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.
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
## Rates* 175,000 circulation base

### FOUR COLOR

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*15% discount for recognized advertising agencies
Ad Orientations

**COLOR ONLY:**

- **Inside Covers**: 9 x 10.875”
- **Back Cover**: 8.50 x 7”

**COLOR / B&W:**

- **Full Page**: 9 x 10.875”
- **2/3 Page**: 9 x 6.5”
- **1/2 Page Horizontal**: 9 x 4.75”
- **1/2 Page Vertical**: 3.75 x 10.875”
- **1/3 Page**: 2.25 x 10.875”
- **1/4 Page**: 3.675 x 4.75”

2011-2012 Production Schedule

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<th>Insertion Order Due</th>
<th>Materials Due</th>
<th>Approx. Mailing Date</th>
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<td>January 10</td>
<td>February 18</td>
<td>April 4</td>
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<td>Fall 2011</td>
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<td>Spring 2012</td>
<td>January 9</td>
<td>February 17</td>
<td>April 6</td>
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Advertising Insertion Order

Advertiser Information

Advertiser Name

Address

City, State, Zip

Phone               Fax

Contact Person (or Agency Name & Contact)

Email address

Please indicate issue(s):

☐ Fall 2010       ☐ Spring 2011

☐ Fall 2011       ☐ Spring 2012

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.

Bleed: Add 1/8" to all sides
(for example, full page ad with full bleed should measure 9.25 x 11.125")
Screen: 133 recommended
Color: CMYK

Material Requirements

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

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:

NYU Alumni Magazine Advertising
240 Greene Street, 2nd Floor
New York, New York 10012
Phone 212-998-6945
Fax 212-995-4877
jason.hollander@nyu.edu