

No attempt has been made to rank the information contained in this report in order of importance, since BPA Worldwide believes this is a judgment which must be made by the user of the report.

Stanford Alumni Association  
 Frances C. Arrillaga Alumni Center  
 326 Galvez Street  
 Stanford, CA 94305-6105  
 Tel.: (650) 723-0863  
 Fax: (650) 725-8676  
 Web Site: stanfordmag.org  
 ellenwi@stanford.edu

**STANFORD** magazine serves Stanford alumni, students and their parents and donors to the university.

**MARKET SERVED**

**STANFORD** serves Stanford alumni and their families, Stanford students and their parents, as well as friends and donors of the Stanford community.

## CHANNELS

### STANFORD MAGAZINE



3 Issues in the period  
 206,250 average circulation

## EXECUTIVE SUMMARY

Below are the Average contacts per occurrence, including frequency per period reported.

	Paid	Non-Paid	Average
<b>STANFORD MAGAZINE</b> (3 issues in the period)	-	206,250	206,250

## MAGAZINE CHANNEL

Official Publication of: None/Established: 1973

### PRICE AND FREQUENCY

**NC	Average Annual Subscription Order Price for the Period Reported(Excluding Sponsored Subscriptions)
6	Issues Per Year
**NC	All Single-Copy Sales Prices for the Period

\*\*NC = None Claimed

### AVERAGE TOTAL QUALIFIED BASED ON 3 ISSUES IN THE PERIOD

<b>Total Qualified</b>	<b>206,250</b>
Average Rate Base	**NC
Variance +/-	**NC
Percent +/-	**NC
Qualified Paid	-
Subscriptions	-
Sponsored	-
Single-Copy Sales	-
Qualified Non-Paid	206,250

\*\*NC = None Claimed

**1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD**

	Qualified Paid		Qualified Non-Paid		Total Qualified	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	-	-	206,250	100.0	206,250	100.0
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Sponsored Multi-Copy Same Addressee	-	-	-	-	-	-
<b>Sub-Total Subscriptions:</b>	-	-	206,250	100.0	206,250	100.0
Single-Copy Sales	-	-	-	-	-	-
Sponsored Single-Copy Sales	-	-	-	-	-	-
<b>TOTAL</b>	-	-	<b>206,250</b>	<b>100.0</b>	<b>206,250</b>	<b>100.0</b>

**2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD**

2016 Issue	Total Qualified
July	204,858
September	206,704
November	207,188

**3. BREAKOUT OF QUALIFIED CIRCULATION TO THE CONSUMER MARKET FOR ISSUE OF NOVEMBER 2016**

This issue is 0.7% or 1,407 copies above the average of the other 2 issues reported in Paragraph 2.

STANFORD ALUMNI & COMMUNITY	TOTAL QUALIFIED	PERCENT OF TOTAL
Stanford University Alumni; parents of Stanford students; current undergraduate Stanford and graduate students, and donors to Stanford University and Stanford magazine, retired staff, faculty and emeritus faculty	207,188	100.0
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>207,188</b>	<b>100.0</b>

#### 4. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2016

QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	-	-	-	-	-
II. Request from recipient's company:	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-
IV. Communication from recipient or re-distributor (other than request):	-	-	-	-	-
V. <b>TOTAL</b> - Sources other than above	<b>207,188</b>	-	-	<b>207,188</b>	<b>100.0</b>
*Rosters and Directories	207,188	-	-	207,188	100.0
Manufacturer's, distributor's and wholesaler's lists	-	-	-	-	-
Other sources	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>207,188</b>	-	-	<b>207,188</b>	<b>100.0</b>
<b>PERCENT</b>	<b>100.0</b>	-	-	<b>100.0</b>	

\*See Additional Data

#### AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	January - June 2014	July - December 2014	January - June 2015	July - December 2015	January - June 2016	July - December 2016*
Total Audit Average Qualified:	200,342	202,113	203,359	203,711	204,929	206,250
Rate Base (if any):	**NC	**NC	**NC	**NC	**NC	**NC
Rate Base +/-:	**NC	**NC	**NC	**NC	**NC	**NC
Percent +/-:	**NC	**NC	**NC	**NC	**NC	**NC
Qualified Paid :	-	-	-	-	-	-
Subscriptions	-	-	-	-	-	-
Sponsored	-	-	-	-	-	-
Single-Copy Sales	-	-	-	-	-	-
Qualified Non-Paid:	200,342	202,113	203,359	203,711	204,929	206,250
Post Expire Copies included in Total Qualified Circulation:	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price:	**NC	**NC	**NC	**NC	**NC	**NC

\*NOTE: July - December 2016 is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

\*\*NC = None Claimed.

#### GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2016

State	Total Qualified	Percent
Maine	390	
New Hampshire	511	
Vermont	323	
Massachusetts	5,211	
Rhode Island	301	
Connecticut	1,854	
<b>NEW ENGLAND</b>	<b>8,590</b>	<b>4.1</b>
New York	9,293	
New Jersey	2,474	
Pennsylvania	2,376	
<b>MIDDLE ATLANTIC</b>	<b>14,143</b>	<b>6.8</b>
Ohio	1,354	
Indiana	707	
Illinois	3,724	
Michigan	1,432	
Wisconsin	942	
<b>EAST NO. CENTRAL</b>	<b>8,159</b>	<b>3.9</b>
Minnesota	1,575	
Iowa	338	
Missouri	945	
North Dakota	52	
South Dakota	92	
Nebraska	226	
Kansas	446	
<b>WEST NO. CENTRAL</b>	<b>3,674</b>	<b>1.8</b>
Delaware	170	
Maryland	2,959	
Washington, DC	2,145	
Virginia	3,346	
West Virginia	87	
North Carolina	1,843	
South Carolina	414	
Georgia	1,607	
Florida	2,890	
<b>SOUTH ATLANTIC</b>	<b>15,461</b>	<b>7.5</b>

State	Total Qualified	Percent
Kentucky	294	
Tennessee	692	
Alabama	300	
Mississippi	107	
<b>EAST SO. CENTRAL</b>	<b>1,393</b>	<b>0.7</b>
Arkansas	182	
Louisiana	391	
Oklahoma	368	
Texas	6,872	
<b>WEST SO. CENTRAL</b>	<b>7,813</b>	<b>3.8</b>
Montana	538	
Idaho	762	
Wyoming	244	
Colorado	4,232	
New Mexico	1,347	
Arizona	2,705	
Utah	1,262	
Nevada	1,334	
<b>MOUNTAIN</b>	<b>12,424</b>	<b>6.0</b>
Alaska	428	
Washington	7,666	
Oregon	4,832	
California	104,550	
Hawaii	1,534	
<b>PACIFIC</b>	<b>119,010</b>	<b>57.4</b>
<b>UNITED STATES</b>	<b>190,667</b>	<b>92.0</b>
U.S. Territories	155	
Canada	1,350	
Mexico	758	
Other International	14,165	
APO/FPO	93	
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>207,188</b>	<b>100.0</b>

## ADDITIONAL DATA

**METHOD OF DISTRIBUTION:**

Qualified recipients are Stanford University alumni, students, parents of current students, and donors to Stanford University and Stanford magazine, retired staff, faculty and emeritus faculty. Copies are addressed to individuals and mailed via second class U.S. Postal Permit.

**AVERAGE NON QUALIFIED CIRCULATION: 2,350 COPIES**

**PARAGRAPH 4:**

Rosters and directories include 1 source of circulation for a quantity of 207,188 copies or 100%, including Stanford University's alumni database records.

### PUBLISHER'S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true.

Ellen Williams, Business Manager

Kevin Cool, Editor

(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)

**IMPORTANT NOTE:**

This unaudited brand report has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed January 9, 2017

State California

County Santa Clara

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Type CBJ

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### About BPA Worldwide:

A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprised of media owners, advertising agencies and advertisers. Headquartered in Shelton, Connecticut, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 countries. Globally, BPA audits media properties including consumer magazines, newspapers, web sites, events, email newsletters, databases, wireless, social media and other advertiser-supported media—as well as advertiser and agency members. Visit [www.bpaww.com](http://www.bpaww.com) for the latest audit reports, membership information and publishing and advertising industry news.