

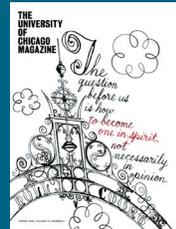


League Magazine Network

Affluence. Influence. Readers for Life.



Brown • Cornell • Dartmouth • Princeton • Stanford • University of Chicago • University of Pennsylvania • Yale



2021 Media Kit



genuinely connected

To 4.4 million affluent readers, the eight magazines of the Ivy League Magazine Network are more than just alumni magazines. They connect their readers with the schools they love, creating a genuine, lifelong connection through award winning editorial that keeps them up-to-date and informed.

With news-worthy articles across the arts, science and technology, business, politics and culture, the magazines hit on the unique passion points of their readers, some of the most influential movers and shakers in every corner of society.

These influential innovators were driven to succeed in school and have achieved success. They have the ability and unmatched buying power to indulge in their dreams to live the life they want.

Connect with this hard-to-reach audience with The Ivy League Magazine Network, a group of uncommon magazines and websites that delivers,

- Readers with a unique emotional connection to the magazines.
- The most affluent, influential and best-educated audience in print.
- Thought-provoking, broad interest editorial that balances intellectual substance with compelling human interest.

“The Ivy League Magazine Network’s readership is perfectly in sync with Canon’s target audience of upscale, educated consumers. Our EOS Digital SLR cameras’ leading-edge technology can best be appreciated by the Network’s readers, and this is supported by our ad response tracking.”

Director, Marketing Services Division
Canon U.S.A., Inc.



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at a glance

MISSION: The mission of the Ivy League Magazine Network is two-fold. We connect with our audience via engaging and relevant editorial that informs their personal and professional development, and we connect them with each other with updates on their personal and professional lives, all by keeping them linked to the schools they love. In turn, we provide advertisers with an unparalleled editorial environment of trust and respect in which to place their messaging, and access to the most premium consumers available.

FREQUENCY: 6x

RATE BASE: 1,019,000

AUDIENCE:	Affluent Audience: 4,374,000	Average Net Worth: \$3,281,775
	Median Age: 50 Years	Net Worth \$1MM+: 70%
	Male/Female: 58%/42%	C-Suite: 46%
	Average HHI: \$550,799	Professional/Managerial: 88%
	Median HHI: \$201,018	

WHAT YOU SHOULD KNOW:

- 20%** of U.S. Governors hold an Ivy degree.
- 100%** of the Supreme Court justices hold an Ivy degree.
- 25%** of U.S. Senators and 14% of members of the U.S. House hold Ivy degrees.
- 25%** of the CEOs of Forbes 800 companies hold an Ivy League degree.

Sources: Fall 2020 IPSOS Affluent Survey, ILMN Research, University Records

TRIALS BY FIRE

*While the mysterious new disease spread,
UChicago Medicine researchers brought long-held expertise
to a new common cause: helping COVID-19 patients.*

outstanding editorial quality

The magazines of the Ivy League Magazine Network are published at some of the most respected universities in the world. Contributors include the finest minds of our time.

The award-winning Ivy magazines engage readers by covering a wide spectrum of broad-based interest topics including news on groundbreaking research, the achievements of noteworthy alumni and commentary on timely business, social, and political issues. Their goal is to educate, entertain, and provoke thought, all with an inside view from institutions with which the alumni have a special, lifelong relationship.

“I’m very devoted to the alumni magazine. I think Brown Alumni Magazine does an extraordinary job of creating an incredibly relevant magazine. If you picked it up and had no idea that it was about Brown University graduates or students, you’d still be incredibly interested. He takes the most important topics of the day and finds a connection to the university. I think we have a world-class alumni magazine.”

Dana Cowin, Editor-in-Chief, Food & Wine magazine, Brown Alumna



ivy magazines are different

Ivy Leaguers have a unique relationship with their alumni magazines. They read the magazines cover to cover to stay connected with the schools that started their journey to the top. With a low ad-to-edit ratio that provides an uncluttered advertising environment your ad gets seen and read by the most engaged consumers available. Our readers agree...

My alumni magazine is important to me	89%
It is the primary way I stay connected to my school	76%
It is one of my favorite magazines	75%
I read it as soon as it arrives in my mailbox	73%
It is an inspiring publication	78%
Took action as a result of seeing an article or ad	89%

Ivy League Magazine Network Audience Survey

“This anniversary issue of *Dartmouth Alumni Magazine* leads with an elegant cover design that lures readers into exploring a whopping 172 pages of great content. While 51 of those pages are Class Notes, the rest impeccably tell the stories of Dartmouth’s past and future. It’s evident that the staff dug hard to unearth letters and photos — the history — that are the backbone of the issue. For a sense of what tireless attention to each detail of the editorial and design process looks like, read this issue. From the cover, to the themed content, to the mix of original images, this entry is a celebratory tour de force.”

Tabbie Award Judge - Silver Winner Best Single Issue: Dartmouth Alumni Magazine, January-February 2019 issue



who are our readers?

They are loyal, influential and at the pinnacle of their fields.

AFFLUENT

- The ILMN reaches more “Ultra Affluent” readers, (those with a household income of \$500K+) than any other publication.
- The ILMN is the top publication for reaching High Net Worth Affluents - those living in households with a net worth of \$5MM+ (1.1 million readers in total).
- More ILMN readers have at least \$500,000 sitting in their savings/checking accounts at this very moment than any other publication.
- ILMN readers, in aggregate, have \$3.7 trillion in investable assets, making them one of the most valuable media outlets out there.

LUXURY

- ILMN readers’ households spend over \$639 billion on products and services annually (in aggregate), which ranks #21 among all publications and is higher than the national GDP of at least 173 nations.
- ILMN also ranks #1 in terms of total dollars spent in a variety of luxury categories, including watches and jewelry, boats, art, fragrance and vehicles to name a few.

THOUGHT LEADERS

- The ILMN ranks #1 of all publications in reaching C-Suite readers (1 million readers in total).
- More ILMN readers have run for a public office than those of any other publication (413,000 in total).
- ILMN readers are more than 3x as likely as the average affluent adult to have a doctorate degree. In fact, we have more doctors than any other publication (752,000 in total).

LOYAL READERS

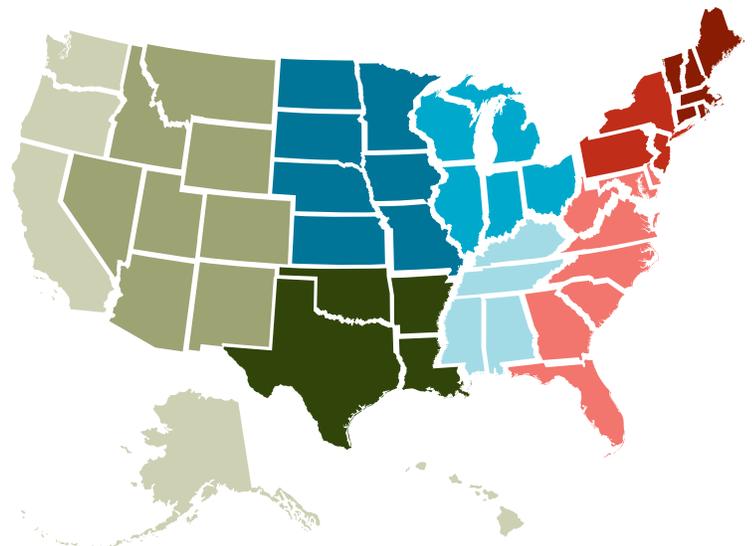
- 8 in 10 (84%) ILMN readers have read 4 out of the last 4 issues of their alumni magazine.*
- They spend an average of 54 minutes with each issue.*
- 9 in 10 (89%) say their alumni magazine is important to them.*

*Sources: Fall 2020 IPSOS Affluent Survey; *Ivy League Magazine Network Audience Survey*



where they live

REGION	CIRCULATION	%TOTAL
New England	119,894	11.6%
Mid-Atlantic	252,492	24.5%
South Atlantic	143,896	13.9%
East North Central	105,447	10.2%
East South Central	11,205	1.1%
West North Central	21,322	2.1%
West South Central	35,586	3.4%
Mountain	43,256	4.2%
Pacific	243,232	23.6%
TOTAL US	976,330	94.6%
Other	55,834	5.4%
TOTAL CIRC	1,032,164	100.0%



Source: BPA June 2020 and Publishers' records.



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RATE BASE 1,019,000



Multi-Channel marketing

IN-BOOK BONUS SPACE
Listings, discounts, product or service news

ADVERTORIALS
Customized for each magazine, can tie in alumni or faculty

IVY WEBSITE BANNERS
Daily online source for alumni news

CUSTOM EVENTS
Tastings, performances, lectures, tailgates





testimonials

“

“I spend over 60 hours a week looking at numbers from the internet, running ads from the internet – I live and breathe digital and online. And even though I’m grounded in Google and the internet, there is a very solid piece of an advertisers portfolio that is grounded in print...My advertisers buy millions upon millions of impressions at a time, (but) those millions of impressions rarely add up to the impact that one really impactful, thoughtful, vivid print conversation can make.”

– Jackie Mockridge, VP of Strategy and Analysis, DigitasLBI & University of Pennsylvania alumna

“I basically dropped all of my subscriptions to print. I gave up the *(New York) Times* last year – *The New Yorker* and the *Yale Alumni Magazine* are the last two things that I don’t just recycle.”

– Ben Smith, Editor BuzzFeed.com & Yale alumnus

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2021-22 **deadlines**

ISSUE DATE	SPACE	MATERIALS
September-October 2021	7/12/21	7/20/21
November-December 2021	9/10/21	9/20/21
January-February 2022	11/10/21	11/22/21
March-April 2022	1/10/22	1/20/22
May-June 2022	3/10/22	3/21/22
July-August 2022	5/10/22	5/20/22

2021-22 **mail dates**

Issues generally mail out on the **first of the month** of the respective issue. Contact your sales representative for specific dates that may vary by publication.



2021-22 **rates**

Rate Base—1,019,000

FOUR-COLOR

	OPEN	IVY NETWORK	THREE-TIME	SIX-TIME
PAGE	\$67,110	\$60,410	\$56,900	\$54,890
2/3	\$51,710	\$46,540	\$43,860	\$42,310
1/2	\$45,190	\$40,680	\$38,300	\$37,000
1/3	\$34,990	\$31,490	\$29,690	\$28,640
BACK COVER	\$78,110	\$70,300	\$66,230	\$63,880
2ND/3RD COVER	10% Premium			

TWO-COLOR

PAGE	\$58,770	\$52,890	\$49,850	\$48,240
2/3	\$44,500	\$40,060	\$37,660	\$36,470
1/2	\$37,550	\$33,800	\$31,820	\$30,810
1/3	\$28,410	\$25,570	\$24,100	\$23,310

BLACK AND WHITE

PAGE	\$48,440	\$43,580	\$41,090	\$39,600
2/3	\$35,520	\$31,970	\$30,120	\$29,050
1/2	\$28,960	\$26,080	\$24,570	\$23,690
1/3	\$22,180	\$19,950	\$18,850	\$18,140
1/6	\$12,800	\$11,510	\$10,850	\$10,460
1/12	\$6,820	\$6,150	\$5,790	\$5,580



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2021-22 **rates**

Rate Base—1,019,000

**For current advertising rates, please contact
Operations Director Heather Wedlake at
617.319.0995 or heatherwedlake@ivymags.com.**



advertising specifications



Ivy League Magazine Network Sizes*

	WIDTH	DEPTH
TRIM SIZE	8 1/8" (8.125")	10 1/2" (10.5")
NON-BLEED PG / LIVE AREA	7"	9 1/4" (9.25")
BLEED PAGE	8 5/8" (8.625")	11 1/8" (11.125")
BLEED SPREAD	17 1/4" (17.25")	11 1/8" (11.125")
2/3	4 9/16" (4.563")	9 5/8" (9.625")
1/2 (horiz)	7"	4 3/4" (4.75")
1/2 (vert)	4 9/16" (4.563")	7 1/8" (7.125")
1/3 (sq)	4 9/16" (4.563")	4 3/4" (4.75")
1/3 (vert)	2 3/16" (2.188")	9 5/8" (9.625")
1/6 (horiz)	4 9/16" (4.563")	2 1/4" (2.25")
1/6 (vert)	2 3/16" (2.188")	4 3/4" (4.75")
1/12	2 3/16" (2.188")	2 1/4" (2.25")

Gutter safety for spreads: Allow 0.375" on each side of the gutter, 0.75" total gutter safety. ***Brown, Stanford, and University of Chicago have different specifications from the rest of the network - please see additional charts.**

Brown Alumni Magazine Sizes

	WIDTH	DEPTH
TRIM SIZE	7 3/4" (7.75")	10 1/4" (10.25)
NON-BLEED PG / LIVE AREA	7"	9 1/2" (9.5")
BLEED PAGE	8"	10 1/2" (10.5")
BLEED SPREAD	15 3/4" (15.75")	10 1/2" (10.5")
2/3	4 5/16" (4.3125")	9 1/8" (8.125")
1/2 (horiz)	6 9/16" (6.05625")	4 3/8" (4.375")
1/2 (vert)	4 5/16" (4.3125")	6 1/2" (6.5")
1/3 (sq)	4 5/16" (4.3125")	4 3/8" (4.375")
1/3 (vert)	2 1/16" (2.0625")	9 1/8" (9.125")
1/6 (horiz)	4 5/16" (4.3125")	2 1/16" (2.0625")
1/6 (vert)	2 1/16" (2.0625")	4 3/8" (4.375")
1/12	2 1/16" (2.0625")	2 1/16" (2.0625")

Gutter safety for spreads: Allow 0.375" on each side of the gutter, 0.75" total gutter safety.

University of Chicago Magazine Sizes

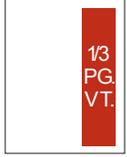
	WIDTH	DEPTH
TRIM SIZE	7 1/2" (7.5")	10"
NON-BLEED PG / LIVE AREA	6 7/16" (6.4375")	8 33/40" (8.825")
BLEED PAGE	7 3/4" (7.75")	10 1/4" (10.25")
BLEED SPREAD	15 1/2" (15.5")	10 1/4" (10.25")
2/3	4 1/4" (4.25")	8 33/40" (8.825")
1/2 (horiz)	6 7/16" (6.4375")	4 5/16" (4.3125")
1/2 (vert)	3 1/8" (3.125")	8 33/40" (8.825")
1/3 (sq)	4 1/4" (4.25")	4 5/16" (4.3125")
1/3 (vert)	2"	8 33/40" (8.825")
1/6 (horiz)	4 1/4" (4.25")	2 1/16" (2.0625")
1/6 (vert)	2"	4 5/16" (4.3125")
1/12	2"	2 1/16" (2.0625")

Gutter safety for spreads: Allow 0.375" on each side of the gutter, 0.75" total gutter safety.

Stanford Magazine Sizes

	WIDTH	DEPTH
TRIM SIZE	9" (54p0)	10.875" (65p3)
NON-BLEED PG / LIVE AREA	7.5833" (99p6)	9.6667" (58p0)
BLEED PAGE	9.3333" (55p0)	11.2083" (67p3)
BLEED SPREAD	18.333" (110p0)	11.2083" (67p3)
2/3	5" (30p0)	9.6667" (58p0)
1/2 (horiz)	7.5833" (45p6)	4.8333" (29p0)
1/2 (vert)	3.7083" (22p3)	9.6667" (58p0)
1/3 (sq)	5" (30p0)	4.8333" (29p0)
1/3 (vert)	2.4167" (14p6)	9.6667" (58p0)
1/6 (vert)	2.4167" (14p6)	4.8333" (29p0)
1/12	2.4167" (14p6)	2.35" (15p)

Gutter safety for spreads: Allow 0.375" on each side of the gutter, 0.75" total gutter safety.





production requirements

DIGITAL MATERIALS:

PDF/X-1a files are preferred - packaged InDesign files are also accepted. All graphics must be sent as CMYK (.tif) or EPS (.eps) files at a resolution of 300 dpi, all fonts must be included.

PROOFS:

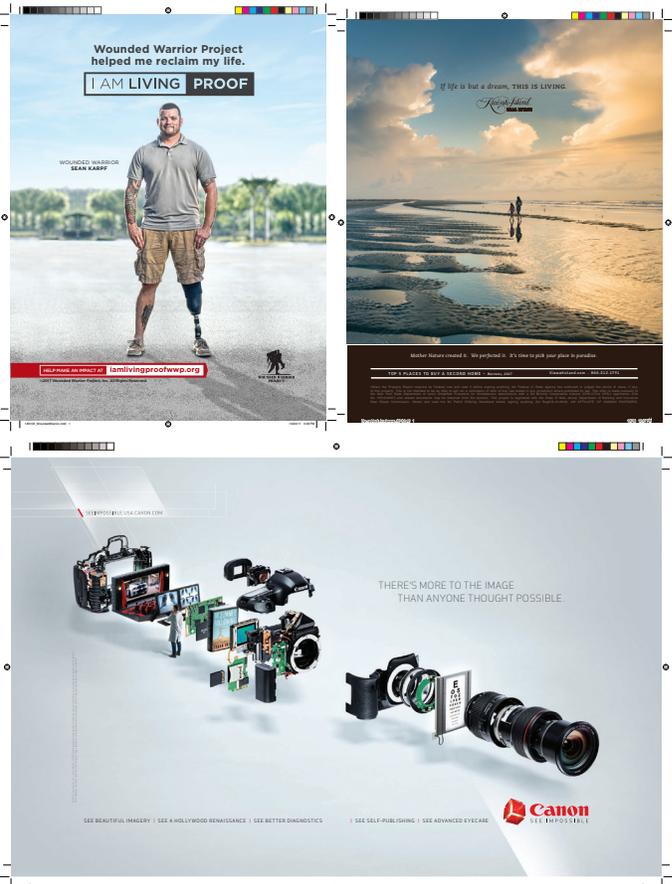
To ensure color accuracy, digital files should be accompanied by an Epson (or equivalent) proof that matches the supplied ad. Proofs are required for each of the magazines in which the ad appears. (Nine color proofs are required for ads running network-wide.)

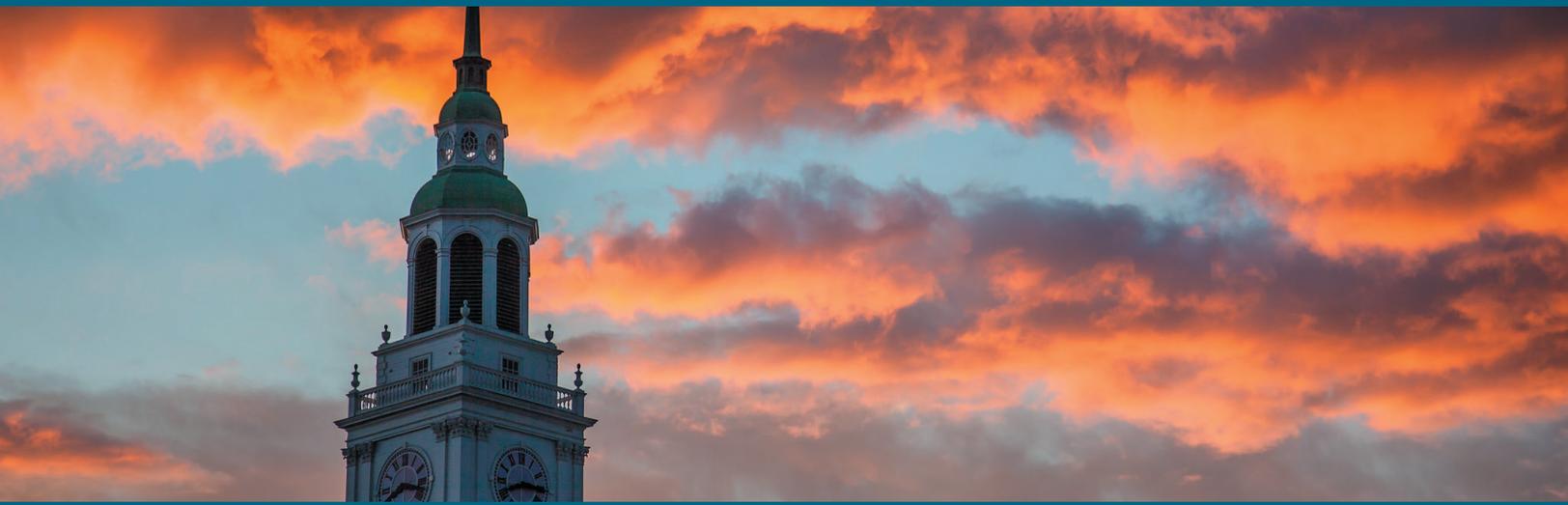
ADDITIONAL CHARGES:

PMS-specified colors are charged as a fifth color. The quoted two-color rates apply only to color matched inks by printer.

PLEASE SEND ADVERTISING MATERIALS TO:

Pam Gorelow
Phone 650.725.0672
pgorelow@stanford.edu





contacts

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