



# League Magazine Network

Affluence. Influence. Readers for Life.

Brown • Dartmouth • Princeton • Stanford • University of Chicago • University of Pennsylvania • Yale



# 2025 Media Kit



## 7 Ivy League Alumni Magazines. 1 Unparalleled Audience.

RATE BASE: 1,050,000

AUDIENCE: 6,201,000

DEMOGRAPHICS: Median Age: **49 Years**  
Male/Female: **58%/42%**  
Average HHI: **\$537,590**  
Median HHI: **\$185,707**  
Average Net Worth: **\$3,399,290**

FREQUENCY: 6x

INFLUENTIAL: **40%** C-Suite  
**93%** Professional/Managerial  
**25%** of U.S. Senators and 14% of members of the U.S. House hold Ivy degrees

*Sources: Spring 2024 IPSOS Affluent Survey, Ivy League Magazine Network Research, University Records*



## Tops in Reader Engagement

*Our 25% to 75% ad-to-edit ratio creates an uncluttered environment that our readers respond to.*

- 90% took action as a result of seeing an article or an ad.
- 89% say their alumni magazine is important to them.
- 76% say it's the primary way they stay connected to their school.

*Sources: Ivy League Magazine Network Audience Survey 2015*



## The Most Affluent, Influential, Educated Audience in Print.

### AFFLUENT

- Reach more Ultra-Affluents (HHI = \$500K) than any other publication
- Reach more High NW Affluents (NW + \$5MM+) than any other publication

### LUXURY BUYERS

- Our readers are ranked #1 among all publications in spending on watches, jewelry, designer goods, tech, autos and more
- Our readers spend \$1.5 trillion in aggregate on goods and services annually, ranked #1

### THOUGHT LEADERS

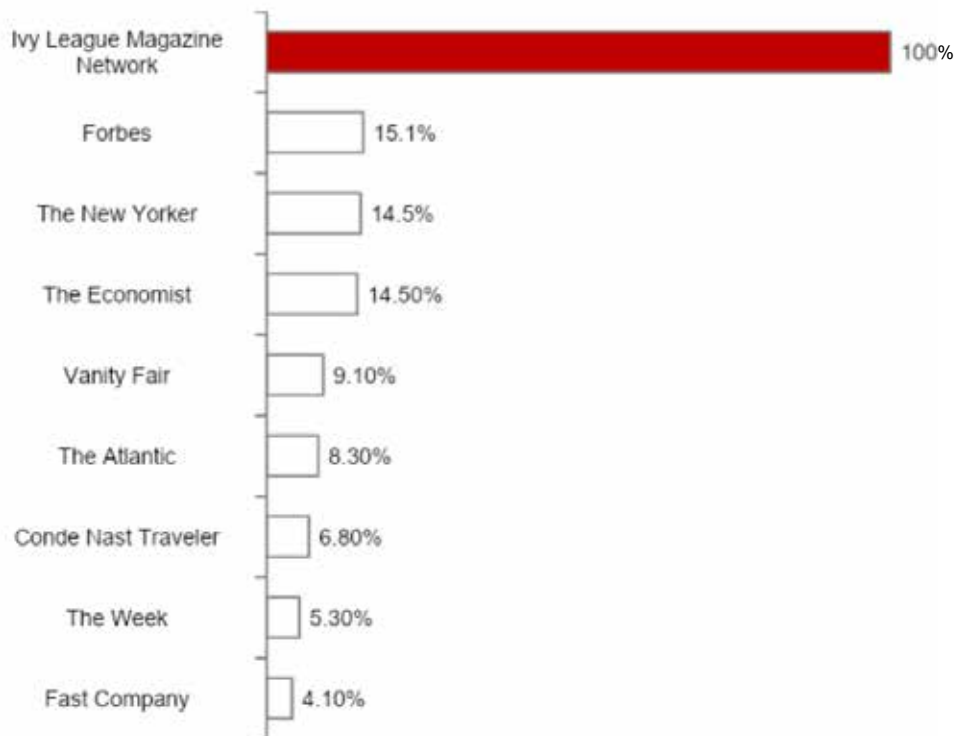
- Reach 2.5MM C-suite readers, ranked #1
- Reach more readers that hold public office than any other publication
- Reach more readers holding advanced degree than any other publication

*Sources: Spring 2024 IPSOS Affluent Survey; \*Ivy League Magazine Network Audience Survey*



## Reach an Unrivaled Audience

Of the Ivy League Magazine Network's readers, only a small number read other leading thought-leadership and business titles. Place your message in our pages to be seen by a receptive and highly engaged audience.

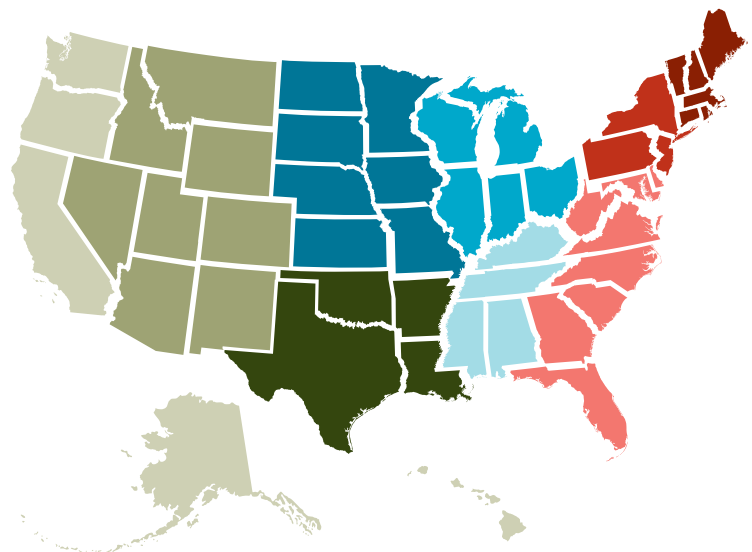




## Geographic Distribution

REGION	CIRCULATION	%TOTAL
New England	119,900	11.4%
Mid-Atlantic	264,661	25.2%
South Atlantic	143,728	13.7%
East North Central	103,157	9.8%
East South Central	12,131	1.2%
West North Central	21,842	2.1%
West South Central	37,120	3.5%
Mountain	44,708	4.3%
Pacific	246,894	23.5%
<b>TOTAL US</b>	<b>994,440</b>	<b>94.7%</b>
Other	55,655	5.3%
<b>TOTAL CIRC</b>	<b>1,050,095</b>	<b>100.0%</b>

Source: Publishers' records.





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RATE BASE 1,050,000



## MULTI-CHANNEL Marketing

**IN-BOOK BONUS SPACE**

Listings, discounts, product or service news

**ADVERTORIALS**  
Customized for each magazine, can tie in alumni or faculty

**IVY WEBSITE BANNERS**  
Daily online source for alumni news

**E-NEWSLETTERS**  
Monthly email to subscribers





## Award-winning Editorial Unmatched Connections

With independent editorial and numerous Case awards, Ivy League readers *trust* the editorial content of their alumni magazine.

“

*“I dropped all my print subscriptions except Yale Magazine and The New Yorker.”*

– Ben Smith, Editor, Buzzfeed.com

*“We have a world class alumni magazine.”*

– Dana Corwin, Editor in Chief, Food & Wine Magazine

*“Even though I’m grounded in Google and the internet, there is a very solid piece of an advertiser’s portfolio that is grounded in print.”*

– Jackie Mockridge, VP of Strategy and Analysis, Digital LBI

”





## 2025 Deadlines

ISSUE DATE	SPACE	MATERIALS
<b>January-February 2025</b>	11/11/24	11/19/24
<b>March-April 2025</b>	1/10/25	1/21/25
<b>May-June 2025</b>	3/10/25	3/19/25
<b>July-August 2025</b>	5/12/25	5/19/25
<b>September-October 2025</b>	7/10/25	7/21/25
<b>November-December 2025</b>	9/10/25	9/19/25

## 2025 Mail Dates

Issues generally mail out on the **first of the month** of the respective issue. Contact your sales representative for specific dates that may vary by publication.



# advertising Specifications



## Pennsylvania Gazette/ Yale Alumni Magazine

	WIDTH	DEPTH
FP ad trim size	8.125"	10.5"
FP ad safe area	7"	9.25"
FP ad bleed page	8.625"	11"
FP ad bleed spread	16.75"	11"
2/3	4.563"	9.625"
1/2 (horiz)	7"	4.75"
1/2 (vert)	4.563"	7.125"
1/3 (sq)	4.563"	4.75"
1/3 (vert)	2.188"	9.625"
1/6 (vert)	2.188"	4.75"
1/12	2.188"	2.25"

Gutter safety for spreads: Allow 0.375" on each side of the gutter, 0.75" total gutter safety.

## Brown Alumni Magazine

	WIDTH	DEPTH
FP ad trim size	7.75"	10.25"
FP ad safe area	7"	9.5"
FP ad bleed page	8.25"	10.75"
FP ad bleed spread	16"	10.75"
2/3	4.3125"	8.125"
1/2 (horiz)	6.05625"	4.375"
1/2 (vert)	4.3125"	6.5"
1/3 (sq)	4.3125"	4.375"
1/3 (vert)	2.0625"	9.125"
1/6 (vert)	2.0625"	4.375"
1/12	2.0625"	2.0625"

Gutter safety for spreads: Allow 0.375" on each side of the gutter, 0.75" total gutter safety.

## Princeton Alumni Weekly

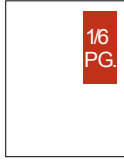
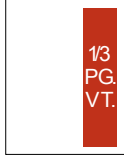
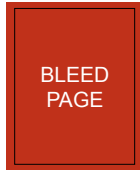
	WIDTH	DEPTH
FP ad trim size	8.125"	10.875"
FP ad safe area	6.875"	9.625"
FP ad bleed page	8.625"	11.375"
FP ad bleed spread	16.75"	11.375"
2/3	4.5"	9.625"
1/2 (horiz)	6.875"	4.75"
1/2 (vert)	4.5"	7.25"
1/3 (sq)	4.5"	4.75"
1/3 (vert)	2.125"	9.625"
1/6 (vert)	2.125"	4.75"
1/12	2.125"	2.25"

Gutter safety for spreads: Allow 0.375" on each side of the gutter, 0.75" total gutter safety.

## Stanford Magazine

	WIDTH	DEPTH
FP ad trim size	9"	10.875"
FP ad safe area	7.5833"	9.6667"
FP ad bleed page	9.5"	11.375"
FP ad bleed spread	18.5"	11.375"
2/3	5"	9.6667"
1/2 (horiz)	7.5833"	4.8333"
1/2 (vert)	3.7083"	9.6667"
1/3 (sq)	5"	4.8333"
1/3 (vert)	2.4167"	9.6667"
1/6 (vert)	2.4167"	4.8333"
1/12	2.4167"	2.35"

Gutter safety for spreads: Allow 0.375" on each side of the gutter, 0.75" total gutter safety.



**NOTE: When submitting ads, please make sure all color bars and crop marks are outside the bleed. Please submit ads to Pam Gorelow at [pgorelow@stanford.edu](mailto:pgorelow@stanford.edu). Questions? Call Pam at 650-725-0672.**



# advertising Specifications



## University of Chicago Magazine

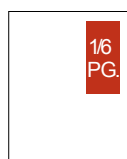
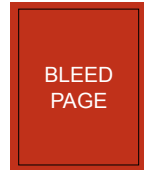
	WIDTH	DEPTH
FP ad trim size	7.5"	10"
FP ad safe area	6.4375"	8.825"
FP ad bleed page	8"	10.5"
FP ad bleed spread	15.5"	10.5"
2/3	4.25"	8.825"
1/2 (horiz)	6.4375"	4.3125"
1/2 (vert)	3.125"	8.825"
1/3 (sq)	4.25"	4.3125"
1/3 (vert)	2"	8.825"
1/6 (vert)	2"	4.3125"
1/12	2"	2.0625"

Gutter safety for spreads: Allow 0.375" on each side of the gutter, 0.75" total gutter safety.

## Dartmouth Alumni Magazine

	WIDTH	DEPTH
FP ad trim size	8.125"	10.875"
FP ad safe area	7.825"	10.575"
FP ad bleed page	8.625"	11.375"
FP ad bleed spread	16.75"	11.375"
2/3	4.5"	10"
1/2 (horiz)	7"	4.875"
1/2 (vert)	4.5"	7.125"
1/3 (sq)	4.5"	4.875"
1/3 (vert)	2.125"	10"
1/6 (horiz)	4.5"	2.375"
1/6 (vert)	2.125"	4.875"
1/12 (sq)	2.125"	2.375"

Gutter safety for spreads: Allow 0.375" on each side of the gutter, 0.75" total gutter safety.



**NOTE:** When submitting ads, please make sure all color bars and crop marks are outside the bleed. Please submit ads to Pam Gorelow at [pgorelow@stanford.edu](mailto:pgorelow@stanford.edu). Questions? Call Pam at 650-725-0672.



## **Production** requirements

### DIGITAL MATERIALS

PDF/X-1a files are preferred - packaged InDesign files are also accepted. All graphics must be sent as CMYK (.tif) or EPS (.eps) files at a resolution of 300 dpi, all fonts must be included. File size limit is 1MB.

### ADDITIONAL CHARGES:

PMS-specified colors are charged as a fifth color. The quoted two-color rates apply only to color matched inks by printer.

### PROOFS

To ensure color accuracy, digital files should be accompanied by an Epson (or equivalent) proof that matches the supplied ad. Proofs are required for each of the magazines in which the ad appears. (Nine color proofs are required for ads running network-wide.)

### PLEASE SEND ADVERTISING MATERIALS TO

**Pam Gorelow**

Phone 650.725.0672

[pgorelow@stanford.edu](mailto:pgorelow@stanford.edu)

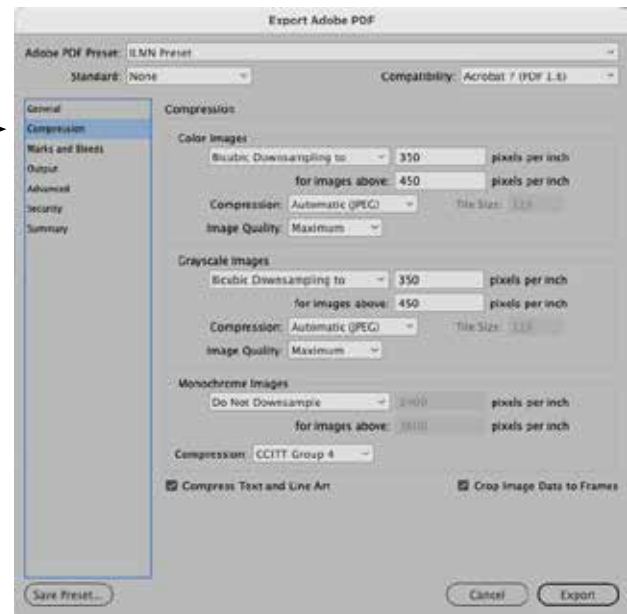
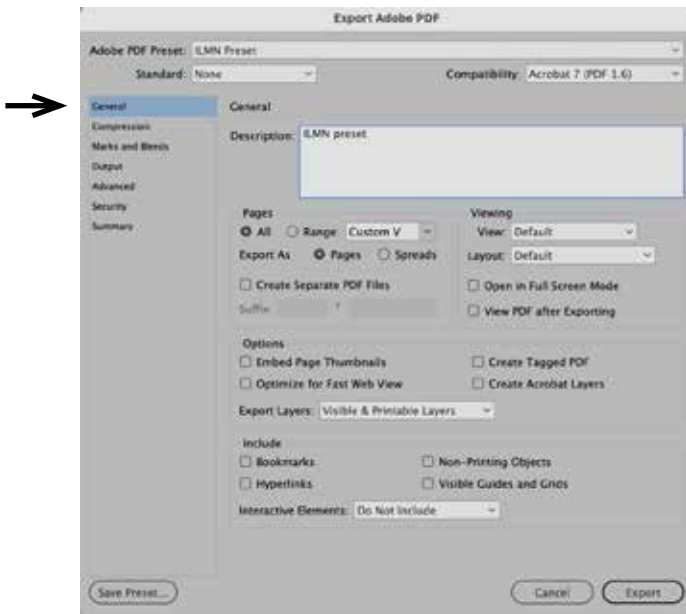
# Exporting your PDF

As shown below, please use the following settings when exporting your PDF.

*If you are a regular client, you may benefit by making an ILMN preset for future use.*

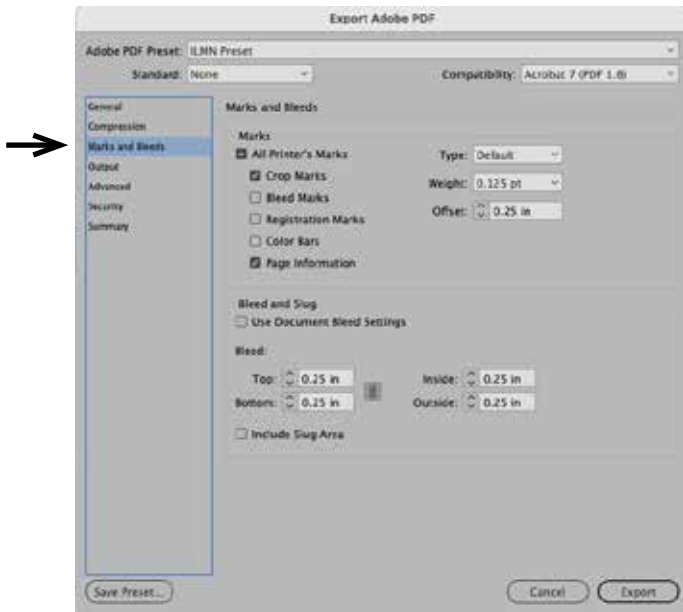
1. File --> Export --> General

2. Compression

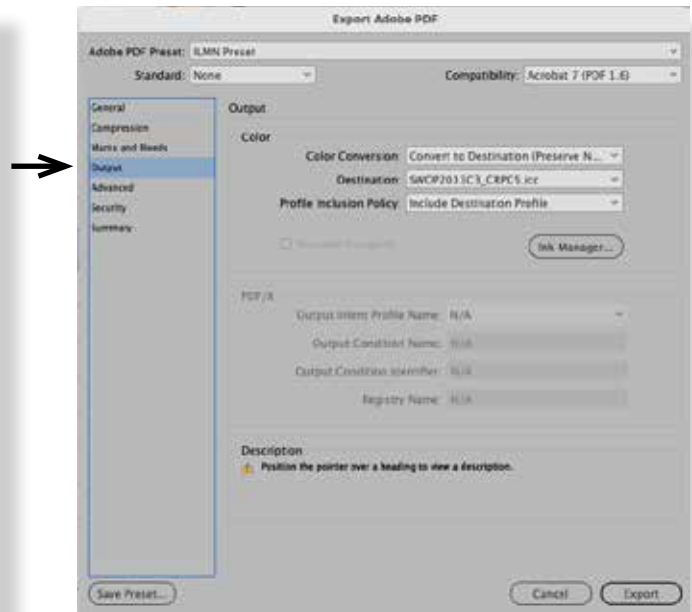


# Exporting your PDF (continued)

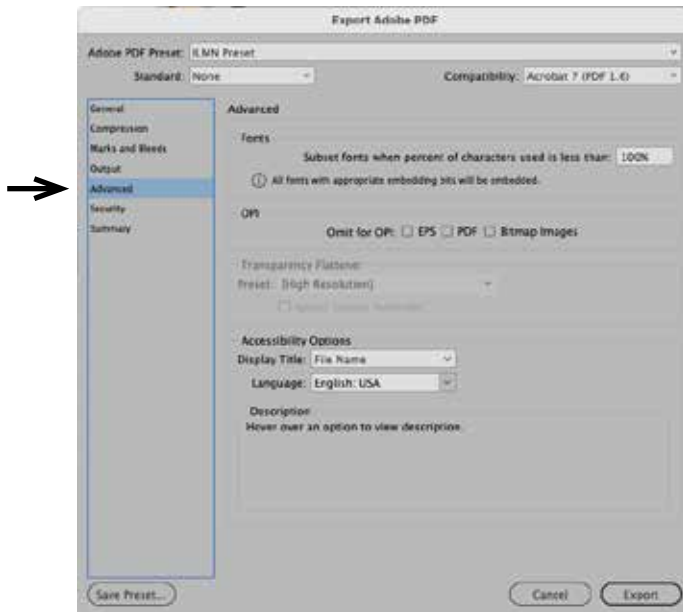
3. Marks and Bleeds



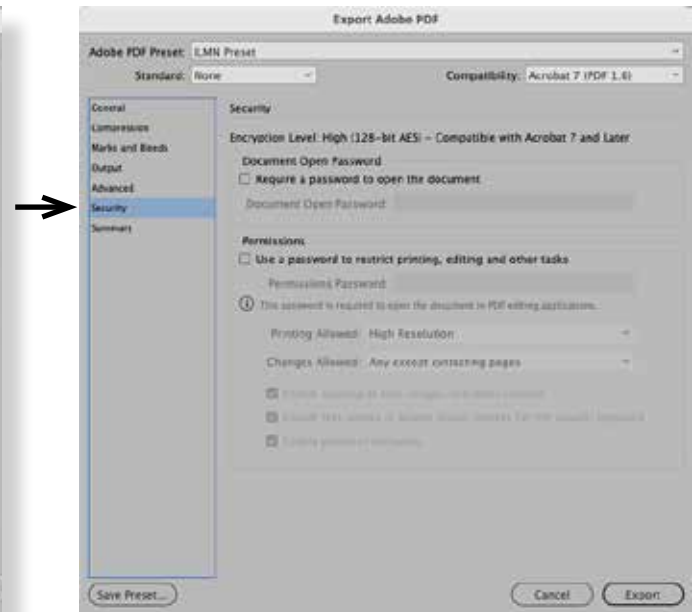
4. Output



4. Advanced



5. Security --> Export --> Save





## Web Advertising specifications

Publication	Ad Size(s)	Ad Format*	URL
<i>Brown Alumni Magazine</i>	300 W x 600 H	gif, jpg, or png	<a href="http://brownalumnimagazine.com">brownalumnimagazine.com</a>
<i>Dartmouth Alumni Magazine</i>	300 W x 250 H; 728 W x 90 H	gif, jpg, or png	<a href="http://dartmouthalumnimagazine.com">dartmouthalumnimagazine.com</a>
<i>Pennsylvania Gazette</i>	300 W x 250 H; 300 W x 150 H	gif, jpg, or png	<a href="http://thepenngazette.com">thepenngazette.com</a>
<i>Princeton Alumni Weekly</i>	300 W x 250 H	gif, jpg, or png	<a href="http://paw.princeton.edu">paw.princeton.edu</a>
<i>Stanford Alumni Magazine</i>	300 W x 250 H; 728 W x 90 H	gif, jpg, or png	<a href="http://stanfordmag.org">stanfordmag.org</a>
<i>Yale Alumni Magazine</i>	300 W x 250 H; 728 W x 90 H	gif, jpg, or png	<a href="http://yalealumnimagazine.com">yalealumnimagazine.com</a>

\* File size limit 1MB.

\*\* The University of Chicago Magazine does not currently accept advertising on their website.

**Please be sure to include a destination (click-through) URL.**

Material may be emailed to [pgorelow@stanford.edu](mailto:pgorelow@stanford.edu) or call Pam Gorelow at 650-725-0672 with questions.



## Contacts

### DIRECTOR

**Heather Wedlake**

Phone 617.319.0995

[heatherwedlake@ivymags.com](mailto:heatherwedlake@ivymags.com)

### PRODUCTION

**Pam Gorelow**

Phone 650.725.0672

[pgorelow@stanford.edu](mailto:pgorelow@stanford.edu)

### ADVERTISING ACCOUNT MANAGER NY/NJ, SOUTHEAST

**Colleen Finnegan**

Phone 908.391.1612

[colleen\\_innegan@ivymags.com](mailto:colleen_innegan@ivymags.com)

### ADVERTISING ACCOUNT MANAGER NEW ENGLAND, MID-ATLANTIC

**Alison Wehrle**

Phone 203.779.9276

[alison.wehrle@yale.edu](mailto:alison.wehrle@yale.edu)

### ADVERTISING ACCOUNT MANAGER WEST COAST, MID-WEST

**Tim Brown**

Phone 917.232.3817

[timbrown@ivymags.com](mailto:timbrown@ivymags.com)