



45 Years of Editorial Excellence

Target Marketing to Reach an Exceptional Audience

2020 COLUMBIA MAGAZINE MEDIA KIT

National Rates



Politics & Policy Arts & Culture Science & Innovation



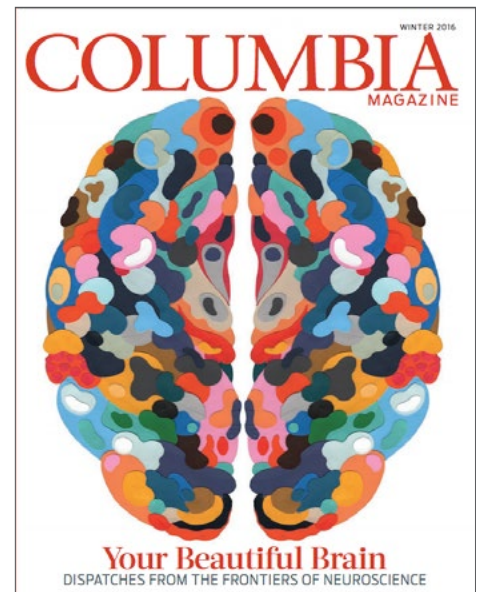
COLUMBIA MAGAZINE is produced three times per year for graduates of the university's 16 undergraduate and professional schools—from the sciences and medicine to law and business to the liberal and fine arts. Trustees, faculty, donors, and other global influencers also receive copies.

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 40 national awards for writing, design, and photography.

Columbia Magazine's audience is exceptional—more than 350,000 highly educated, active, and influential leaders in their fields and communities.

Our Alumni

<i>Affluent</i>	Median household income: \$225,000+ Median value of primary residence: \$750,000+ Median estimated net worth: \$1,300,000+
<i>Active</i>	79% plan to attend a museum/art gallery opening in the next year 56% plan to attend a concert in the next year 52% plan to buy financial services in the next year 49% plan to take continuing education classes 42% expect to stay in a luxury resort in the next year Alumni took an average of 3.5 domestic trips and 1 international trip in the past twelve months
<i>Educated</i>	90% have professional, master's, or doctoral degrees
<i>Influential</i>	33% are the primary decision maker at their place of employment



“Best alumni magazine I’ve ever seen! I always read it cover to cover, and then pass it on for others to read.”



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.

Our engaged audience includes over 143,000 readers in metro New York (NYC/NJ/CT), 41,000 readers on the West Coast, and 37,000 international readers.

An Engaged Audience

93% of alumni read the magazine

92% say they have learned something new by reading the magazine

85% say the magazine is a high-quality publication

75% agree that the magazine makes them proud to be an alum



“Great publication with a wide array of articles to appeal to alumni in all vocations.”

Advertising Rates

National: All rates are net. Dimensions for full-page ads include .125" bleed. Trim size is 7.75" x 10.5"

	Ad Size	Dimensions	1x	2x	4x
Premium	Inside Front Cover	8" x 10.75"	\$13,490	\$12,140	\$10,790
	Inside Back Cover	8" x 10.75"	\$12,990	\$11,690	\$10,290
	2-Page Spread	15.75" x 10.75"	\$22,480	\$20,230	\$17,980
Display Ads	Full Page	8" x 10.75"	\$12,490	\$11,240	\$9,990
	2/3 Vertical	5" x 10.75"	\$9,990	\$8,990	\$7,990
	1/2 Horizontal	8" x 5.5"	\$8,740	\$7,870	\$6,990
	1/3 Vertical	2.25" x 9.875"	\$6,240	\$5,620	\$4,990
	1/4 Square	3.375" x 4.625"	\$4,990	\$4,490	\$3,990
Classifieds	Display	2.25" x 2.25"	\$1,250	\$1,120	\$1,000

Dates	Spring / Summer 2020	Fall 2020	Winter 2021
Space reservations	March 18	July 15	November 18
Materials due	April 1	July 31	December 1
Magazine in-home	May 11	September 14	January 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
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