

STANFORD

M A G A Z I N E

YOUR LINK TO LOYALTY AND LEADERSHIP

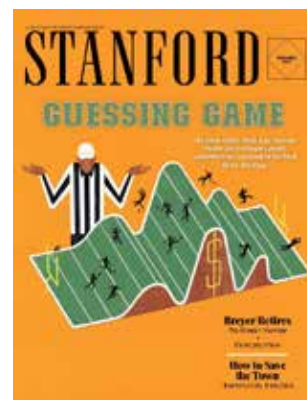
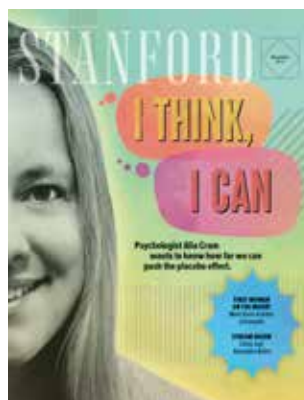
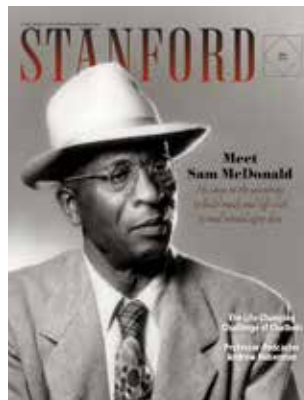
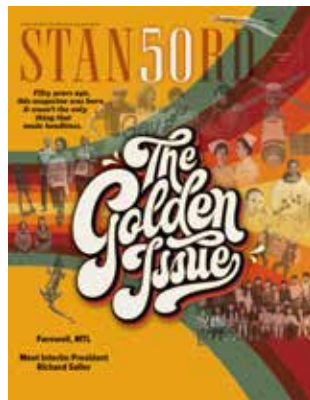
Mission: Stanford magazine is the national publication of the Stanford community and affiliated with one of the top-rated universities in the country. It is the principal link between the University and its graduates. With exceptional, award-winning design and editorial content, the bimonthly magazine addresses key national and global issues in politics, technology, economics, medicine, education, and more.

Distribution: The magazine is distributed to all Stanford Alumni, including those of the Graduate School of Business, Stanford Law School, currently enrolled seniors, and parents of undergraduates, along with faculty, senior staff and donors.

Frequency: 5x/year

Rate Base: 211,893

A sought-after arena for your advertising message, Stanford magazine carries a wide range of advertising categories including financial/investment, corporate image, retirement, healthcare, travel, and recruitment.



Affluent-Educated-Leaders-Homeowners-Active-Experienced-Loyal

Stanford magazine reaches over 200,000 of the world's leading professionals. From the twentysomething start-up crowd to corporate CEOs, from big cities to small towns, from college students to retirees, Stanford magazine serves up a unique market. The magazine engages readers, and they are exceptionally loyal—a perfect environment in which to brand your business and build a valuable relationship.

Household Income

Over \$185,000 per year:	76%
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Market Value of Primary Residence

\$750,000 - \$999,000:	22%
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\$1 million - \$2.49 million:	38%
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\$2.5 million - 3.5 million:	30%
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\$4 million or more:	10%
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Approx. Total Net Worth of Household

\$500,000 - \$749,999:	9%
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\$750,000 - \$999,999:	11%
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\$1 million - \$4.99 million:	45%
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\$5 million or more:	19%
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Readership

80% of our readers spend over 80 minutes reading each issue. There is a magazine pass along rate of an additional 1-2 readers per copy.

Gender

Men:	60%
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Women:	40%
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Age

Under 30:	10%
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30-39:	19%
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40-49:	22%
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50-59:	23%
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60-69:	16%
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70 and older:	5%
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STANFORD Magazine — **ADVERTISING RATES (Gross)**

B&W	1x	3x	5x
Full page	\$6,045	\$5,745	\$5,440
2/3 page	\$4,010	\$3,810	\$3,610
1/2 page	\$3,440	\$3,265	\$3,095
1/3 page	\$3,025	\$2,875	\$2,720
1/6 page	\$1,870	\$1,775	\$1,685
1/12 page	\$935	\$890	\$840

2-COLOR	1x	3x	5x
Full page	\$6,895	\$6,550	\$6,205
2/3 page	\$4,855	\$4,615	\$4,370
1/2 page	\$4,290	\$4,075	\$3,860
1/3 page	\$3,720	\$3,535	\$3,345
1/6 page	\$2,380	\$2,260	\$2,140

4-COLOR	1x	3x	5x
Full page	\$8,640	\$8,210	\$7,775
2/3 page	\$6,640	\$6,310	\$5,975
1/2 page	\$5,985	\$5,685	\$5,385
1/3 page	\$5,425	\$5,155	\$4,880
1/6 page	\$3,375	\$3,205	\$3,035
COVER 2 & 3	\$9,290	\$8,825	\$8,360
COVER 4	\$12,345	\$11,725	\$11,110

(15% Agency commission, if we receive complete ad material)

ADVERTISING CONTACT: **Valerie Pippin, Manager, Advertising** • (650) 723-0460 • vpippin@stanford.edu

March 2024

Space Reservation:	Jan 9, 2024
Materials:	Jan 19, 2024
Date to Readers:	Mar 4 - Mar 8

October 2024

Space Reservation:	Aug 6, 2024
Materials:	Aug 16, 2024
Date to Readers:	Sep 30 - Oct 4

May 2024

Space Reservation:	Mar 19, 2024
Materials:	Mar 29, 2024
Date to Readers:	May 13 - May 17

December 2024

Space Reservation:	Oct 15, 2024
Materials:	Oct 25, 2024
Date to Readers:	Dec 9 - Dec 13

July 2024

Space Reservation:	May 28, 2024
Materials:	Jun 7, 2024
Date to Readers:	Jul 22 - Jul 26

Contract Conditions

- Advertisers may not cancel orders for advertising after dosing dates.
- Positioning of advertisements is at the discretion of Publisher.
- All advertisements are accepted and published entirely on the representation that Advertiser or Agency is authorized to publish entire contents and subject matter thereof. In consideration of the publication of advertisements, Advertiser and Agency will indemnify and hold Publisher harmless from and against any loss or expense arising out of publication of such advertisements, including, without limitation, those resulting from claims or suits of libel, violation of right of privacy, plagiarism or copyright infringement.
- In consideration of Publisher's reviewing for acceptance, or acceptance of, any advertising for publication, Agency or Advertiser agrees not to make promotional or merchandising reference to STANFORD in any way except with the express permission of Publisher for each use.
- Publisher reserves the right to reject or cancel any advertising for any reason at any time.
- No conditions, printed or otherwise, appearing on contracts, orders or copy instruction, that conflict with Publisher's policies will be binding on Publisher.

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STANFORD Magazine — AD SPECIFICATIONS

Please submit a PDF and review the following requirements:

- Distinguish your file with the **ADVERTISER'S NAME** (e.g., avoid "Stanford ad")
- Photos and graphics **MUST** be at least **300 ppi**, **CMYK** or **grayscale**.
- **NO** RGB IMAGES
- **NO** PMS SPOT COLORS
- **FLATTEN** TRANSPARENCIES
- **DO NOT USE** 4-COLOR BLACK FOR BODY TEXT: MAKE SURE IT'S C:0%; M:0%; Y:0%; K:100%

CONTACT

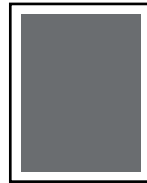
Pam Gorelow at
(650) 725-0672 or
pgorelow@stanford.edu
for technical questions
and to submit materials

AD DIMENSIONS:



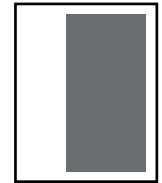
FULL PAGE SPREAD

trim size: 18" W x 10.875" H
bleed size: 18.5" W x 11.375" H
safe (live) area: 16.5833" W x 9.6667" H
Supply artwork in single pages with
0.25" bleed on all four sides.
Please allow at least 1/2" of space
from trim for ad content.



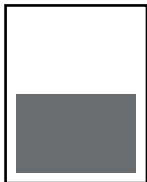
FULL PAGE

trim size: 9" W x 10.875" H
bleed size: 9.5" W x 11.375" H
(for bleed, add 0.25" bleed on all sides)
safe (live) area: 7.5833" W x 9.6667" H
Please allow at least 1/2" of space from
trim for ad content.



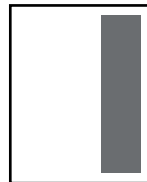
2/3-PAGE

5" W x 9.6667" H



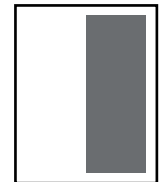
1/2-PAGE HORIZONTAL

7.5833" W x 4.8333" H



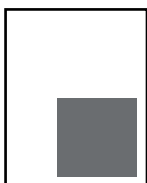
1/3-PAGE VERTICAL

2.4167" W x 9.6667" H



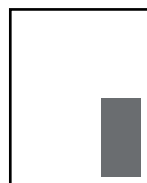
1/2-PAGE VERTICAL

3.7083" W x 9.6667" H



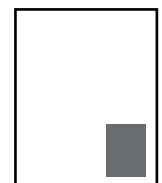
1/3-PAGE SQUARE

5" W x 4.8333" H



1/6-PAGE

2.4167" W x 4.8333" H

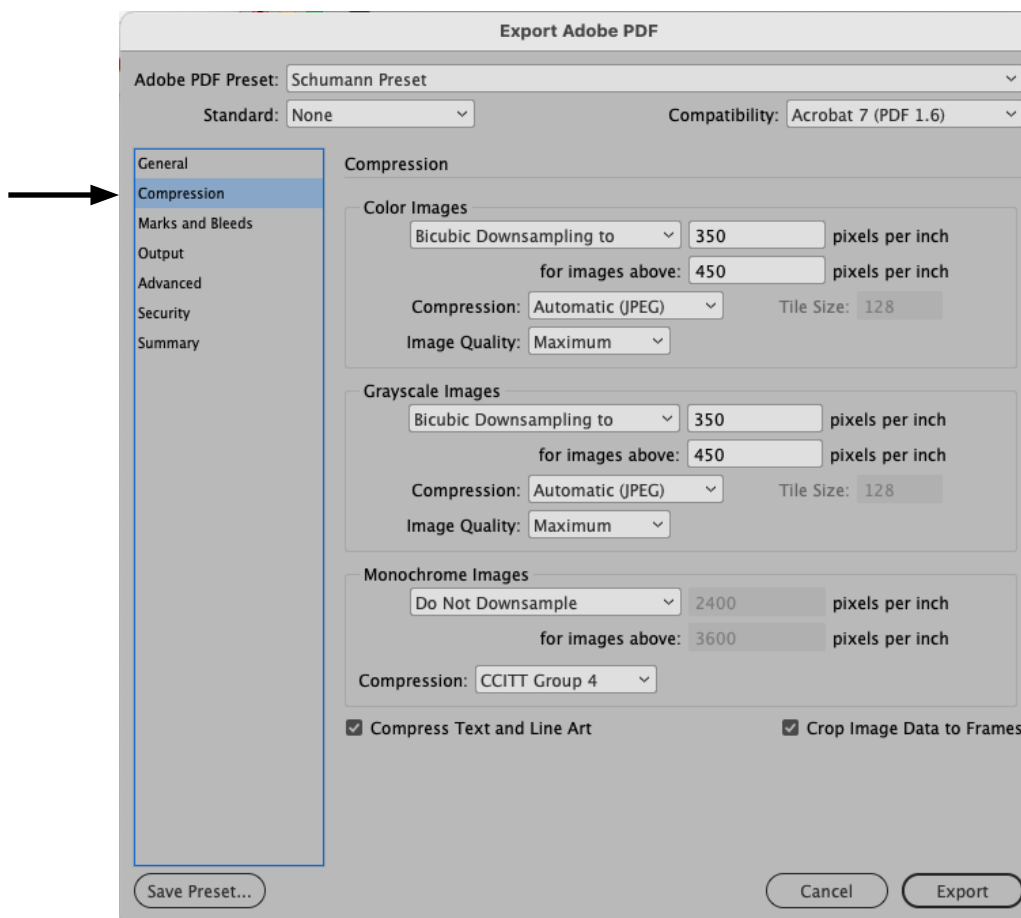
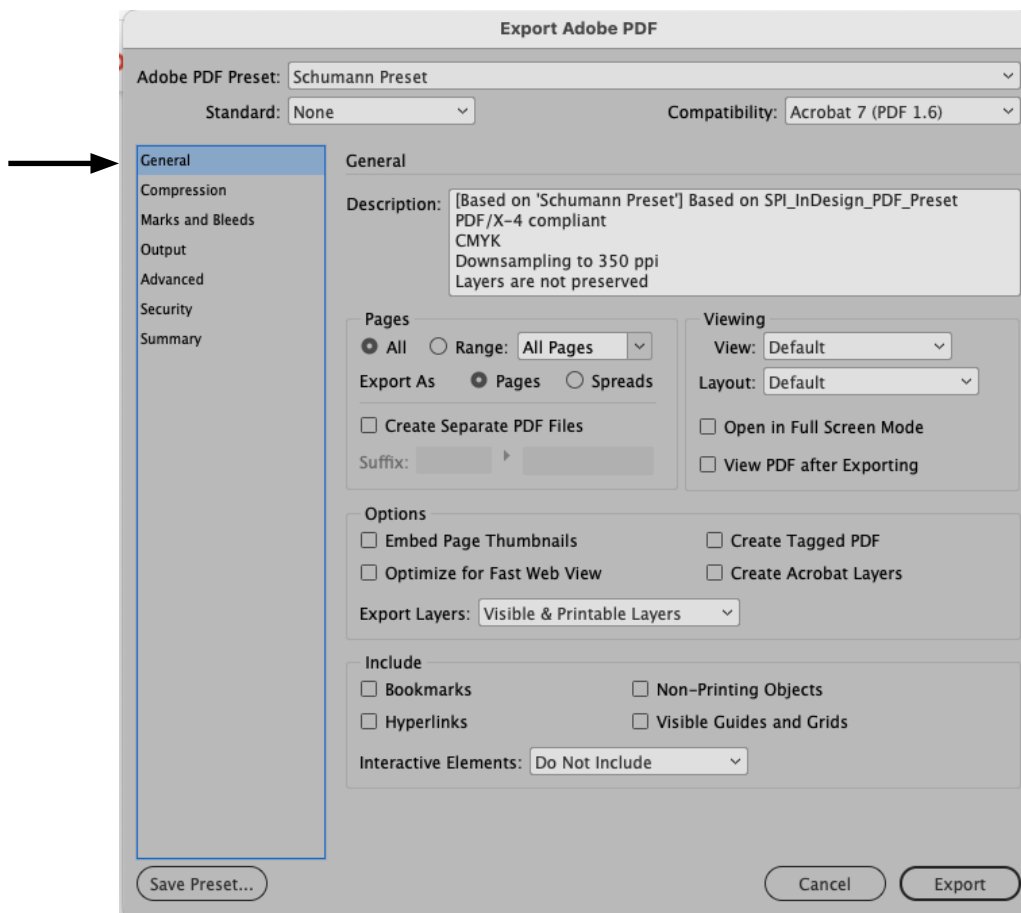


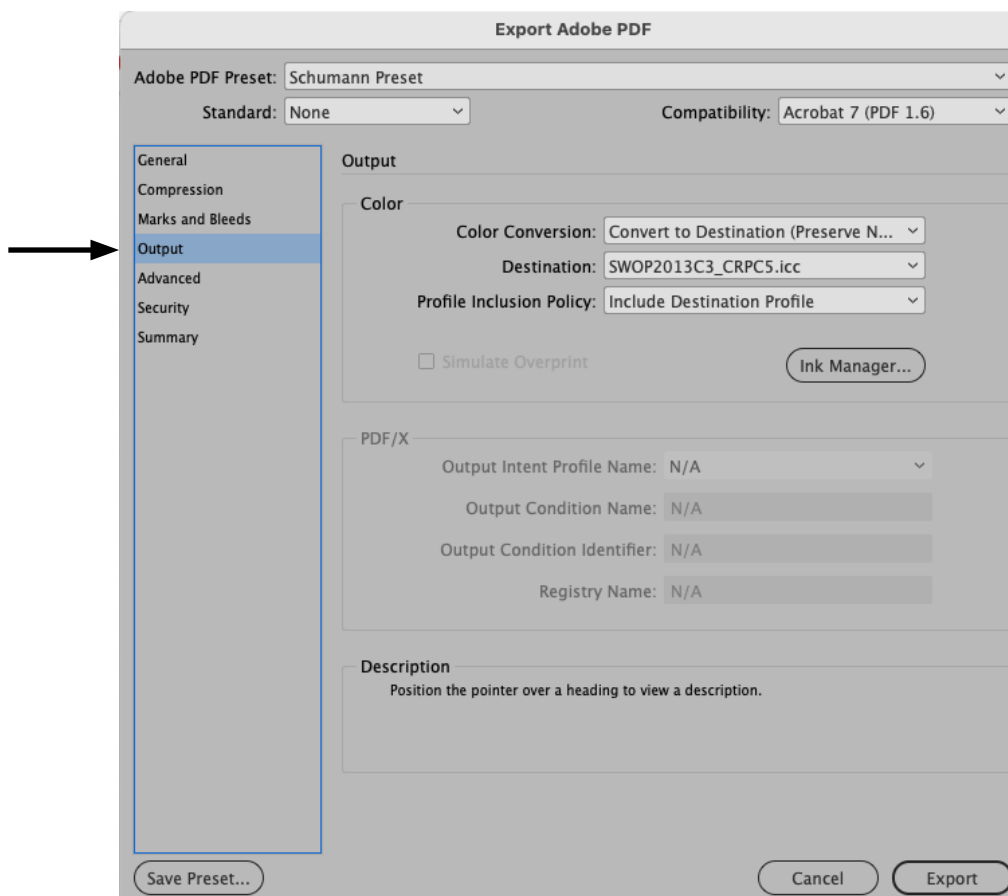
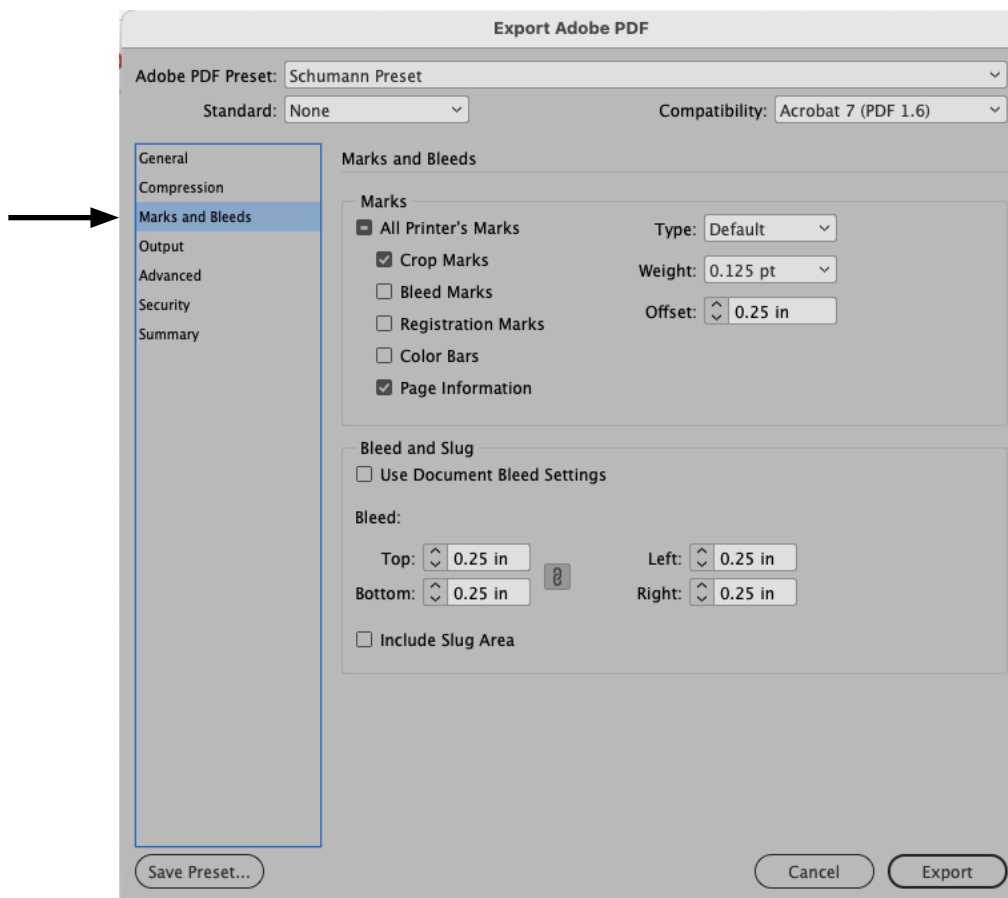
1/12-PAGE

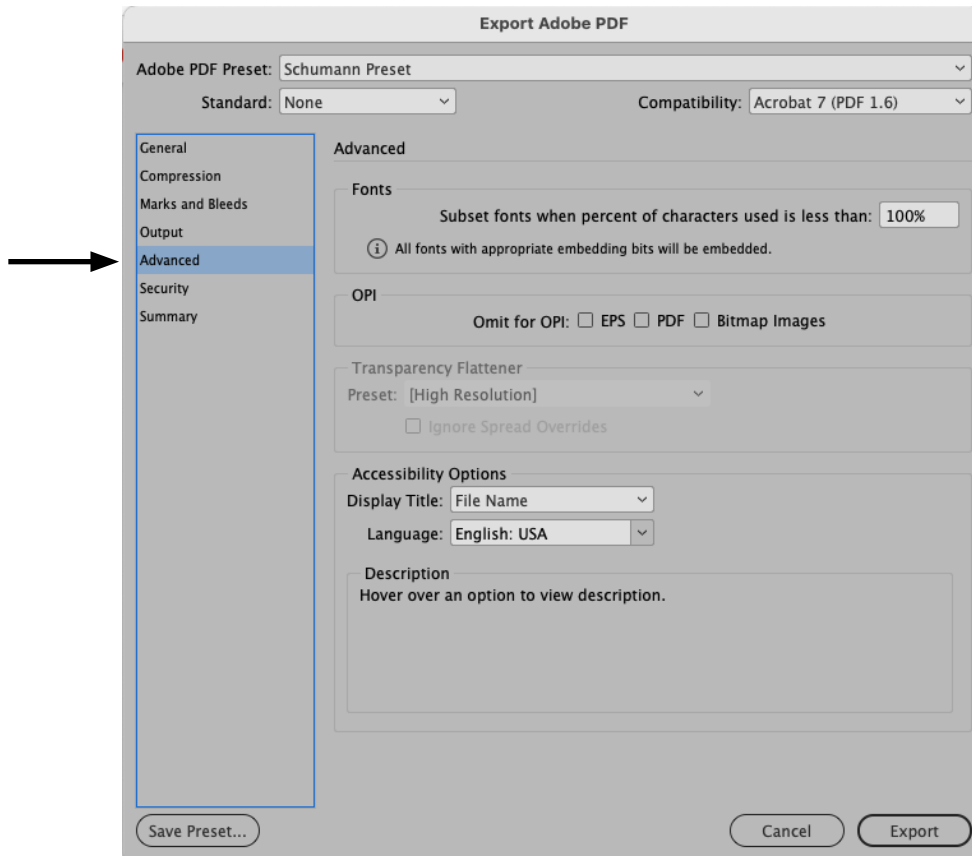
2.4167" W x 2.35" H

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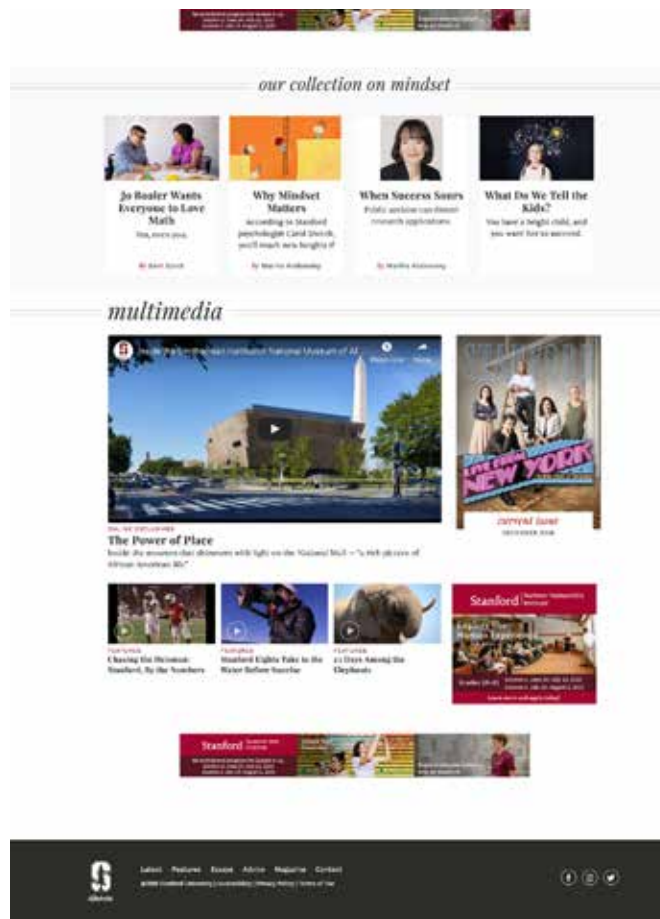
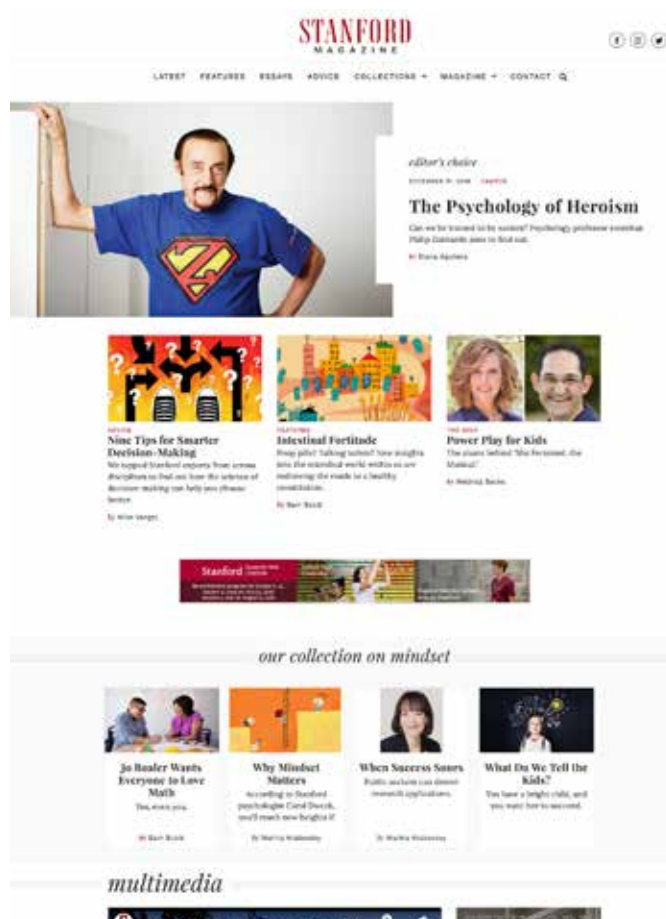
Please use the settings in the following five screen shots when exporting your PDF. If you are a regular Stanford magazine client you might want to make a Stanford preset for your PDFs. **PLEASE NOTE:** If you are submitting a partial-page ad, please **DO NOT** include crop marks or bleed. Thank you!







STANFORD Magazine — WEB AD SPECIFICATIONS



BANNER
Width: 728px
Height: 90px

SQUARE
Width: 300px
Height: 250px

- File types: .jpg or .jpeg or .png or .gif
- File size maximum: 50K
- Please provide url destination on any clickable links with any necessary parameters to help advertiser for tracking purposes.

FOR TECHNICAL QUESTIONS AND TO SUBMIT MATERIAL

Pam Gorelow, Production Manager
(650) 725-0672
pgorelow@stanford.edu

STANFORD
A Publication of the Stanford Alumni Association

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FRANCES C. ARRILLAGA ALUMNI CENTER • 326 GALVEZ STREET, STANFORD, CA 94305-6105 • ADVERTISING (650) 723-0460 • FAX (650) 725-8676 • STANFORDMAG.ORG