Who We Are

*NYU Alumni Magazine* is a non-profit, general interest magazine published each semester by New York University.

**NYU is part of the pulse of downtown New York City** and the magazine reflects that energy, excitement, and creativity. NYU alumni form a veritable who’s who among artists, writers, and entertainers, as well as statesmen, entrepreneurs, and scientists. From filmmakers Ang Lee and Spike Lee to Nobel Peace Prize winner Mohamed ElBaradei, NYU alumni are true newsmakers—which is why people are drawn to the magazine.

**Since its start in 2003, the magazine has turned heads.** In 2004, *The New York Times* counted it among a new wave of glossy alumni magazines that are “offering an impressive array of more worldly topics.” In 2008, MinOnline, a media e-zine, observed that “Just one glance at the NYU Alumni Magazine provides an idea about the creative, forward-thinking content that lives inside.” In a national competition among alumni publications, NYU won a Bronze Medal in 2006 for its profile of INTERPOL chief Ron Noble and a Silver Medal in 2007 for Best General Interest Magazine.

### Advertising Media Kit 2009-2010

**Contact**

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nicole.pezold@nyu.edu

Rasheda Herndon-Cannon
212-998-6836
rasheda.hcannon@nyu.edu

**The New York Times** counted **NYU** among a new wave of glossy alumni magazines that are “offering an impressive array of more worldly topics.”
Who are our readers?

*NYU Alumni Magazine* is distributed across the country to nearly 200,000 alumni, faculty, and parents. Our readers are cosmopolitan, engaged with the world, and well-travelled. They tend to be taste-makers and trendsetters, and are savvy consumers of both high and popular culture.

**175,000+ Circulation**
- 150,000 alumni
- 5,000 faculty
- 20,000 parents

**Education**
- All are college graduates
- 41% have advanced degrees

**Gender**
- 51% female
- 49% male

**Location**
- 82% Northeast and Mid-Atlantic
- 39% New York City
- 8% South
- 7% California

**Readers by graduating class**
- 1930s 4,220
- 1940s 12,346
- 1950s 17,192
- 1960s 19,952
- 1970s 21,150
- 1980s 33,419
- 1990s 41,697
- 2000s 43,856

39 percent of readers live in the five boroughs of New York City

82 percent of readers live in New England and the Mid-Atlantic states
### Rates* 175,000 circulation base

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*15% discount for recognized advertising agencies
### 2009-2010 Production Schedule

<table>
<thead>
<tr>
<th>Issue</th>
<th>Insertion Order Due</th>
<th>Materials Due</th>
<th>Mailing Date</th>
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<tbody>
<tr>
<td>Spring 2010</td>
<td>January 11</td>
<td>February 19</td>
<td>April 5</td>
</tr>
<tr>
<td>Fall 2010</td>
<td>July 12</td>
<td>July 30</td>
<td>October 5</td>
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<tr>
<td>Spring 2011</td>
<td>January 10</td>
<td>February 18</td>
<td>April 4</td>
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### Ad Orientations

**COLOR ONLY:**

- **Inside Covers**
  - 8.25 x 10.25”

- **Back Cover**
  - 8.50 x 7”

**COLOR / B&W:**

- **Full Page**
  - 8.25 x 10.125”

- **2/3 Page**
  - 8.25 x 6.5”

- **1/2 Page**
  - **Horizontal**
    - 8.25 x 4.6875”
  - **Vertical**
    - 3.75 x 10.125”

- **1/3 Page**
  - 2.25 x 10.125”

- **1/4 Page**
  - 3.75 x 4.6875”

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How a scruffy weed may be the key to understanding human genomes—and ultimately, to curing disease
# Advertising Insertion Order

## Advertiser Information

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<th>Address</th>
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<tr>
<th>Contact Person (or Agency Name &amp; Contact)</th>
<th>Email address</th>
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### Please indicate issue(s):
- [ ] Spring 2010
- [ ] Fall 2010
- [ ] Spring 2011
- [ ] Fall 2011

### Select style, size and orientation:

**COLOR:**
- [ ] Front inside cover
- [ ] Back inside cover
- [ ] Back cover
- [ ] Full page
- [ ] 2/3 page (horizontal)
- [ ] 1/2 page (horizontal)
- [ ] 1/2 page (vertical)
- [ ] 1/3 page (vertical)
- [ ] 1/4 page

**B & W:**
- [ ] Full page
- [ ] 2/3 page (horizontal)
- [ ] 1/2 page (horizontal)
- [ ] 1/2 page (vertical)
- [ ] 1/3 page (vertical)
- [ ] 1/4 page

## Production Specs

*NYU Alumni Magazine* is printed by 4-color web on FSC-certified paper, and is perfect-bound.

- **Trim Size:** 8 3/4” x 10 7/8”
- **Live Area:** 7 3/4” x 9 3/4”
- **Bleed:** Add 1/8” to all sides (9” x 11 1/8” minimum)
- **Screen:** 133 recommended
- **Color:** CMYK

## Advertising Terms

- 15% discount for recognized advertising agencies
- Content is subject to approval
- Insurance, travel, credit cards, alcohol, and other higher education institutions are prohibited from advertising in this publication
- Payment is due upon submission of materials

## Submit this form and materials to:

Rasheda Herndon-Cannon  
NYU Advertising  
25 West 4th Street, 6th Floor  
New York, New York 10012  
Phone 212-998-6836  
Fax 212-995-4799

### Material Requirements

Art should be submitted via CD or email as a high-resolution (at least 300 DPI) PDF, Acrobat v. 5 or 6.