

Northwestern

MAGAZINE MEDIA KIT





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



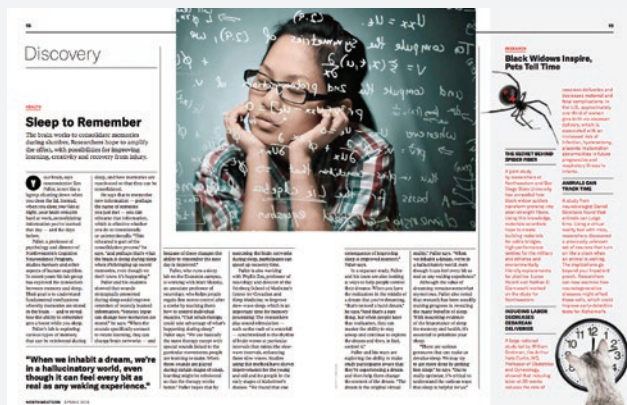
VOICES

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 NORTHWESTERN 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

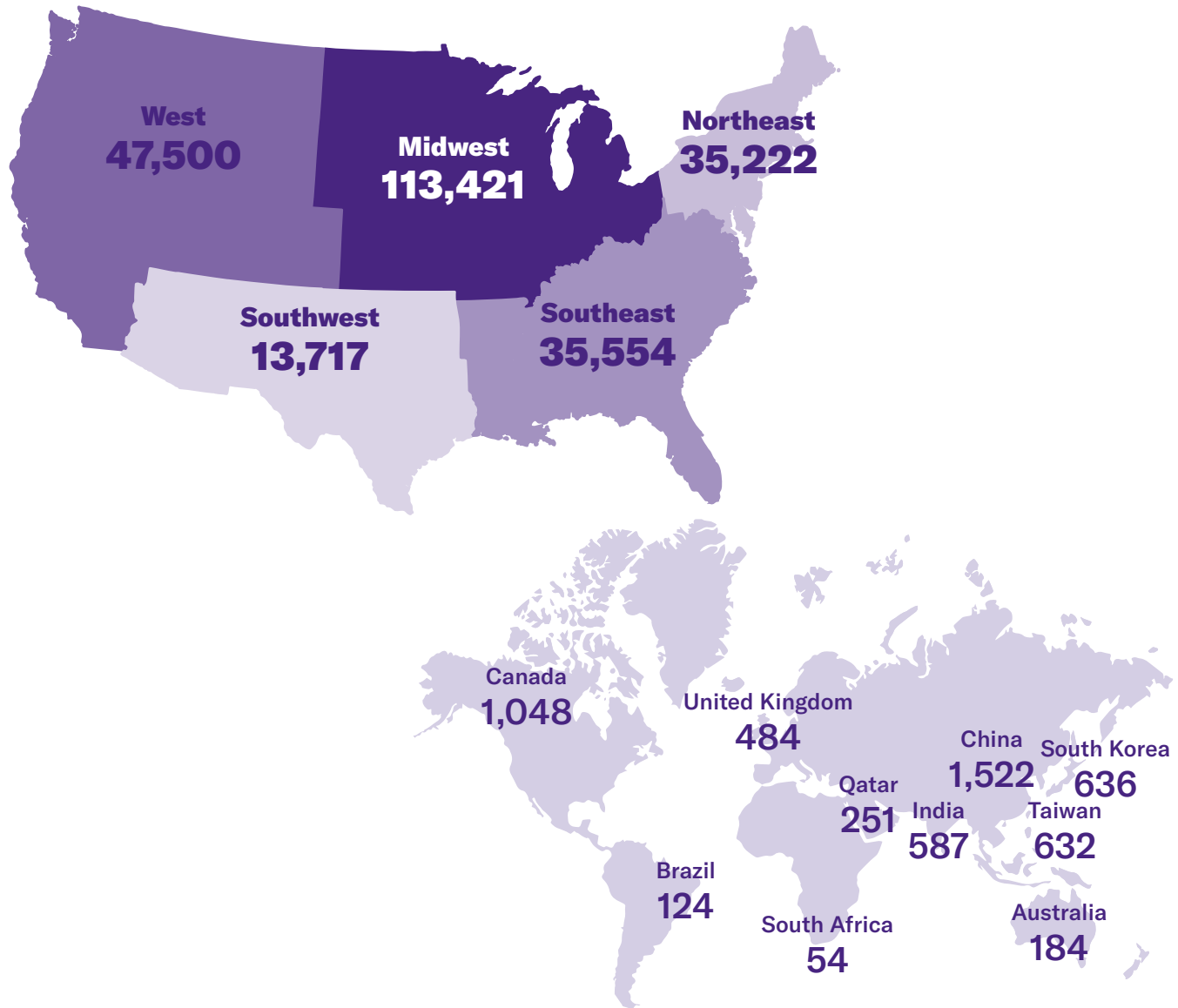
ENVISION YOUR AD IN NORTHWESTERN MAGAZINE

YOUR AD
HERE



YOUR AD
HERE

255,789 Total Worldwide Circulation



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%

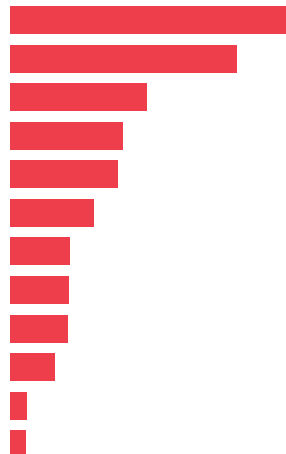
Other Alumni
and Non-Alumni

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

PUBLICATION SCHEDULE

Issue	Delivery Date	Files Due	Insertion Order Due
Fall	Sept. 1	June 1	April 15
Winter	Jan. 1	Oct. 1	Aug. 15
Spring	May 1	Feb. 1	Dec. 15

*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

ADVERTISING RATES

COLOR

Full Page	\$6,500
½ Page	\$4,200
¼ Page	\$3,500



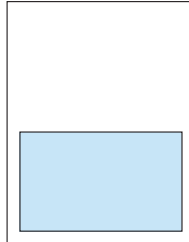
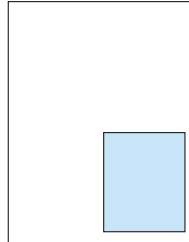
BLACK AND WHITE

Full Page	\$5,500
½ Page	\$3,500
¼ Page	\$2,700

PREMIUMS IN COLOR

C3 (Inside Back Cover)	\$7,000
C4 (2/3 Back Cover)	\$6,750

AD SIZES

			
Full page 8 3/8" x 10 7/8"	2/3 page 8 3/8" x 7 3/8"	1/2 page 7 1/4" x 4 5/8"	1/4 page 3 5/8" x 4 5/8"

MECHANICAL REQUIREMENTS

Trim size: 8 3/8 x 10 7/8 inches. Keep live materials 3/8 inch from trim size on all sides. For full-page ad, add 1/8-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

*There is a 10% discount for full spreads

Questions?

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

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.