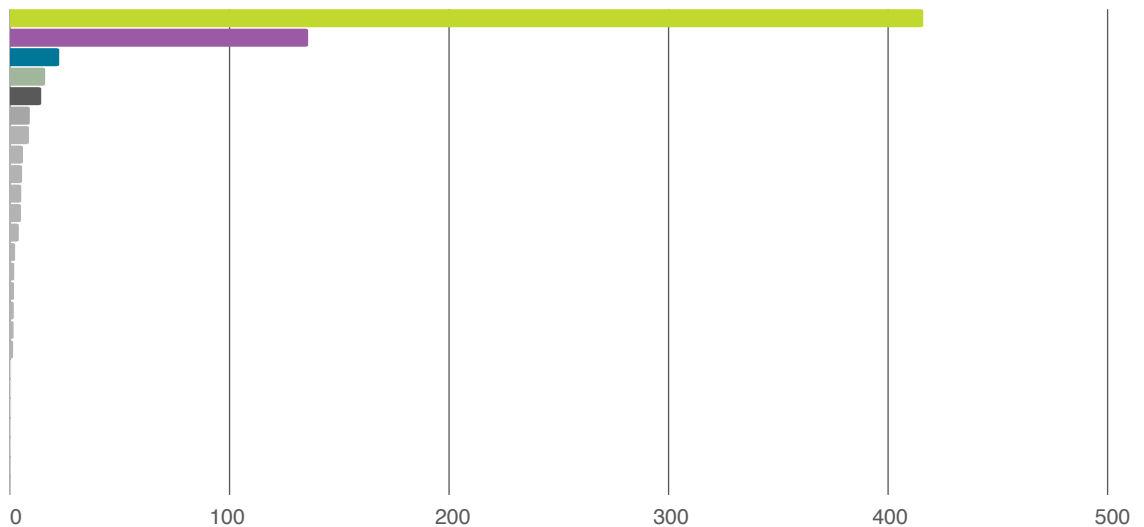


Non Industry Specific



DiversityandCareer.com
DiversityJobBoard.com
EOP.com
include.io
WileyJobNetwork.com
PhDProject.org
DEICareer.com
MPNDiversityJobs.com
NationalDiversityNetwork.com
ColorsCareers.com
DiversityJobs.com
OutandEqual.com
DiversityInc.com
vt poc.net
DiversityEmployers.com
IMDiversity.com
AAAED.org
WorkplaceDiversity.com
DiversityWorking.com
Diversity.com
EmployDiversity.com
NEMnet.com

135.8
22.4
14.2
9.0
8.6
5.9
5.5
5.1
4.0
2.3
1.9
1.8
1.7
1.6
1.4
0.5
0.5
0.5
0.4
0.4
0.3
0.2



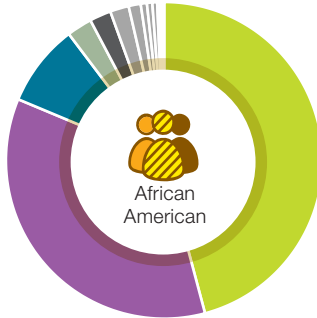


Average Clicks



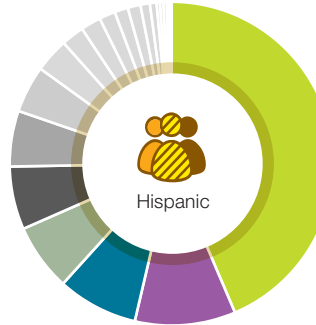
Community Specific / Non Industry Specific

OCBCJobs.com	167.5
SDBCjobs.com	129.5
BlackJobs.com	30.7
AAENBayArea.org	9.4
HBCUconnect.com	8.0
TheSkanner.com	7.0
baystatebanner.com	4.5
BCWNework.com	2.3
NAACPProv.org	1.8
Toledo Journal (Print)	1.0
NAACP.org	1.0
BlackPerspective.com	0.6
NUL.org	0.4
BlackCareers.org	0.0
hireblack.com	0.0
AfricanAmericanHires.com	0.0
Hispanic-Today.com	0.0



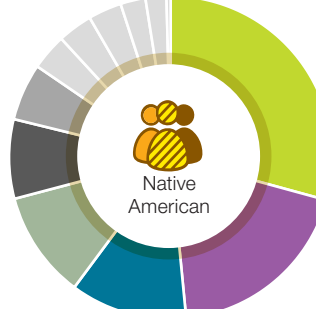
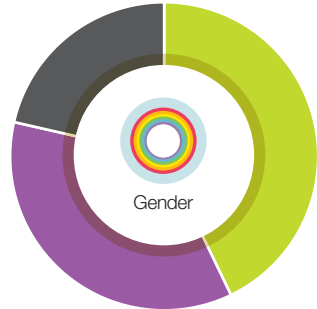
NAAAP.org	11.9
AsianHires.com	0.0
Asian-Jobs.com	0.0

DeafJobWizard.com	22.4
DSPSJobs.com	16.3
RID.org	7.7
DisabledPerson.com	5.7
ASLInterpreterJobs.com	3.7
ExceptionalChildren.org	3.0
abilitylinks.org	2.5
deafdigest.net	2.5
agbell.org	2.4
RecruitDisability.org	2.0
DisabilityConnect.com	1.0
dmec.org	1.0
AbilityJobs.com	0.7
AAPD.com	0.0



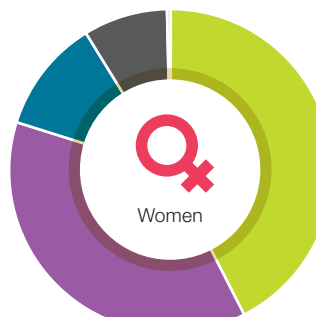
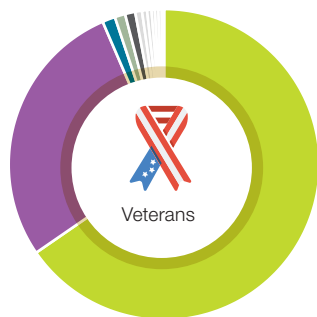
ChicagoLatinoNetwork.com	65.0
hispanicjobsite.com	15.0
HispanicJobs.com	12.0
elclasificado.com	10.0
ALPFA.org	9.4
Prospecta.org	8.3
Saludos.com	7.0
hpgm.org	5.1
HACEonline.org	3.0
hlpa.com	2.4
CientificoLatino.com	2.0
hmccoregon.com	1.9
LatPro.com	1.4
hispanicpro.com	1.0
AllHispanicJobs.com	0.5
Hispanic-Jobs.com	0.5
iHispano.com	0.5
HispanicDiversity.com	0.4
La Voz Hispanic Newspaper	0.2
ProDivNet.com	0.1
La Voz Hispana (Print)	0.0
Nuevas Raices (Print)	0.0

pink-jobs.com	1.0
LGBTConnect.com	0.6
AllLGBTJobs.com	0.0



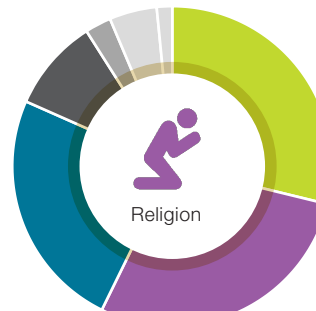
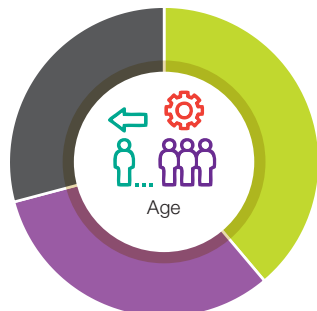
indian-affairs.org	21.0
windspeaker.com	13.8
ICTNews.com	8.4
AboriginalJobSearch.ca	7.7
AlaskaNativeHire.com	5.7
nativehire.org	4.1
aboriginaljobboard.ca	2.6
NIEA.org	2.5
Navajo Times	2.4
NativeAmericanJobs.com	1.8
IndigenousProfessionals.org	1.5
indianz.com	0.3

VeteranJobMatch.com	186.0
MilitaryJob.com	80.0
HireHeroesUSA.org	3.8
JOFAV.com	3.1
RecruitMilitary.com	3.0
nvf.org	2.0
Military.com	1.5
HireAHero.org	1.3
HirePatriots.com	1.0
MilitaryVetJobs.com	1.0
VeteranJobListings.com	1.0
HireVeterans.com	0.4
MilitaryHire.com	0.3
WorkforWarriors.org	0.0
USMilitaryPipeline.com	0.0
VeteransConnect.com	0.0



PWOCN.org	11.6
WomensJobList.com	10.2
WomenForHire.com	3.1
AdvancingWomen.com	2.3
gowifm.org	0.1
fortefoundation.org	0.0
WeHireWomen.com	0.0

Workforce50.com	4.0
AARP.org	3.3
Seniors4Hire.org	3.0



AmericaMagazine.org	24.0
JewishCareers.com	23.7
CCCU.org	20.3
JewishJobs.com	7.8
CatholicJobs.com	2.2
nalm.org	4.0
ctsa-online.org	1.3



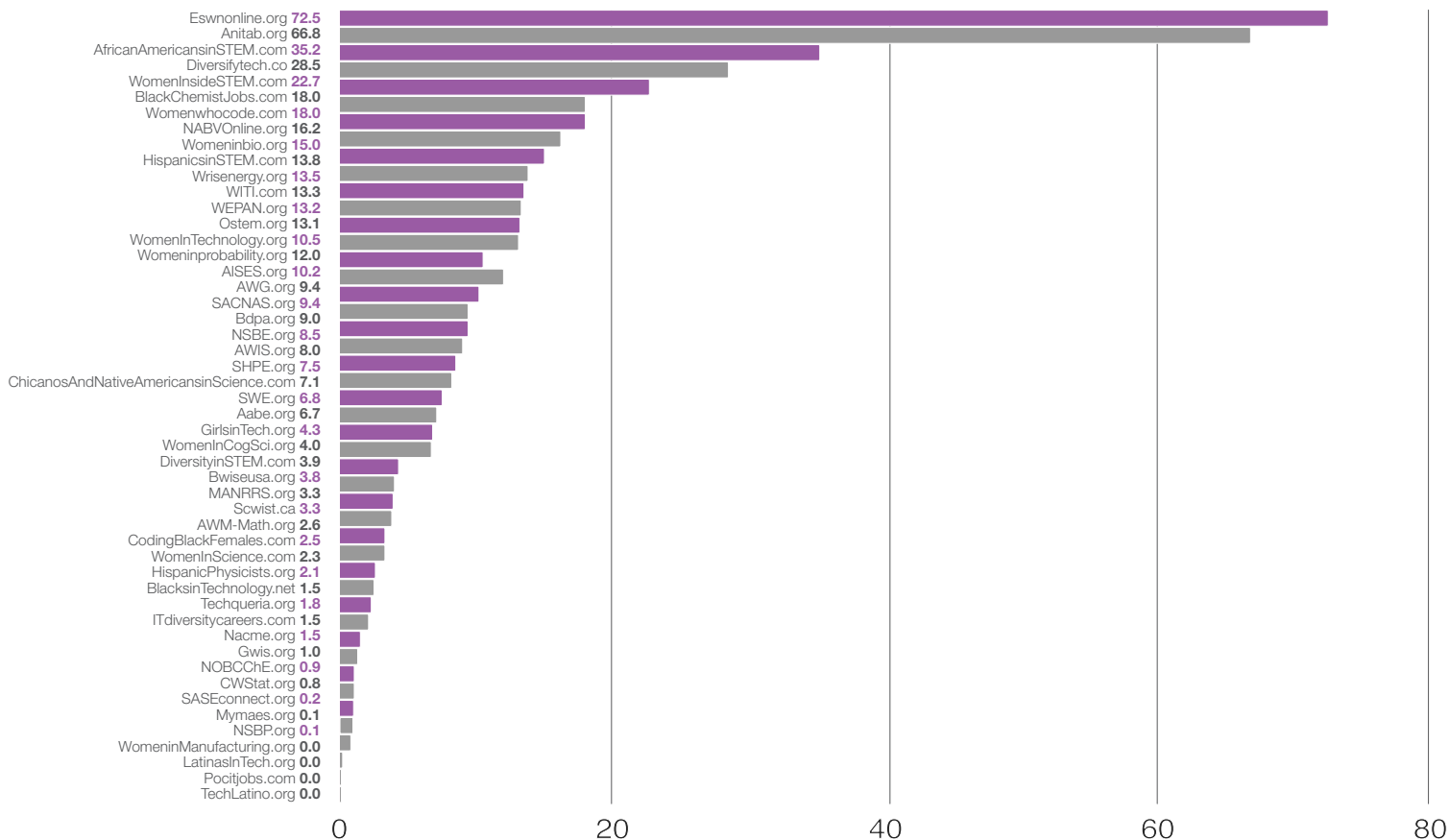
Average Clicks



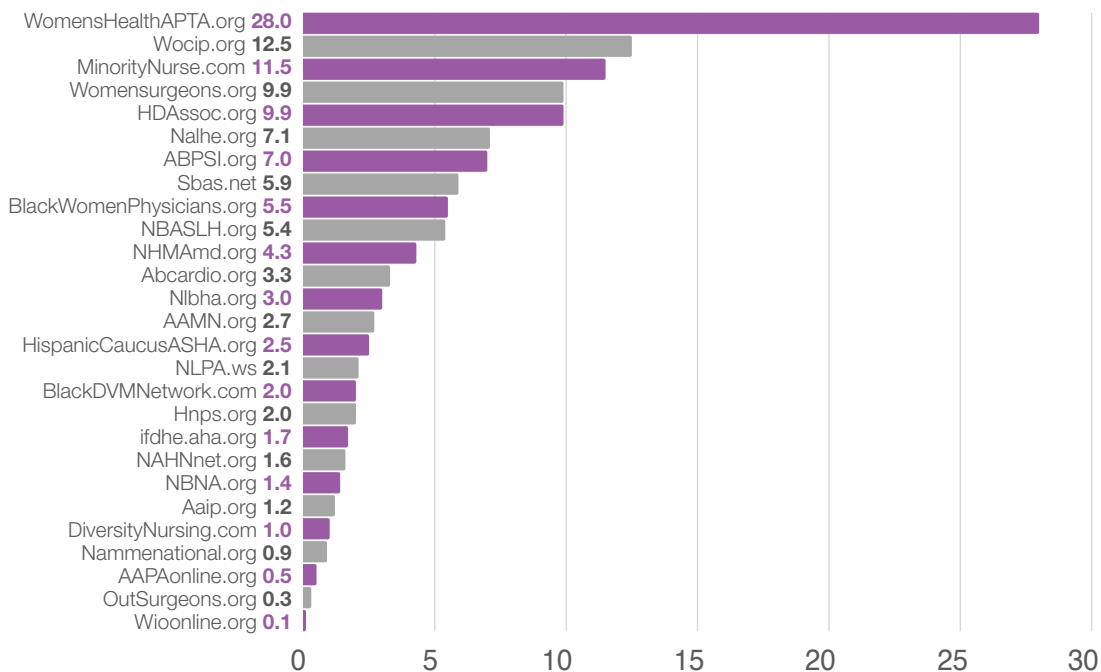
Multiple Communities / Niche Industries



STEM / Science



Nursing / Medical / Healthcare





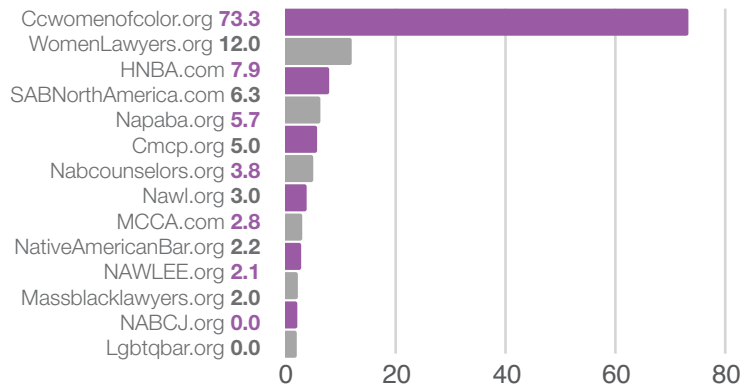
Average Clicks



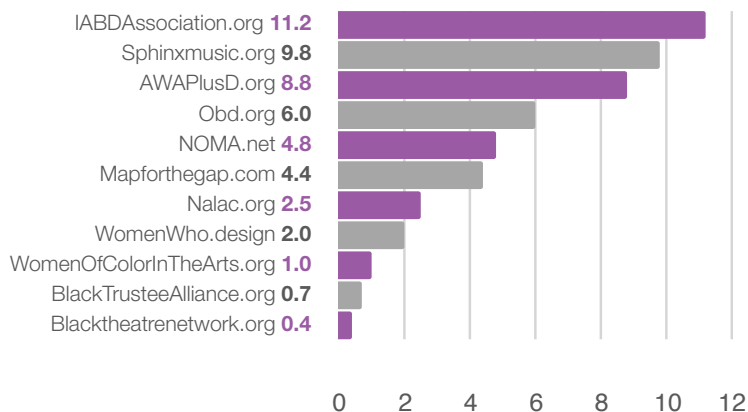
Multiple Communities / Niche Industries



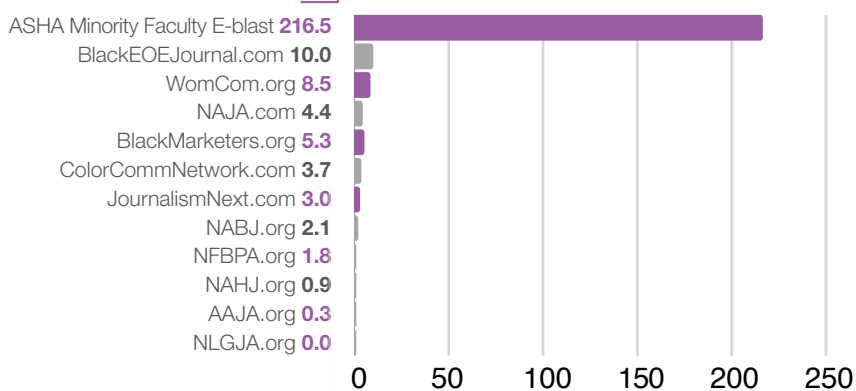
Law



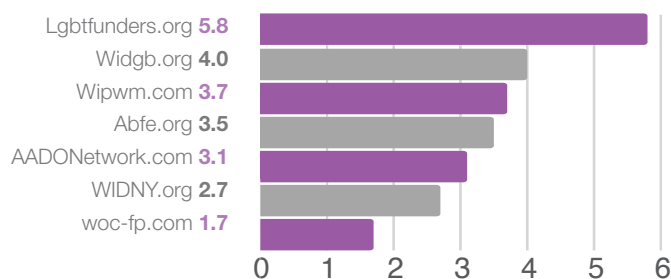
Arts



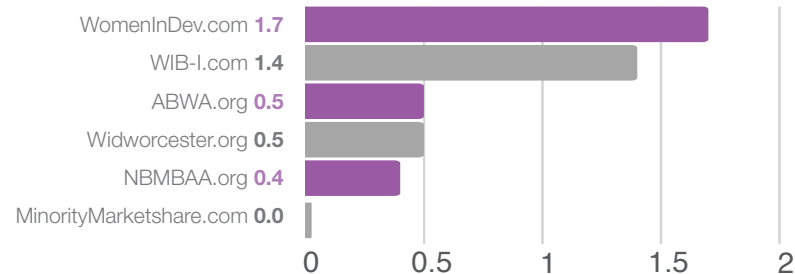
Communications



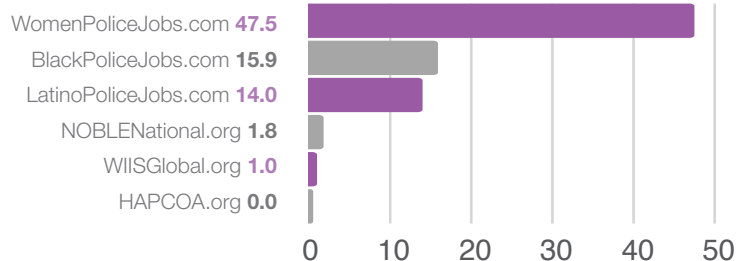
Non-Profit Development



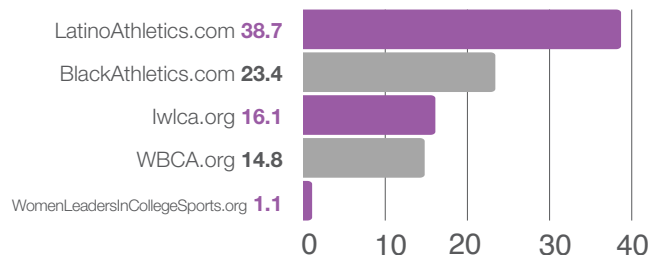
General Business



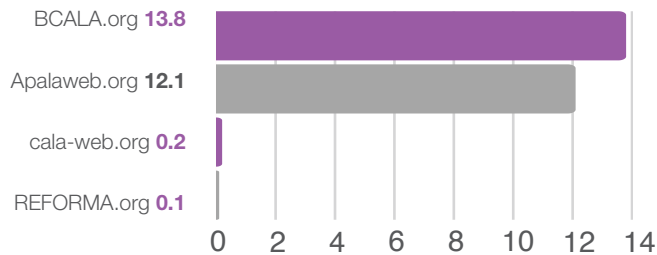
Law Enforcement



Athletics



Librarians





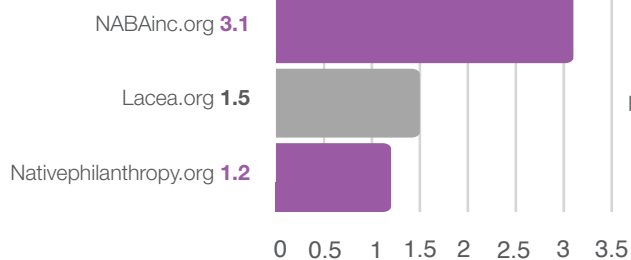
Average Clicks



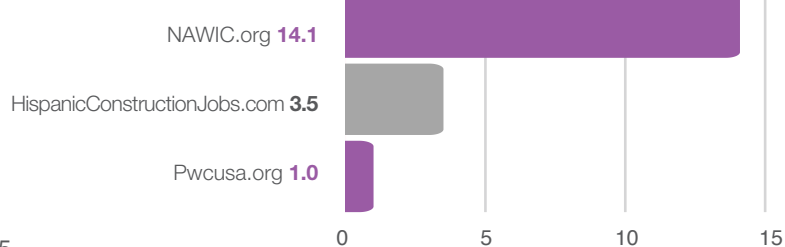
Multiple Communities / Niche Industries



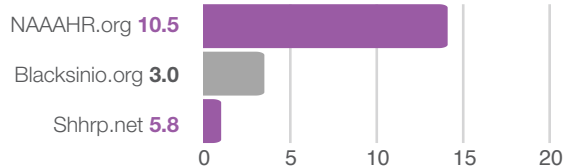
Accounting/Finance



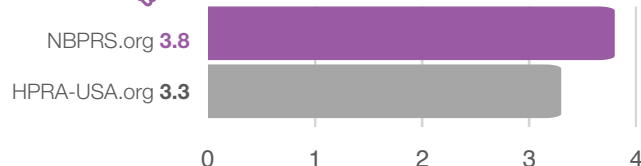
Construction



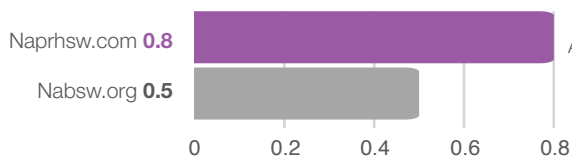
Human Resources



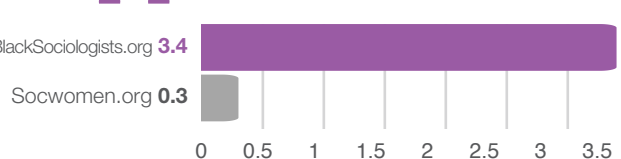
Public Relations



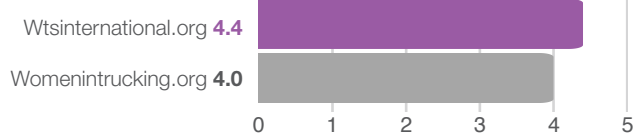
Social Work



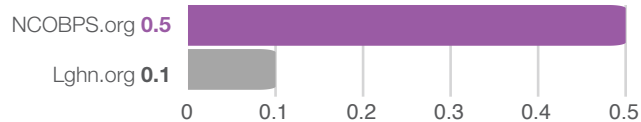
Sociology



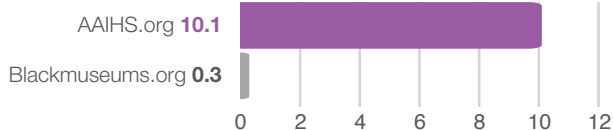
Transportation



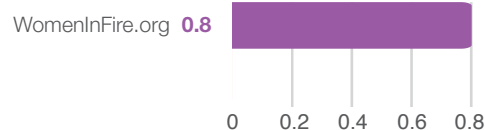
Political Science



History



Fire Services



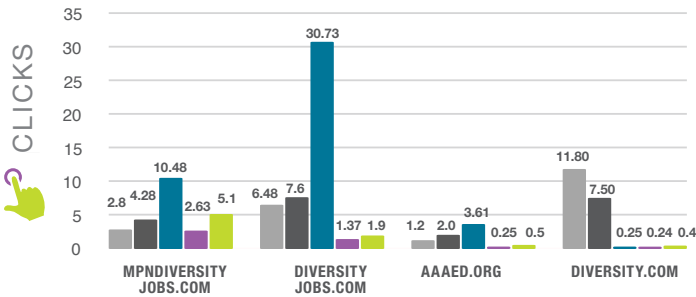


Multiple Communities / Multiple Niche Industries

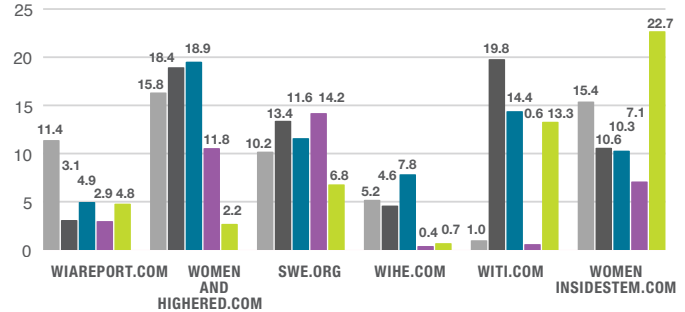
Average Clicks Over 5 Years



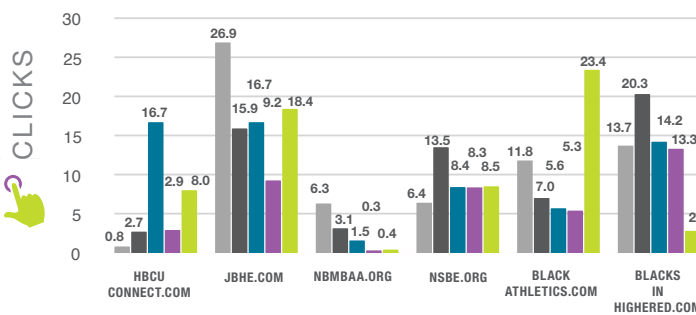
GENERAL BUSINESS



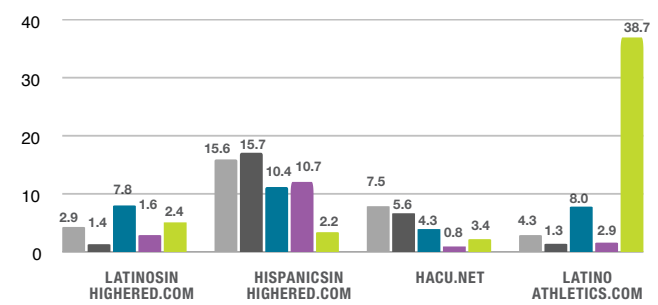
WOMEN / HIGHER ED



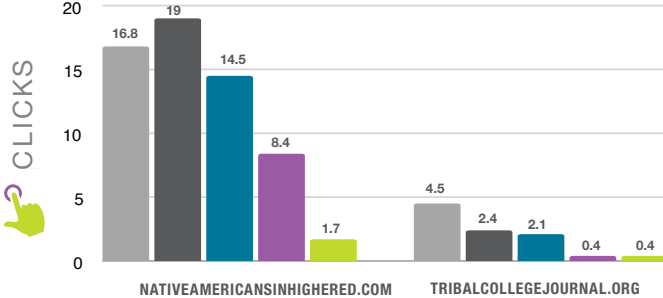
AFRICAN AMERICAN / HIGHER ED



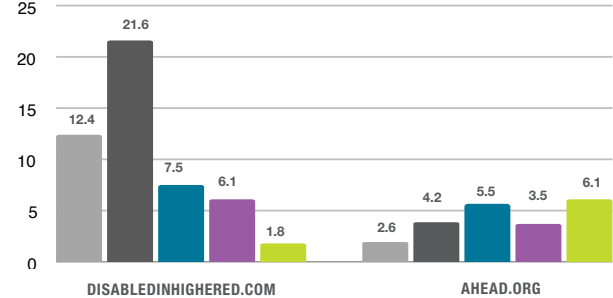
HISPANIC HIGHER ED



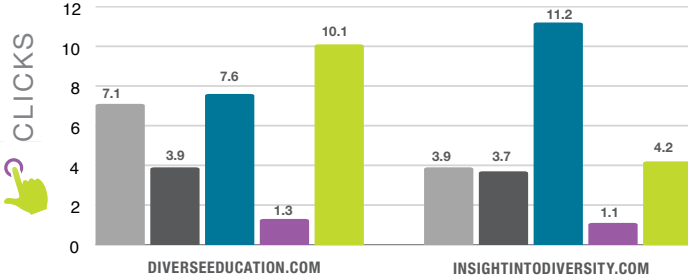
NATIVE AMERICAN HIGHER ED



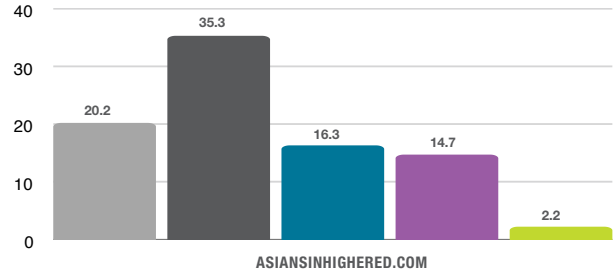
DISABILITY HIGHER ED



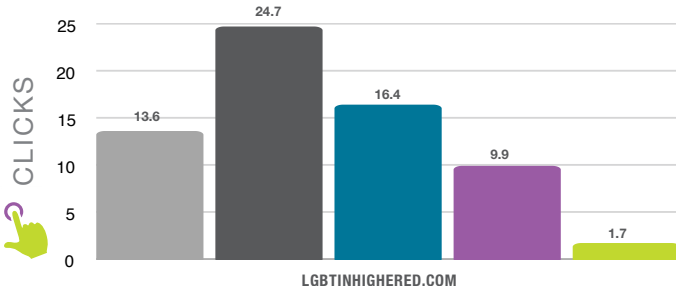
GENERAL HIGHER ED



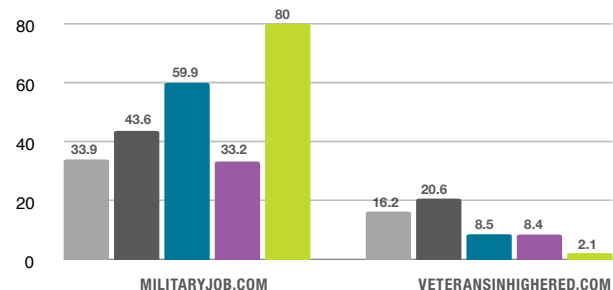
ASIANS HIGHER ED



LGBTQ HIGHER ED



VETERANS / HIGHER ED





Recruitment doesn't have to be hard.

JobElephant Makes It Easy.

With over two decades of experience in recruitment advertising, we've mastered the art of targeted job ad placement and post hundreds of advertisements per hour — all the while deploying analytical tools to ensure maximum efficacy of every ad we run.

JobWrap

Core Services:

Automation: Are you on a JobWrap? Feeds, Sweeps, Scrapes – whatever you want to call it, JobElephant has the technology to keep all of your job postings current every business day.

c|PORTAL®

Self Service: JobElephant's customer portal, cPortal completes the circle of customer service at JobElephant, allowing clients the ability to access their orders 24/7.

apptrkr®

Tracking: JobElephant has developed AppTrkr, a proprietary solution to track the response rate of ANY recruitment ad to inform an effective campaign strategy. JobElephant can help interpret the tracking data we record so you know which publications are performing the best.

HORTON®

Recommendations: Get out in front of your upcoming searches with Horton® Advertising Recommendation Engine. The results are the top posting options in terms of lowest CPC (Cost Per Click) specific to your open position.

Diversity

Diversity Recruitment Advertising Buyer's Guide: Exclusively from JobElephant is a comprehensive analytical view of the leading diversity publications. Generalist to niche industries.

Pricing

No Extra Fees: Most advertising agencies charge extra fees to place ads for you. JobElephant does not. You get the benefits of a full service advertising agency without paying a dime more than doing the work yourself!

Learn More: 800.311.0563 • [JobElephant.com](https://www.jobelephant.com)