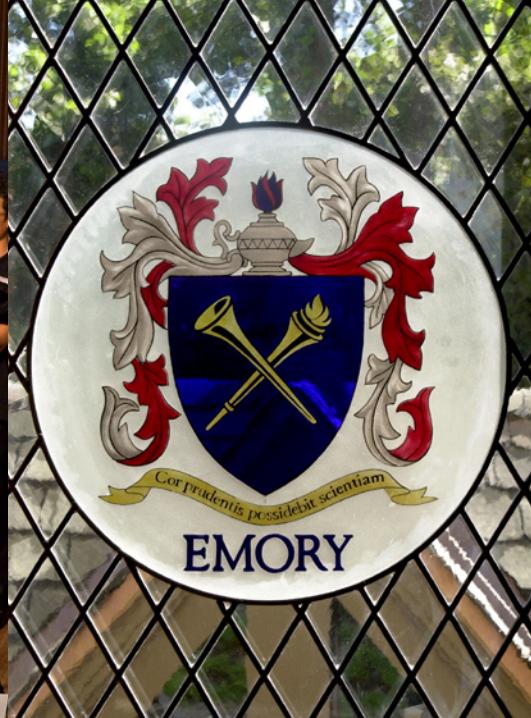




reach more than 100,000 qualified,
affluent, and influential prospects

EMORY | magazine





CIRCULATION

Total Circulation

100,000 average
(National run)

Southeast U.S.

80,000

includes:
Alabama
Florida
Georgia
Mississippi
North Carolina
South Carolina
Tennessee

State of Georgia

46,000

Metro Atlanta

40,000

EMORY magazine

Emory Magazine is the flagship alumni publication of Emory University. Reaching graduates four times a year, the publication has won numerous national awards for its timely topics, engaging writing, and superior design.

With a vibrant, top-20 research university as its beat, *Emory Magazine* editorial content features:

- Breakthrough health and science research
- In-depth profiles of influential graduates
- Student and alumni lifestyle stories
- Emory experts on current news and trends
- Alumni news

Emory Magazine Readers

Emory alumni number more than 110,000 around the country and the world, with more than 70 percent in the Southeast and some 40,000 in the metro Atlanta area. Based on their **high median income**, their purchasing power is significant.

Most report that *Emory Magazine* is their **main source of information** about the University and their classmates. In a recent survey, 95 percent of alumni respondents recalled reading *Emory Magazine* in the past year. *Emory Magazine* readers also read *Newsweek*, *Time*, *People*, and *National Geographic*.



Demographic Highlights

- Emory alumni are **leaders** in their professions, businesses, institutions, and communities
- More than **90%** hold a **bachelor's degree** and more than 50% hold an advanced degree
- The average household income of our readers is about **\$93,600**
- 61% of alumni are **22 to 50 years** years old

Don't miss out on this opportunity to reach more than 100,000 qualified, affluent, and influential prospects. With *Emory Magazine*, you can deliver your message to this substantial audience with outstanding purchasing power and luxury buying habits.

Why advertise in *Emory Magazine*?

- **Increase your brand recognition** among successful men and women with the means to purchase your product.
- **Save money and increase profits** by reaching a targeted audience while paying cost-effective ad rates.
- **Reach new customers and prospects** who seek, appreciate, and enjoy high-quality goods and services.
- **Market to influential Emory graduates** and benefit from their connections.
- **Enhance your brand image** and boost your credibility when your message is delivered in a quality editorial environment.

PLACE YOUR AD To place an ad or request more information about advertising in *Emory Magazine*, contact Diane Griffin, dianeg@bellsouth.net or 770.652.2963.



READER STATS

Age

- 25% 30–39
- 19% 40–49
- 17% 22–29
- 16% 50–59
- 10% 60–69
- 13% 70 and older

Average HHI

- approximately \$93,600

Gender

- 57% male
- 43% female

Marital status

- 43% married
- 22% single
- 35% unknown

Education

- 90% hold a bachelor's
- 51% hold a graduate or professional degree

Occupations

- 13% business
- 11% medicine
- 9% law
- 9% allied health, dentistry, nursing
- 7% education, government, nonprofit
- 5% theology
- 2% science/technology sector

Geographic distribution

- 71% South
- 40% Georgia
- 32% Atlanta
- 11% Northeast
- 16% Other



*Source: Alumni and Development Records



EMORY | magazine

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Ad rates 2010

National run (100,000 copies average)

Frequency	1X	2X	4X
Full page	6000	5600	4900
1/2 page	4500	4185	3690
1/4 page	2700	2500	2250
Inside Front Cover	8000	7440	6560
Inside Back Cover	7000	6510	5740
Back Cover	8000	7440	6560

Dimensions

Full page	Bleed Size: 8.625" x 11.125" Trim Size: 8.375" x 10.875" Live Image: 7.875" x 10.375"
1/2 page horizontal*	7.375" W x 4.5" H
1/2 page vertical*	4.8611" W x 6.5" H
1/4 page horizontal*	4.8611" W x 3.1667" H

*Note new ad sizes for 2010.

Atlanta run (40,000 copies)

Frequency	1X	2X	4X
Full page	4300	4000	3500
1/2 page	3300	3000	2700
1/4 page	2000	1850	1650

Production

High resolution (300 dpi) PDF files are required. *Please include bleed on full-page PDF files.*

Submit your files on disc or email to art director Erica Endicott: erica.endicott@emory.edu.

Submission via FTP can be arranged; call 404.727.0504.

Printing process: Web offset

Binding method: Saddle-stitched

Contact

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Publication Schedule 2010

ISSUE	RESERVE SPACE	MATERIALS DUE	MAIL DATE
Winter	November 10	November 21	January
Spring	March 1	March 15	April
Summer	May 24	June 4	July
Autumn	August 18	September 3	October

