**About Northwestern Magazine**

*Northwestern Magazine* reaches more than 255,000 highly educated, sophisticated readers (alumni, faculty, staff, parents of undergraduate students, friends) who are engaged and influential in their communities around the world. The magazine is distributed to graduates from all 12 schools, including Northwestern University’s Kellogg School of Management, Pritzker School of Law and Feinberg School of Medicine.

**Most Valued Piece of Print**

*Northwestern Magazine* is the main link between the University and its graduates. In a recent SimpsonScarborough survey, alumni readers said that *Northwestern Magazine* is their most valued source of information about Northwestern University.

**Loyal, Engaged Audience**

Our readers are exceptionally loyal and interested in a broad range of content, from in-depth features on the latest environmental research to pathbreaking discoveries in medicine to profiles on alumni in business, law, entertainment and technology.

Unlike other prestigious universities, *Northwestern Magazine* does not require an annual subscription fee. This allows for a higher reach and engagement among our many audiences.
Depth and Variety of Stories

With outstanding editorial content and design, the magazine addresses key national and global issues in science, medicine, education, business and more.

INSIDE NORTHWESTERN MAGAZINE

**MOMENT**
Photo spreads that tell visual stories about the Northwestern community

**VOICES**
Highlights, personal narratives and reflections from alumni and faculty on compelling topics

**NEWS**
Insights on the latest at the University, including sports and the student experience

**DISCOVERY**
The latest in cutting-edge research and news you can use
INSIDE NORTHEASTERN MAGAZINE (continued)

**FEATURE**
In-depth stories that highlight profiles of professors and alumni, current issues and topics of interest

**ALUMNI**
A section for alumni to reconnect with the Northwestern community

ENVision YOUR AD IN NORTHEASTERN MAGAZINE
255,789 Total Worldwide Circulation

- Midwest: 113,421
- Northeast: 35,222
- Southeast: 35,554
- Southwest: 13,717
- West: 47,500

78% of the world’s countries receive Northwestern Magazine

154 countries across the globe
Audience

READER PROFILE

46% Female
54% Male

35-44 Median Age Range

EDUCATION

50% Graduate
36% Undergraduate
9% Other Alumni and Non-Alumni
5% Both Undergrad and Graduate

ACADEMIC UNIT

24% Weinberg
19.5% Kellogg
11.7% McCormick
9.7% Feinberg
9.2% Communication
7.2% Medill
5.1% Law
5.0% Professional Studies
4.9% Education
3.8% Bienen School of Music
1.4% The Graduate School
1.3% Other

TOP 20 INDUSTRIES

1 Research
2 Financial Services
3 Management Consulting
4 Marketing and Advertising
5 Hospital and Health Care
6 Information Technology and Services
7 Higher Education
8 Computer Software
9 Consumer Goods
10 Education Management
11 Internet
12 Pharmaceuticals
13 Law Practice
14 Real Estate
15 Retail
16 Food and Beverage
17 Investment Management
18 Venture Capital and Private Equity
19 Banking
20 Telecommunications
Advertising Information

**CIRCULATION**
255,789

**FREQUENCY**
3x per year

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**ADVERTISING RATES**

**COLOR**

<table>
<thead>
<tr>
<th>Size</th>
<th>Rate</th>
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<tbody>
<tr>
<td>Full Page</td>
<td>$6,500</td>
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<tr>
<td>½ Page</td>
<td>$4,200</td>
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<tr>
<td>¼ Page</td>
<td>$3,500</td>
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**BLACK AND WHITE**

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<thead>
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<th>Rate</th>
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<tbody>
<tr>
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<td>½ Page</td>
<td>$3,500</td>
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<tr>
<td>¼ Page</td>
<td>$2,700</td>
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**PREMIUMS IN COLOR**

<table>
<thead>
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<th>Size</th>
<th>Rate</th>
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<tbody>
<tr>
<td>C3 (Inside Back Cover)</td>
<td>$7,000</td>
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<tr>
<td>C4 (2/3 Back Cover)</td>
<td>$6,750</td>
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*There is a 10% discount for full spreads*

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**MECHANICAL REQUIREMENTS**

- **Trim size:** 8 ⅞ x 10 ⅞ inches. Keep live materials ⅜ inch from trim size on all sides. For full-page ad, add ⅛-inch bleed on all sides.
- **Binding:** Perfect bound
- **Accepted materials:** Print quality PDF file or original InDesign file. All colors must be specified as CMYK. Do not include RGB or PMS spot colors. Adobe CC applications are preferred software. Include all high-res (300 dpi) images and all fonts if sending original InDesign files.

**Send high-resolution files to:**
Christina Senese, Art Director
Phone: 847-467-6942
c-senese@northwestern.edu

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**PUBLICATION SCHEDULE**

<table>
<thead>
<tr>
<th>Issue</th>
<th>Delivery Date</th>
<th>Files Due</th>
<th>Insertion Order Due</th>
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</thead>
<tbody>
<tr>
<td>Fall</td>
<td>Sept. 1</td>
<td>June 1</td>
<td>April 15</td>
</tr>
<tr>
<td>Winter</td>
<td>Jan. 1</td>
<td>Oct. 1</td>
<td>Aug. 15</td>
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<tr>
<td>Spring</td>
<td>May 1</td>
<td>Feb. 1</td>
<td>Dec. 15</td>
</tr>
</tbody>
</table>

*Ad cancellations must be received in writing by the art deadline or a 10% penalty fee will be charged

*Full year commitment (3 issues) receives a 20% discount on the total price

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**Questions?**
Margie Cahow
Phone: 847-467-2980
margaret.cahow@northwestern.edu

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Northwestern

MAGAZINE MEDIA KIT
Copy and Contract Regulations

STANDARDS OF ADVERTISING ACCEPTABILITY
The Publisher expects that all claims, guarantees or representations made by advertisers regarding performance, quality and other characteristics of products or services can be substantiated.

CONTRACT AND COPY REGULATIONS

1. Advertisements are accepted upon the representation that the advertiser and its agency have the right to publish the contents thereof. In consideration of such publication, the advertiser and its agency agree to indemnify and hold the Publisher harmless against any expense or loss by reason of any claims arising out of publication.

2. All contents of advertisements are subject to the Publisher's approval. The Publisher reserves the right to reject or cancel any advertisement, insertion order, space reservation or position commitment at any time and for any reason.

3. Positioning of advertisements is at the discretion of the Publisher except where a request for a specific preferred position is acknowledged by the Publisher in writing.

4. All insertion orders are accepted subject to provisions of the current rate card. Rates are subject to change upon notice of at least 60 days from the Publisher. Should a change in rates be made, space reserved may be canceled by the advertiser or its agency at the time the change becomes effective without incurring short-rate charges, provided the advertisements published to the date of cancellation are consistent with the appropriate frequency rate.

5. Conditions other than rates are subject to change by the Publisher without notice.

6. No conditions other than those set forth in this rate card shall be binding on the Publisher unless specifically agreed to in writing by the Publisher. The Publisher will not be bound by conditions printed or appearing on order blanks or copy instructions that conflict with provisions of this rate card.

7. The Publisher shall have no liability for errors in key numbers.

8. The Publisher shall not be liable for any costs or damages if for any reason it fails to publish an advertisement.

9. Mechanical production charges incurred on behalf of the advertiser or its agency in the preparation of advertising material will be rebilled at net cost.

10. The Publisher shall have the right to hold the advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to the Publisher for advertising ordered by the advertiser or its agent and for which advertising was published.