

Northwestern

MAGAZINE MEDIA KIT



About Northwestern Magazine

Northwestern Magazine continues to grow its audience and now reaches more than 272,000 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



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

CHARTER / FALLS REVIEW / 18 NOVEMBER

Alumni

FALLS REVIEW, NOVEMBER 1977

YOUR AD
HERE

Blackburn (top left) stands with son, Shelby Blackburn '91, '93 and son, Adam Blackburn '91 and son, Shelby Blackburn '91. The photo was taken in the Sierra Nevada Mountains and has been published in the Sierra Nevada Mountains.

NORTHWESTERN NOVEMBER 2010

CHARTER

There's often a sense of loss when you leave a place that has been your home for so long. But for many of our alumni, the sense of loss is quickly replaced by a sense of pride and accomplishment. In this section, we feature stories about alumni who have made significant contributions to their fields and to society.

Dr. Robert L. Smith '64, a professor at the University of California, Berkeley, is a leading expert in the field of environmental science. He has published numerous papers on the effects of climate change on the environment and has been a vocal advocate for environmental protection.

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YOUR AD
HERE

NOVEMBER 2010 NORTHWESTERN

World map showing the number of U.S. military personnel stationed in various countries and U.S. regions. The map uses a color gradient from dark purple to light purple to represent the number of personnel, with darker shades indicating higher numbers.

Region/Country	Number of Personnel
West	51,730
Midwest	117,545
Northeast	47,982
Southwest	16,032
Southeast	33,233
Canada	1,064
United Kingdom	585
Brazil	203
South Africa	58
Qatar	548
India	938
China	3,410
South Korea	862
Taiwan	725
Australia	169

159
countries across the globe

Audience

READER PROFILE

46% Female 54% Male

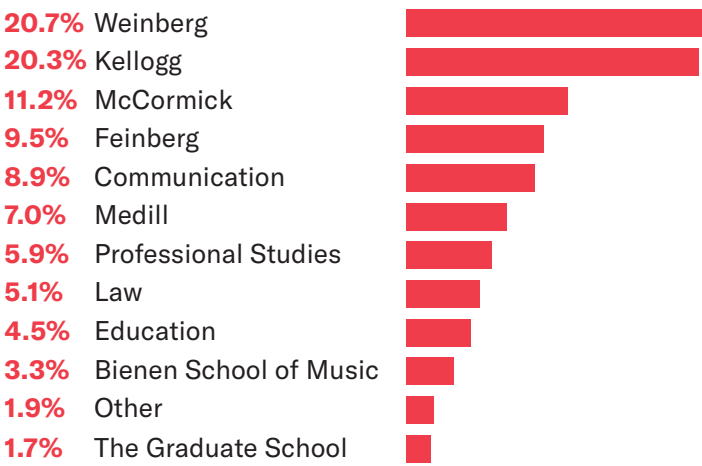
35-44
Median Age Range

EDUCATION

49% Graduate 34% Undergraduate

12% Other Alumni and Non-Alumni 5% Both Undergrad and Graduate

ACADEMIC UNIT



TOP 20 INDUSTRIES

- 1 Financial Services
- 2 Management Consulting
- 3 Marketing and Advertising
- 4 Law Practice
- 5 Hospital and Health Care
- 6 Information Technology and Services
- 7 Education Management
- 8 Consumer Goods
- 9 Computer Software
- 10 Higher Education
- 11 Food and Beverage
- 12 Real Estate
- 13 Health, Wellness and Fitness
- 14 Pharmaceuticals
- 15 Banking
- 16 Internet
- 17 Non-Profit Organization Management
- 18 Building Materials
- 19 Insurance
- 20 Research

Advertising Information

CIRCULATION

272,646

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	\$7,475
½ Page	\$4,830
¼ Page	\$4,025

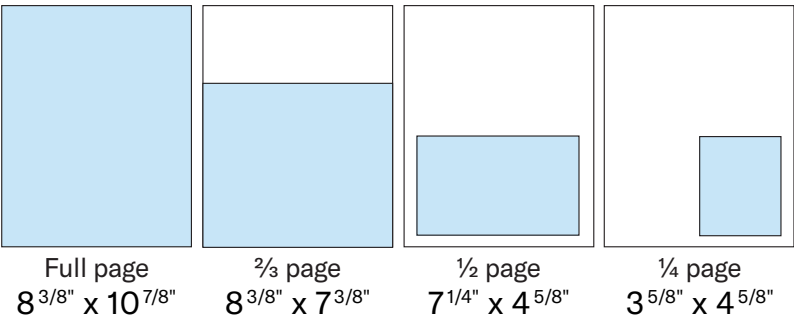
BLACK AND WHITE	
Full Page	\$6,325
½ Page	\$4,025
¼ Page	\$3,105

PREMIUMS IN COLOR	
C3 (Inside Back Cover)	\$8,050
C4 (2/3 Back Cover)	\$7,763

*There is a 10% discount for full spreads

Questions?
Michelle Williams
michelle.williams@northwestern.edu

AD SIZES



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

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.