

# STANFORD

M A G A Z I N E

YOUR LINK TO LOYALTY AND LEADERSHIP

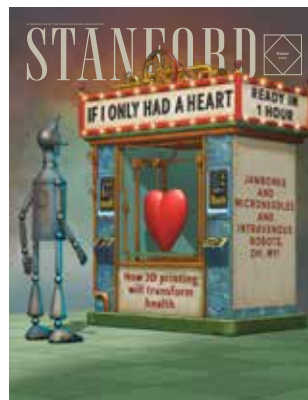
**Mission:** Stanford magazine is the national publication of the Stanford community and affiliated with one of the top-rated universities in the country. It is the principal link between the University and its graduates. With exceptional, award-winning design and editorial content, the quarterly magazine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

**Distribution:** The magazine is distributed to all alumni of Stanford's seven schools—Education, Engineering, Graduate School of Business, Humanities & Sciences, Stanford Law School, School of Medicine, and the Stanford Doerr School of Sustainability—as well as parents of undergraduates, faculty, senior staff, and donors.

**Frequency:** 4x/year

**Rate Base:** 206,576

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%

### Market Value of Primary Residence

\$750,000 - \$999,000: 22%

\$1 million - \$2.49 million: 38%

\$2.5 million - 3.5 million: 30%

\$4 million or more: 10%

### Approx. Total Net Worth of Household

\$500,000 - \$749,999: 9%

\$750,000 - \$999,999: 11%

\$1 million - \$4.99 million: 45%

\$5 million or more: 19%

### 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%

Women: 40%

### Age

Under 30: 10%

30-39: 19%

40-49: 22%

50-59: 23%

60-69: 16%

70 and older: 5%

STANFORD Magazine — **ADVERTISING RATES (Net)**

<b>B&amp;W</b>	<b>1x</b>	<b>2x</b>	<b>4x</b>
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	\$885	\$840

<b>4-COLOR</b>	<b>1x</b>	<b>2x</b>	<b>4x</b>
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
1/12 page	\$1,435	\$1,385	\$1,340
COVER 2 & 3	\$9,290	\$8,825	\$8,360
COVER 4	\$12,345	\$11,725	\$11,110

ADVERTISING CONTACT: [mag.ads@alumni.stanford.edu](mailto:mag.ads@alumni.stanford.edu)

**Winter 2025**

Space Reservation:	Nov 5, 2024
Materials:	Nov 15, 2024
Date to Readers:	Jan 6 - Jan 10

**Spring 2025**

Space Reservation:	Feb 11, 2025
Materials:	Feb 21, 2025
Date to Readers:	Apr 7 - Apr 11

**Summer 2025**

Space Reservation:	Apr 29, 2025
Materials:	May 9, 2025
Date to Readers:	Jun 23 - Jun 27

**Autumn 2025**

Space Reservation:	Aug 5, 2025
Materials:	Aug 15, 2025
Date to Readers:	Sep 29 - Oct 3

## Contract Conditions

- Advertisers may not cancel orders for advertising after closing 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](mailto:pgorelow@stanford.edu)  
for technical questions  
and to submit materials

## AD DIMENSIONS:



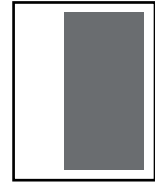
### FULL PAGE SPREAD

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.



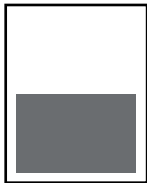
### FULL PAGE

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.



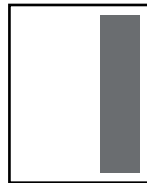
### 2/3-PAGE

5" W x 9.6667" H



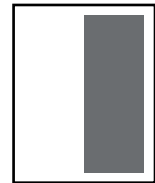
### 1/2-PAGE HORIZONTAL

7.5833" W x 4.8333" H



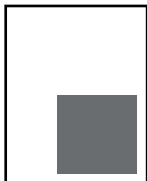
### 1/3-PAGE VERTICAL

2.4167" W x 9.6667" H



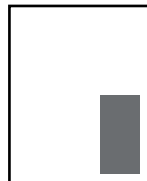
### 1/2-PAGE VERTICAL

3.7083" W x 9.6667" H



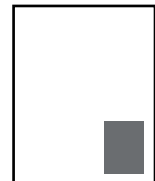
### 1/3-PAGE SQUARE

5" W x 4.8333" H



### 1/6-PAGE

2.4167" W x 4.8333" H

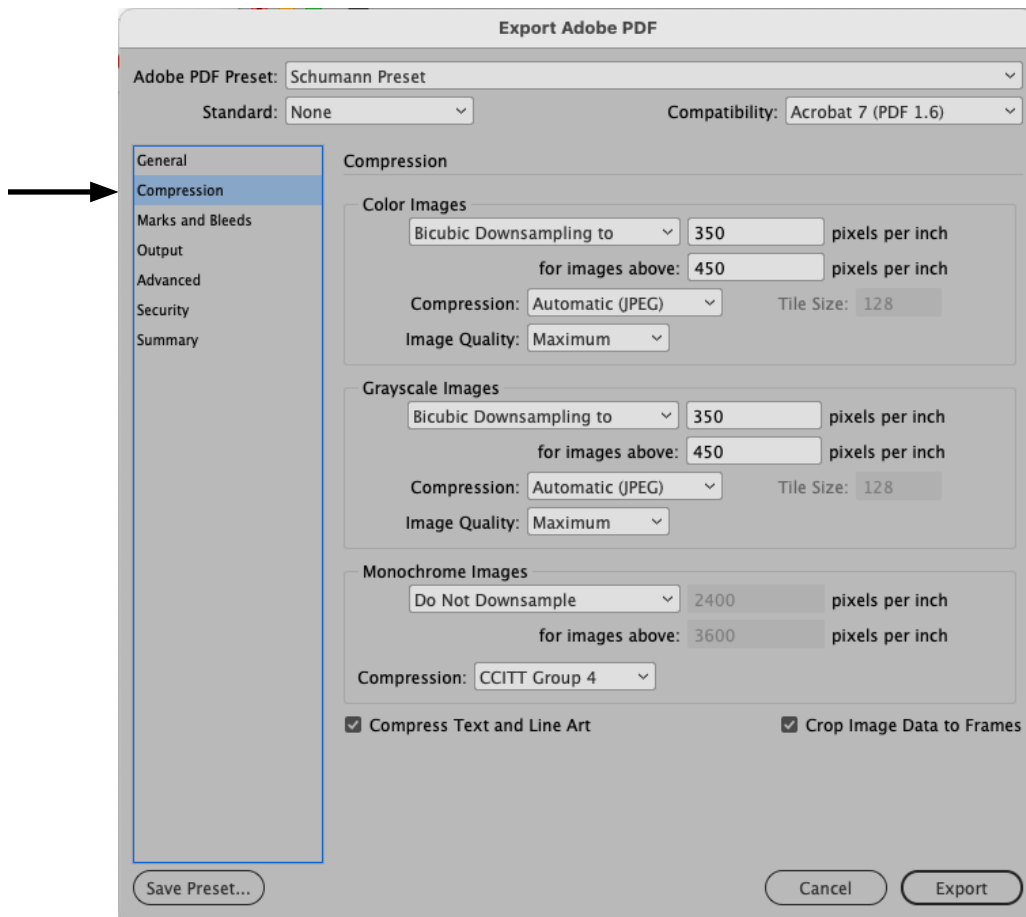
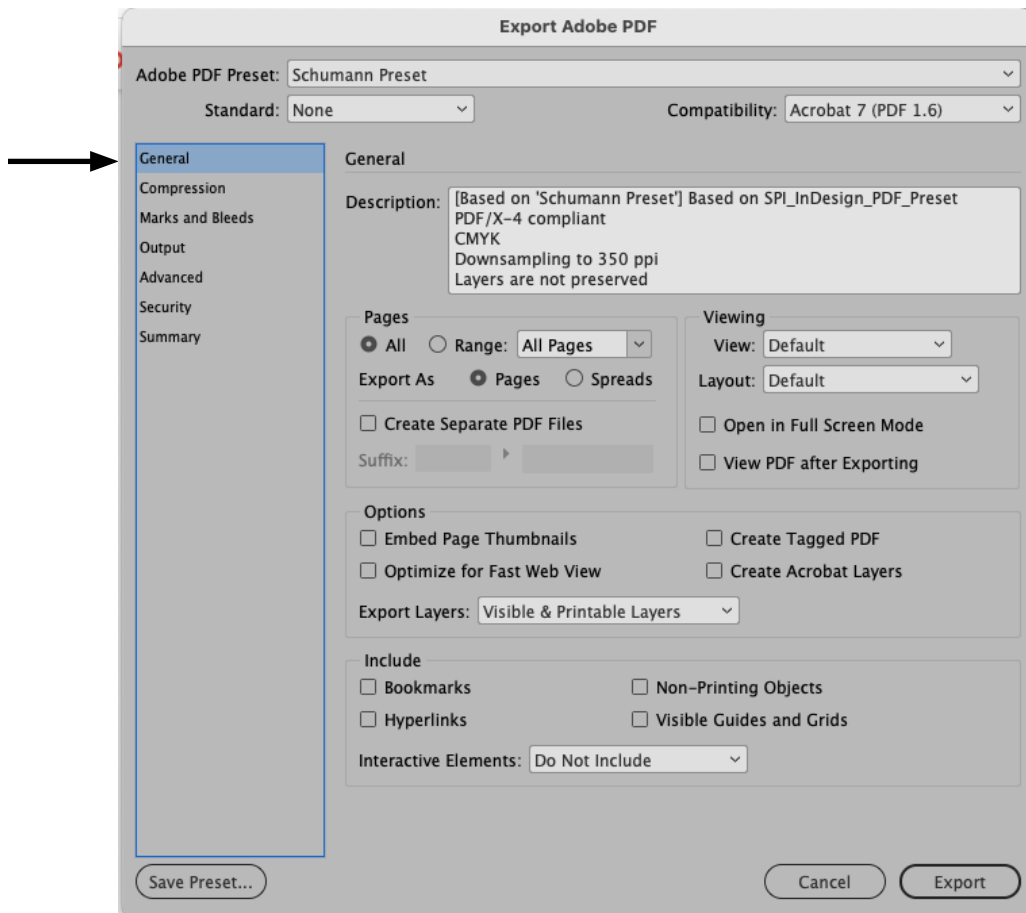


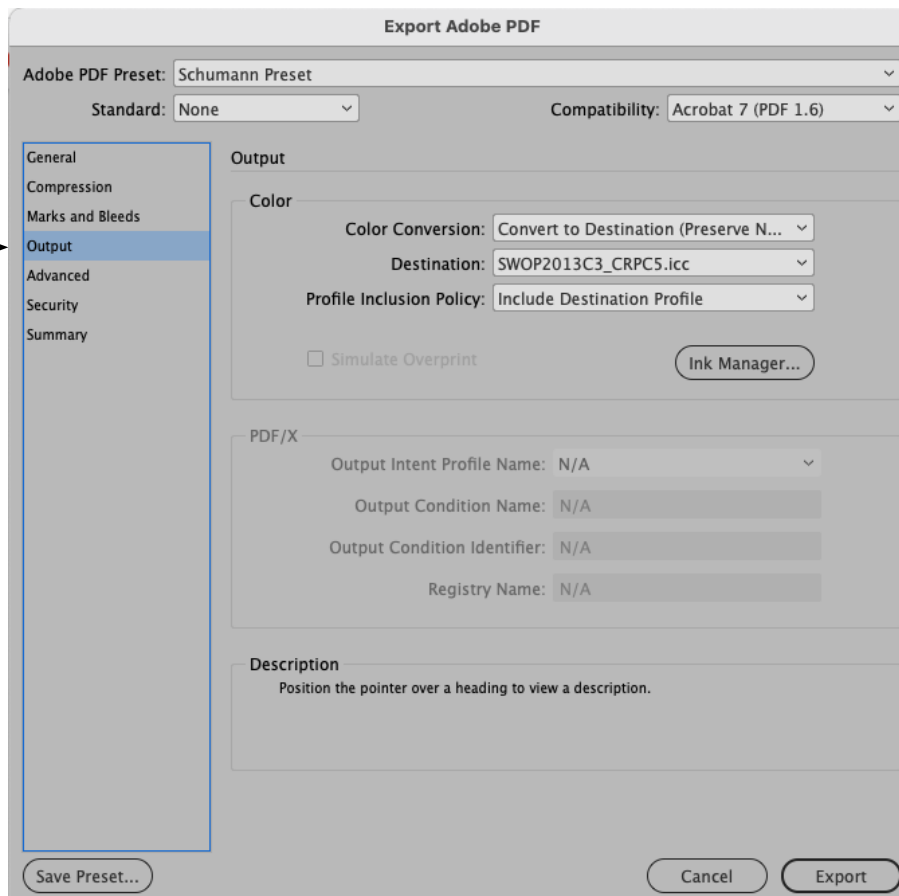
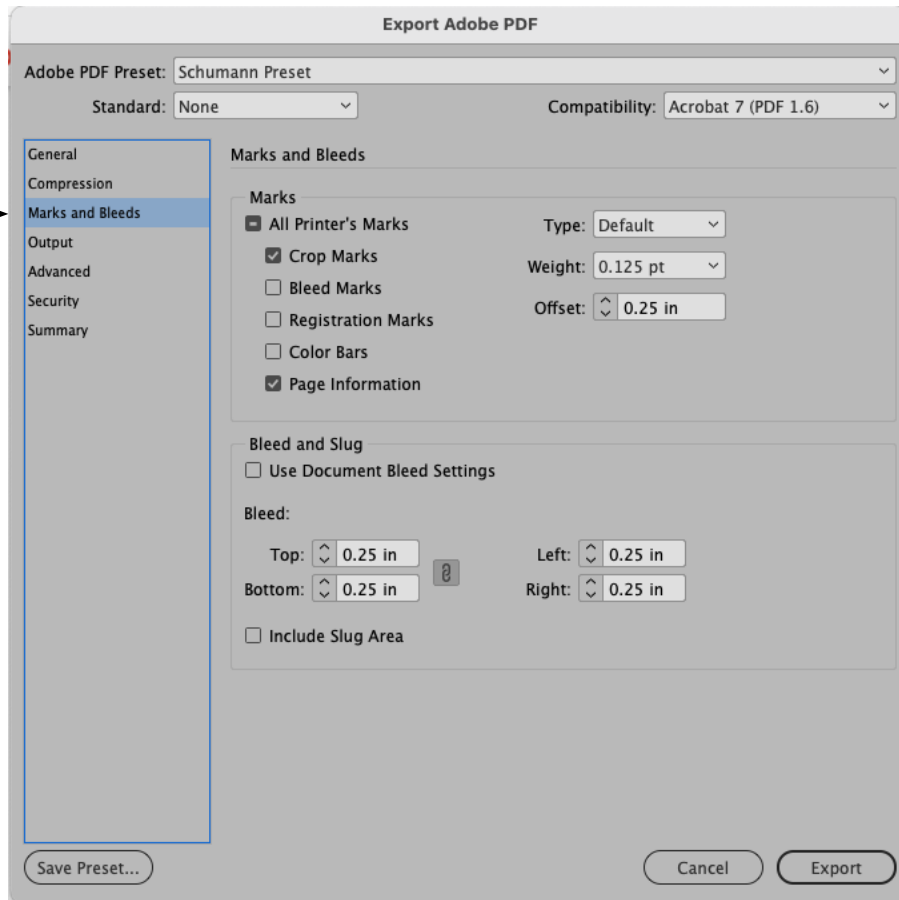
### 1/12-PAGE

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!







**Export Adobe PDF**

Adobe PDF Preset: Schumann Preset

Standard: None      Compatibility: Acrobat 7 (PDF 1.6)

General  
Compression  
Marks and Bleeds  
Output  
**Advanced**  
Security  
Summary

**Advanced**

**Fonts**

Subset fonts when percent of characters used is less than: 100%

*i* All fonts with appropriate embedding bits will be embedded.

**OPI**

Omit for OPI:  EPS  PDF  Bitmap Images

**Transparency Flattener**

Preset: [High Resolution]

Ignore Spread Overrides

**Accessibility Options**

Display Title: File Name

Language: English: USA

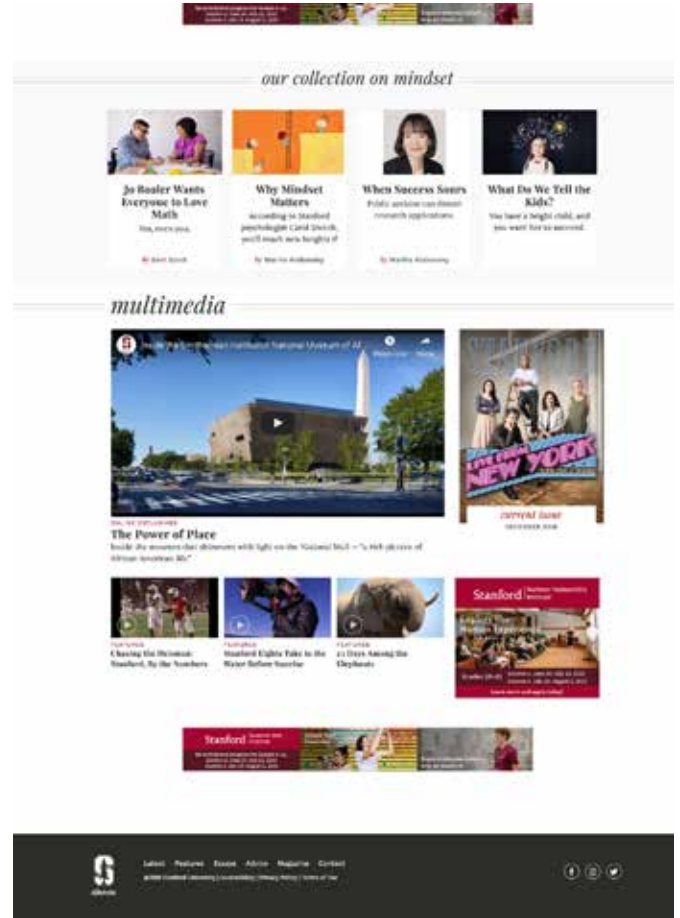
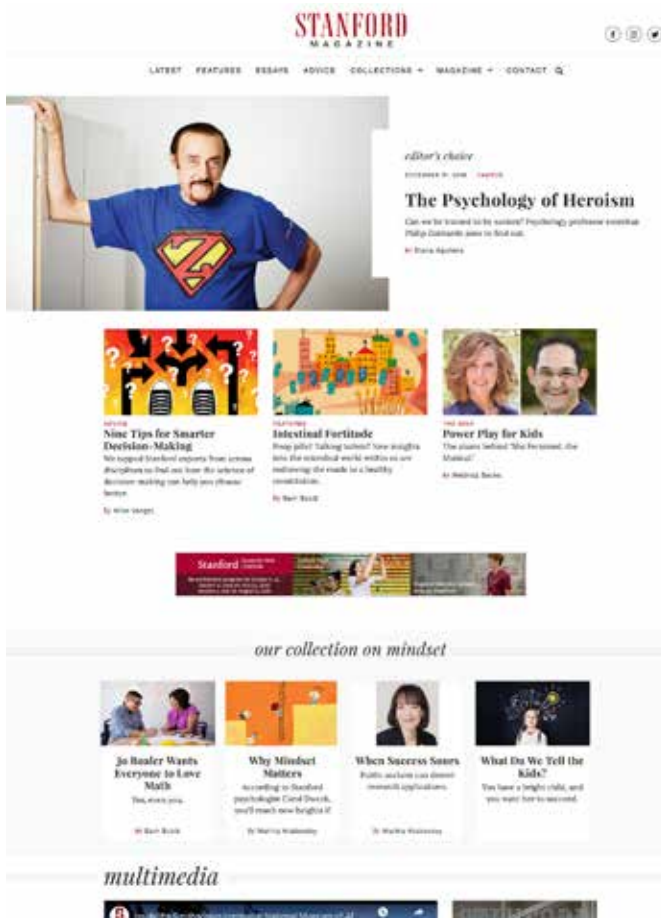
**Description**

Hover over an option to view description.

Save Preset...      Cancel      Export



# 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

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