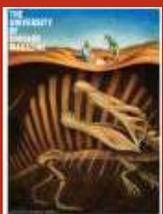
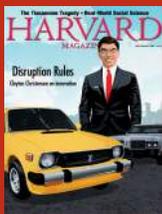
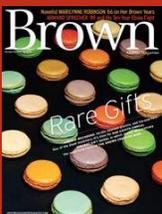
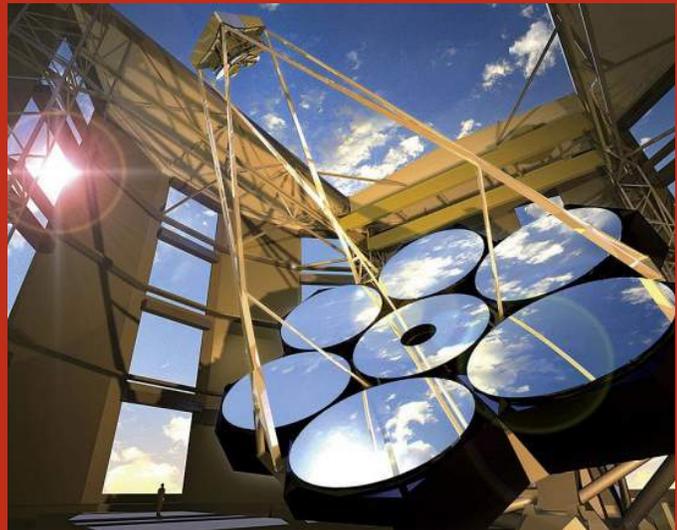




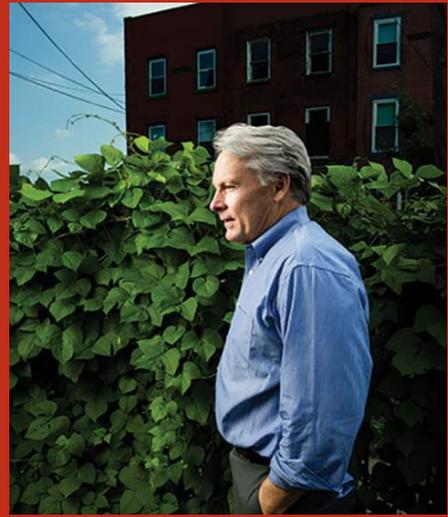
# Ivy League Magazine Network

Affluence. Influence. Readers for Life.



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

# 2015 Media Kit



## genuinely connected

To over 1.2 million subscribers, the nine 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.



## 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 shapes their personal and professional development, and we connect them to each other with updates on their careers and noteworthy achievements. In turn, we provide advertisers an uncluttered and uniquely focused unparalleled environment that reaches the most premium consumers available to marketers.

**FREQUENCY:** 6x

**RATE BASE:** 1,201,000 (BPA Audited)

**AUDIENCE:** Median Age: **54 Years**  
Male/Female: **51%/49%**  
Median HHI: **\$205,719**  
Median Personal Income: **\$158,926**  
Median Net Worth: **\$1,246,273**  
Median Value Principal Residence: **\$591,590**

**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: 2014 IPSOS Mendelsohn Affluent Survey*



# 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 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 [the Editor] 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



# #1 in reader loyalty

The fact is that our readers read their alumni magazines more intently than any other media they receive.



Sources: 2014 IPSOS Mendelsohn Affluent Survey, Ivy League Magazine Network Audience Survey



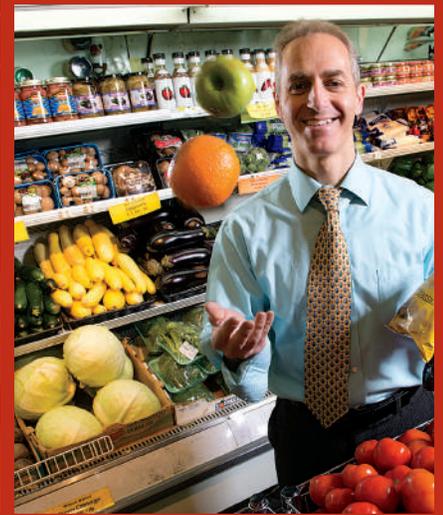
# ivy magazines are different

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. And with a 25/75% ad to edit ratio, our uncluttered advertising environment means your ad get seen by the most engaged consumers available.

Our readers agree...

My alumni magazine is important to me	91%
It is the primary way I stay connected to my school	80%
It is one of my favorite magazines	80%
I read it as soon as it arrives in my mailbox	69%
It is an inspiring publication	76%
Took action as a result of seeing an article or ad	86%

Source: Ivy League Magazine Network Audience Survey



# who are our readers?

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

## AFFLUENT

- The Ivy readers have an average net worth of nearly \$2.3 million (Ranks #1 vs. all measured magazines)
- 1 in 5 have a household income of \$400,000+ (Ranks #1 vs. all measured magazines)
- Ranks #2 vs all measured magazines for average value of their principle residence (\$732,856)
- Average value of \$1.7MM in liquid assets
- Ivy readers make up 24% of Forbes billionaires

## THOUGHT LEADERS

- All of the Supreme Court justices and 25% of Congress hold Ivy degrees
- Nearly 1 in 5 Ivy readers have written a book or an article for publication in the past year
- 26% of our readers are C-level executives

## LOYAL READERS

- 78% of Ivy readers have read 4 out of the last 4 issues
- Ivy readers spend an average of 59 minutes with each issue of their magazine\*
- 87% say their alumni magazine is important to them\*

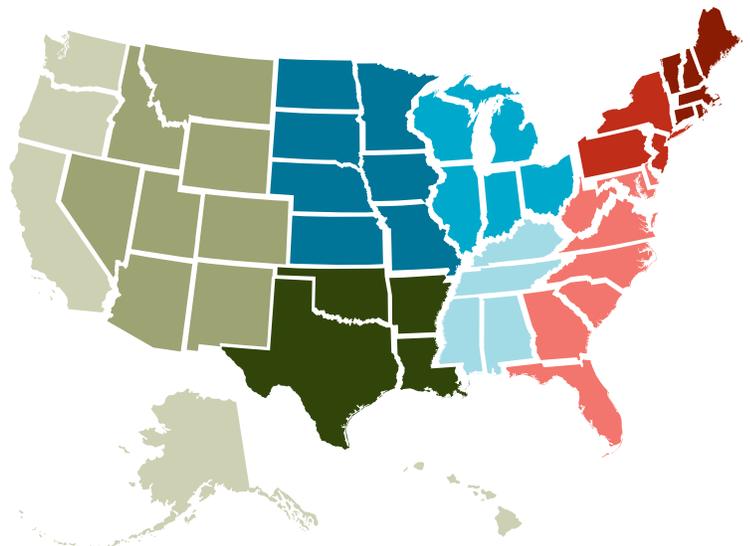
*Sources: 2014 IPSOS Mendelsohn Affluent Survey; \*Ivy League Magazine Network Audience Survey*



## where they live

REGION	CIRCULATION	%TOTAL
New England	199,859	16.2%
Mid-Atlantic	296,102	23.9%
South Atlantic	178,823	14.0%
East North Central	117,457	9.5%
East South Central	13,593	1.1%
West North Central	26,156	2.1%
West South Central	48,480	3.9%
Mountain	40,302	3.3%
Pacific	267,428	21.6%
Other	53,911	4.4%
<b>TOTAL CIRC</b>	<b>1,236,111</b>	<b>100.0%</b>

Source: BPA June 2014 and Publishers Records





RATE BASE 1,201,000

**IVY WEBSITE BANNERS**  
Daily online source for alumni news



**TABLET EDITIONS**  
Embedded video available, active links

# Multi-Channel marketing

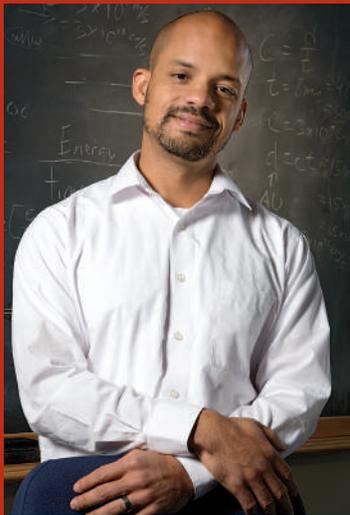
**ADVERTORIALS**  
Customized for each magazine, can tie in alumni or faculty

**CUSTOM EVENTS**  
Tastings, performances, lectures, tailgates



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





“

“It is remarkable how many people have emailed after seeing the article – at least ten times as many people as when I have written op-ed’s in major newspapers.”

– Harvard University Professor

“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  
Consumer Imaging Group, Canon U.S.A., Inc.

“*Harvard Magazine* is consistently excellent. I rank it alongside the *New Yorker*, *Atlantic Monthly*, and *The Sunday New York Times* in reading pleasure.”

– Reader Survey, Harvard Magazine

## testimonials

“Congratulations on a truly superb January/February issue! As a third-generation Yale and a proud member of the Class of ’57, I have seen more than my share of issues and this one tops them all...excellence in design and layout, wonderfully thoughtful selection of articles, and most important, truly outstanding writing!”

– Letter to the Editor, Yale Alumni Magazine

“I’ve been flooded with responses to my essay – more than I’ve had to publications in the *New Yorker* or *The New York Times*. Through the alumni website, through Facebook, everywhere. People really read the *Yale Alumni Magazine*!”

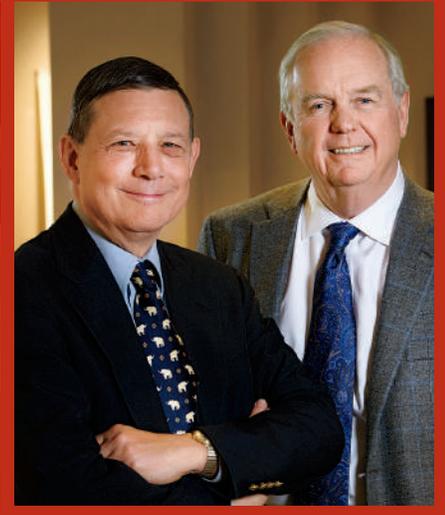
– National Book Award winner Andrew Solomon

”



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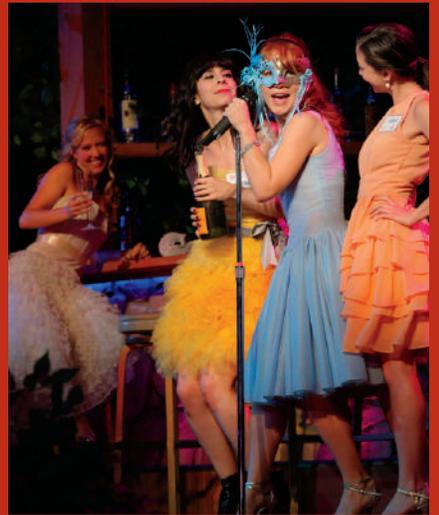


## 2015 deadlines

ISSUE DATE	SPACE	MATERIALS
January/February	11/14/14	11/20/14
March/April	1/15/15	1/21/15
May/June	3/13/15	3/20/15
July/August	5/15/15	5/20/15
September/October	7/15/15	7/21/15
November/December	9/15/15	9/21/15

## 2015 mail dates

	Brown	Cornell	Dartmouth	Harvard	Penn	Princeton	Stanford	University of Chicago	Yale
JAN	1/2	1/2	12/14	1/2	1/2	1/7	1/2	1/2	1/2
FEB						2/4			
MAR	3/2	3/2	2/17	3/2	3/2	3/4 • 3/18	3/2	3/2	3/2
APR						4/1 • 4/22			
MAY	5/1	5/1	4/17	5/1	5/1	5/13	5/1	5/1	5/1
JUN						6/3			
JUL	7/1	7/1	6/17	7/1	7/1	7/8	7/1	7/1	7/1
AUG									
SEP	9/1	9/1	8/17	9/1	9/1	9/16	9/1	9/1	9/1
OCT						10/7 • 10/21			
NOV	11/2	11/2		11/2	11/2	11/11	11/2	11/2	11/2
DEC						12/2			



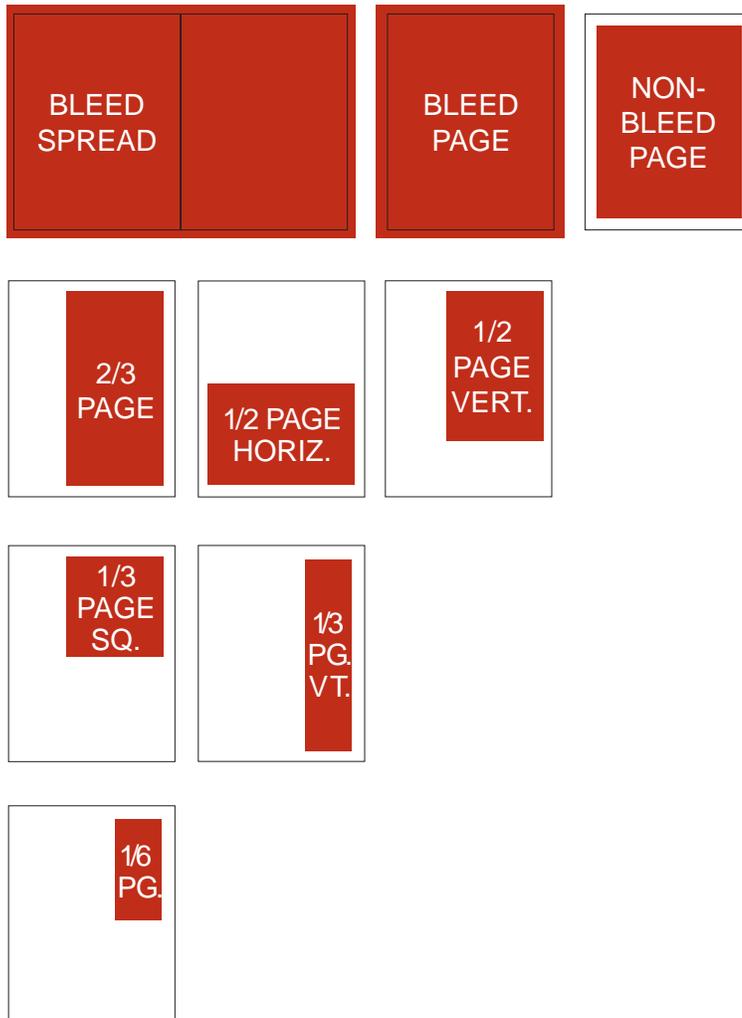
## **2015 rates**

**Rate Base—1,201,000**

**For rate information, please contact Ross Garnick at:**

**RossGarnick@Ivymags.com or 212.724.0906**

# advertising specs



## 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	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. \* *The University of Chicago has a separate set of specifications - please see chart below.*

## University of Chicago 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.

# production requirements

## DIGITAL MATERIALS:

PDF/X-1a files are preferred, but most Macintosh-compatible formats are accepted, including QuarkXPress and InDesign files. All graphics must be sent as CMYK (.tif) or EPS (.eps) files at a resolution of 300 dpi, with all fonts included.

## MEDIA:

Macintosh-formatted CD-ROM.

## PROOFS:

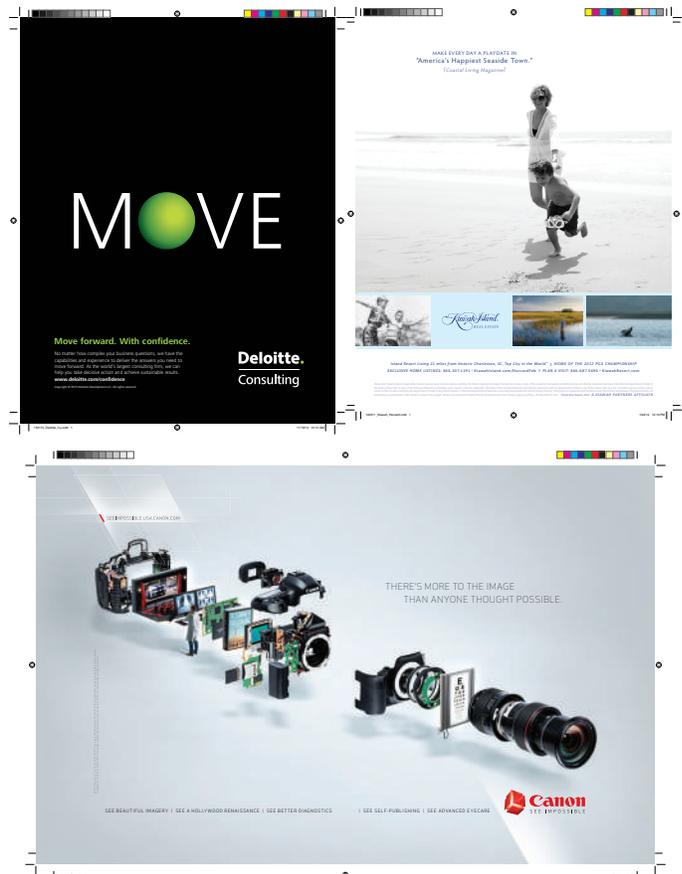
Digital files must be accompanied by a proof that matches the supplied ad. Color ads require a color proof for each of the magazines in which the ad appears. Nine color proofs are required for ads running network-wide.

## 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:

Ivy League Magazine Network  
7 Ware Street, Cambridge, MA 02138  
Phone 617.495.4268  
jennifer\_beaumont@harvard.edu





## Advertising **contacts**

### DIRECTOR

**Ross Garnick**  
Director of Advertising Sales  
and Marketing  
Phone 212.724.0906  
[rossgarnick@ivymags.com](mailto:rossgarnick@ivymags.com)

### NEW ENGLAND/ MID-ATLANTIC

**Robert Fitta**  
Phone 617.496.6631  
Fax 617.495.0324  
[bob\\_fitta@harvard.edu](mailto:bob_fitta@harvard.edu)

### NEW YORK/NEW JERSEY

**Beth Bernstein**  
Phone 908.654.5050  
Fax 908.518.0632  
[bethbernstein@comcast.net](mailto:bethbernstein@comcast.net)

### CHICAGO/MIDWEST

**Karen Walker Media**  
Karen Walker  
Phone 262.664.3209  
[kwalkermedia@gmail.com](mailto:kwalkermedia@gmail.com)

### DETROIT

**Avalon Media Sales**  
Linda Donaldson  
Phone 248.933.3376  
Fax 248.693.8131  
[linda@avalonmediasales.com](mailto:linda@avalonmediasales.com)

### WEST COAST/ SOUTHWEST/ SOUTH CENTRAL/ MOUNTAIN STATES

**Fox Associates**  
Fox Associates, Inc.  
Phone 800.440.0231  
[Adinfo.ivy@foxrep.com](mailto:Adinfo.ivy@foxrep.com)

### BUSINESS OFFICE

**Ivy League Magazine Network**  
Pam Banks  
7 Ware Street  
Cambridge, MA 02138  
Phone 781.405.1106  
Fax 617.495.0324  
[pambanks@ivymags.com](mailto:pambanks@ivymags.com)

### MARKETING

**Beth Clevestine**  
Phone 412.600.9366  
[bethclevestine@ivymags.com](mailto:bethclevestine@ivymags.com)

### PRODUCTION

**Jennifer Beaumont**  
Phone 617.495.4268  
Fax 617.495.0324  
[jennifer\\_beaumont@harvard.edu](mailto:jennifer_beaumont@harvard.edu)