## Advertising Rates

National: All rates are net. Dimensions are in non-bleed size, unless otherwise specified.

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Dimensions</th>
<th>1x</th>
<th>2x</th>
<th>4x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Premium Inside Front Cover</td>
<td>7.125” x 9.875”</td>
<td>$13,490</td>
<td>$12,140</td>
<td>$10,790</td>
</tr>
<tr>
<td>Premium Inside Back Cover</td>
<td>7.125” x 9.875”</td>
<td>$12,990</td>
<td>$11,690</td>
<td>$10,290</td>
</tr>
<tr>
<td>Premium Page One</td>
<td>7.125” x 9.875”</td>
<td>$12,990</td>
<td>$11,690</td>
<td>$10,290</td>
</tr>
<tr>
<td>Premium Ad (with bleed)</td>
<td>8” x 10.75”</td>
<td>(Price based on location options above)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Display Ads Full Page (with bleed)</td>
<td>8” x 10.75”</td>
<td>$12,490</td>
<td>$11,240</td>
<td>$9,990</td>
</tr>
<tr>
<td>Display Ads 2/3 Vertical</td>
<td>4.625” x 9.875”</td>
<td>$9,990</td>
<td>$8,990</td>
<td>$7,990</td>
</tr>
<tr>
<td>Display Ads 2/3 Vertical (with bleed)</td>
<td>5” x 10.75”</td>
<td>$9,990</td>
<td>$8,990</td>
<td>$7,990</td>
</tr>
<tr>
<td>Display Ads 1/2 Horizontal (with bleed)</td>
<td>8” x 5.5”</td>
<td>$8,740</td>
<td>$7,870</td>
<td>$6,990</td>
</tr>
<tr>
<td>Display Ads 1/2 Horizontal</td>
<td>7.125” x 5”</td>
<td>$8,740</td>
<td>$7,870</td>
<td>$6,990</td>
</tr>
<tr>
<td>Display Ads 1/3 Square</td>
<td>4.625” x 4.625”</td>
<td>$6,240</td>
<td>$5,620</td>
<td>$4,990</td>
</tr>
<tr>
<td>Display Ads 1/4 Square</td>
<td>3.375” x 4.625”</td>
<td>$4,990</td>
<td>$4,490</td>
<td>$3,990</td>
</tr>
</tbody>
</table>

### Classifieds

| Display | 2.25” x 2.25” | $1,250 | $1,120 | $1,000 |

Note: Ads with bleed should have a .25” safety area all around.

Please inquire about digital media and multichannel marketing opportunities with Columbia Magazine.

### Dates

- **Space Reservations**
  - Spring 2017: January 16
  - Summer 2017: April 17
  - Fall 2017: July 17
  - Winter 2017: October 18

- **Materials due**
  - Spring 2017: February 1
  - Summer 2017: May 1
  - Fall 2017: August 1
  - Winter 2017: November 1

- **Magazine In-Home**
  - Spring 2017: March 8
  - Summer 2017: June 7
  - Fall 2017: September 11
  - Winter 2017: December 11

### Contact

To take advantage of this unique and cost-effective marketing opportunity, please contact advertising representative Bonnie Goldstein. Materials requirements also available on request.

Bonnie Goldstein  
(631) 253-0394 | bonnie@mbgmediasales.com

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COLUMBIA MAGAZINE is mailed four times per year to every graduate of the university’s 16 undergraduate and professional schools—from the sciences and medicine to law and business to the liberal and fine arts. Trustees, faculty, donors, and other global influencers also receive copies.

With original reporting on both the world and the university, the magazine consistently earns high approval ratings from alumni. In fact, Columbia Magazine is the winner of more than 30 national awards for writing, design, and photography.

Columbia Magazine’s audience is exceptional—325,000 highly educated, active, and influential leaders in their fields and communities.

Our Alumni (Median Age 47)

Affluent
- Median household income: $175,000+
- Median value of primary residence: $750,000+
- Median estimated net worth: $800,000

Active
- 80% plan to attend a museum/art gallery opening in the next year
- 70% dine out four or more times per month
- 60% plan to attend a concert in the next year
- 46% expect to start/renew a fitness club membership
- Alumni took an average of 3.5 business and 3 leisure trips in the past twelve months

Educated
- 89% have professional, master’s, or doctoral degrees

Influential
- 32% are the primary decision maker at their place of employment

COLUMBIA MAGAZINE delivers fascinating articles that highlight Columbia graduates and faculty who are shaping the world. It sheds light on university priorities while engaging readers—inspiring, challenging, and surprising them.

The magazine embodies Columbia’s spirit of originality and intellect by voicing diverse views, telling the truth as seen, and bringing passion and energy to vital issues.

Our readers are intensely interested in the magazine and the stories of their university, and that provides a powerful environment for your marketing message.

Regional, National, and World Impact. Our engaged audience includes 150,331 readers in metro New York (NYC/NJ/CT), 36,699 readers on the West Coast, and 35,084 international readers.

An Engaged Audience

- 93% of alumni read the magazine
- 80% rate the magazine as beneficial
- 70% find the magazine appealing
- 64% use the magazine for news and information

“Truly one of the most interesting, informative, well-written, and enjoyable magazines of any category, not just alumni magazines.”

Sources: CVC profile survey, January 2015; TNS Columbia Portraits study, 2015

www.magazine.columbia.edu