Ivy League Magazine Network

Affluence. Influence. Readers for Life.

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

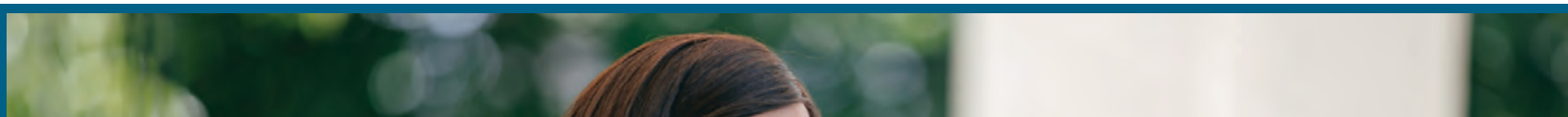
2026 Media Kit

Ivy League Magazine Network
Affluence. Influence. Readers for Life.

7 Ivy League Alumni Magazines. 1 Unparalleled Audience.

RATE BASE:	1,044,000
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

Ivy League Magazine Network
Affluence. Influence. Readers for Life.

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

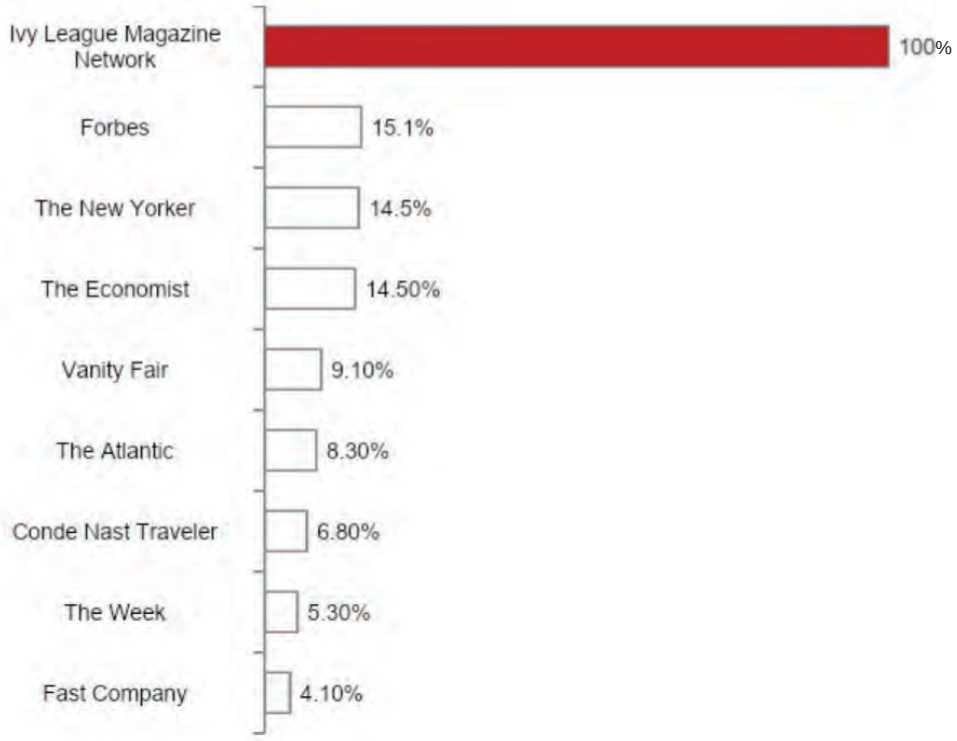
THOUGHT LEADERS

- 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

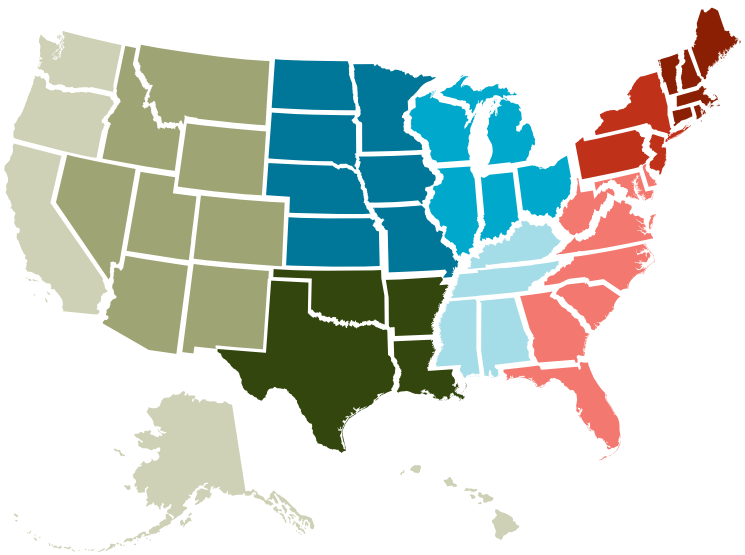
Of the Ivy League Magazine Network's readers, only a small number read other leading thought-leadership and business titles. Place your message in our pages to be seen by a receptive and highly engaged audience.



Geographic Distribution

REGION	CIRCULATION	%TOTAL
New England	126,605	12.1%
Mid-Atlantic	285,429	24.8%
South Atlantic	142,112	13.6%
East North Central	100,890	9.7%
East South Central	12,385	1.2%
West North Central	22,362	2.1%
West South Central	34,457	3.3%
Mountain	48,198	4.6%
Pacific	247,827	23.7%
TOTAL US	**993,265**	**95.2%**
Other	50,470	4.8%
TOTAL CIRC	**1,043,735**	**100.0%**

Source: Publishers' records.



RATE BASE 1,044,000

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

Ivy League Magazine Network
Affluence. Influence. Readers for Life.

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

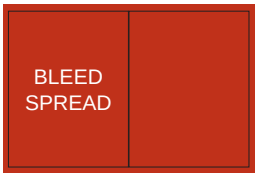
2026 Deadlines

ISSUE DATE	SPACE	MATERIALS
January-February 2026	11/10/25	11/19/25
March-April 2026	1/12/26	1/20/26
May-June 2026	3/10/26	3/19/26
July-August 2026	5/11/26	5/20/26
September-October 2026	7/10/26	7/20/26
November-December 2026	9/10/26	9/21/26

2026 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



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	4.313"	9.125"
1/2 (horiz)	6.563"	4.375"
1/3 (sq)	4.313"	4.375"
1/3 (vert)	2.063"	9.125"
1/6 (vert)	2.063"	4.375"

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"
1/3 (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"

Pennsylvania Gazette

	WIDTH	DEPTH
FP ad trim size	8.375"	10.875"
FP ad safe area	7"	9.5"
FP ad bleed page	8.875"	11.375"
FP ad bleed spread	17.25"	11.125"
2/3	4.625"	9.5"
1/2 (horiz)	7"	4.625"
1/3 (sq)	4.625"	4.625"
1/3 (vert)	2.25"	9.5"
1/6 (vert)	2.25"	4.625"

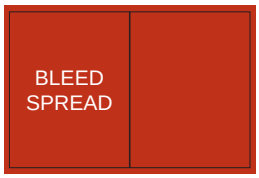
Princeton Alumni Weekly

	WIDTH	DEPTH
FP ad trim size	8.125"	10.875"
FP ad safe area	7.625"	10.375"
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"
1/3 (sq)	4.5"	4.75"
1/3 (vert)	2.125"	9.625"
1/6 (vert)	2.125"	4.75"
1/6 (horiz)	4.5"	2.25"

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. Questions? Call Pam at 650-725-0672.

advertising Specifications



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"
1/3 (sq)	5"	4.8333"
1/3 (vert)	2.4167"	9.6667"
1/6 (vert)	2.4167"	4.8333"

University of Chicago Magazine

	WIDTH	DEPTH
FP ad trim size	7.5"	10"
FP ad safe area	7"	9.5"
FP ad bleed page	8"	10.5"
FP ad bleed spread	15.5"	10.5"
2/3	4.2222"	8.8438"
1/2 (horiz)	6.42"	4.35"
1/3 (sq)	4.2222"	4.375"
1/3 (vert)	2.0278"	8.8438"
1/6 (vert)	2.0278"	4.375"

Yale Alumni Magazine

	WIDTH	DEPTH
FP ad trim size	8.375"	10.875"
FP ad safe area	7.375"	9.875"
FP ad bleed page	8.875"	11.375"
FP ad bleed spread	17.25"	11.125"
2/3	4.75"	9.625"
1/2 (horiz)	7.25"	4.75"
1/3 (sq)	4.75"	4.75"
1/3 (vert)	2.25"	9.625"
1/6 (vert)	2.25"	4.75"

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. Questions? Call Pam at 650-725-0672.

Production requirements

DIGITAL MATERIALS

- Distinguish your file with the ADVERTISER'S NAME and issue date (i.e. Brown-Spring26 or Yale-JanFeb26)
- 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%

Exporting your PDF

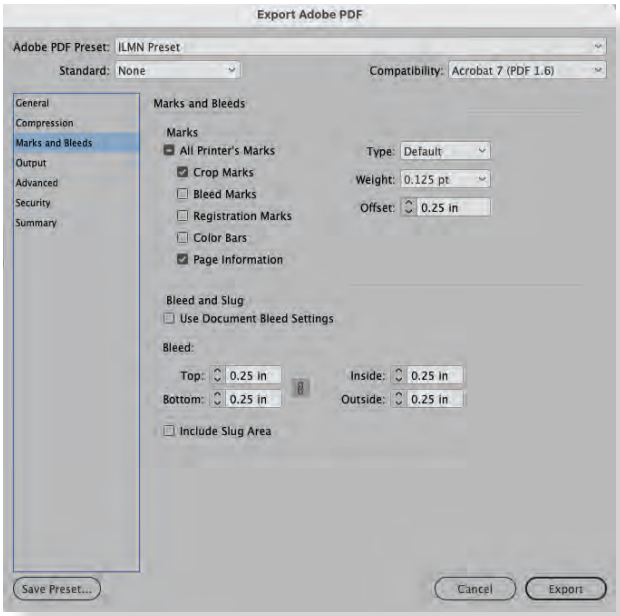
As shown below, please use the following settings when exporting your PDF.
If you are a regular client, you may benefit by making an ILMN preset for future use.

1. File --> Export --> General

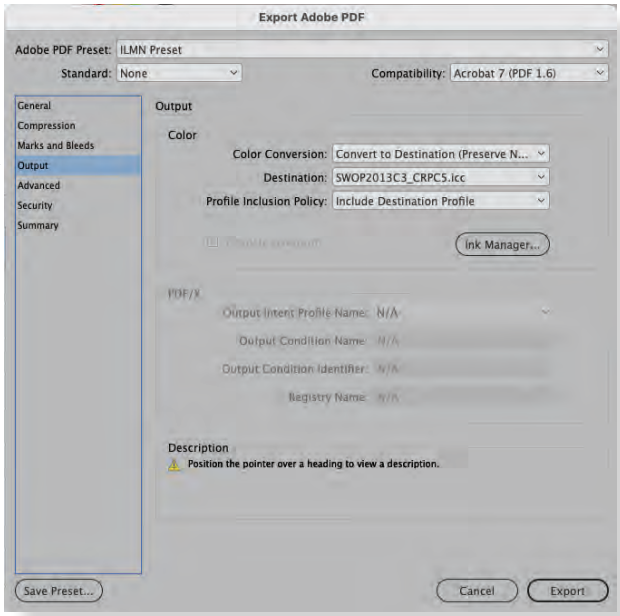
2. Compression

Exporting your PDF (*continued*)

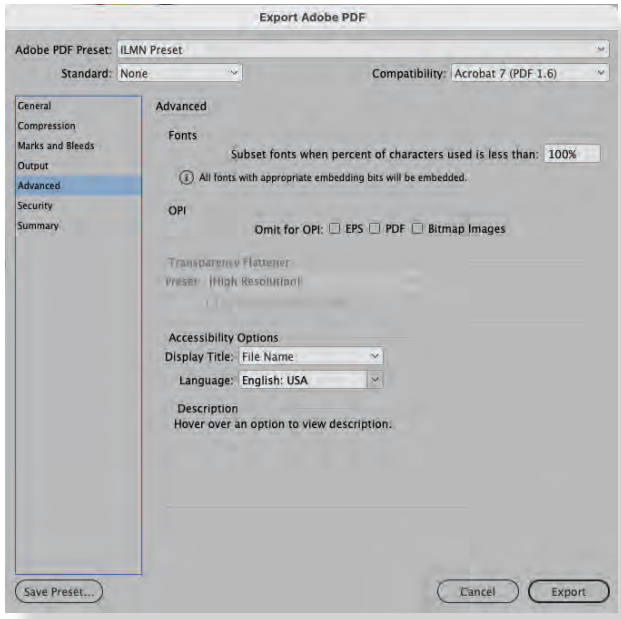
3. Marks and Bleeds



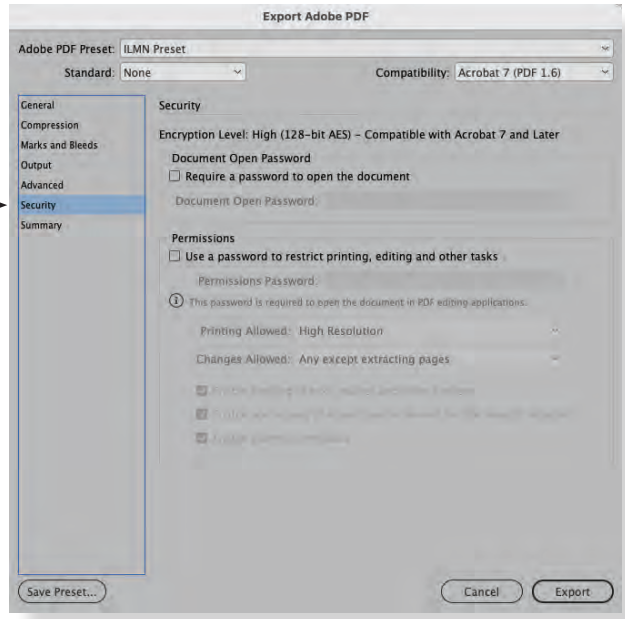
4. Output



4. Advanced



5. Security --> Export --> Save



Web Advertising specifications

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

* 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 or call Pam Gorelow at 650-725-0672 with questions.

Contacts

DIRECTOR
Heather Wedlake
Phone 617.319.0995
heatherwedlake@ivymags.com

PRODUCTION
Pam Gorelow
Phone 650.725.0672
pgorelow@stanford.edu

ADVERTISING ACCOUNT MANAGER
NY/NJ, SOUTHEAST, MID-WEST, NEW ENGLAND, MID-ATLANTIC, WEST COAST
Colleen Finnegan
Phone 908.391.1612
colleenfinnegan@ivymags.com