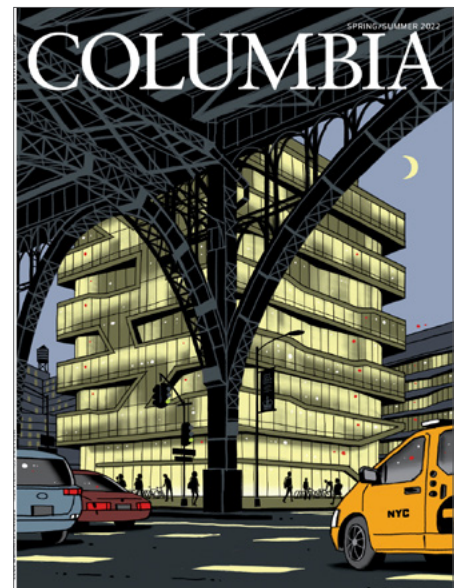
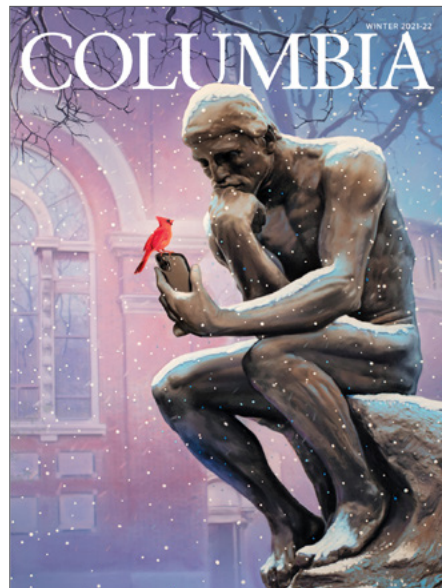
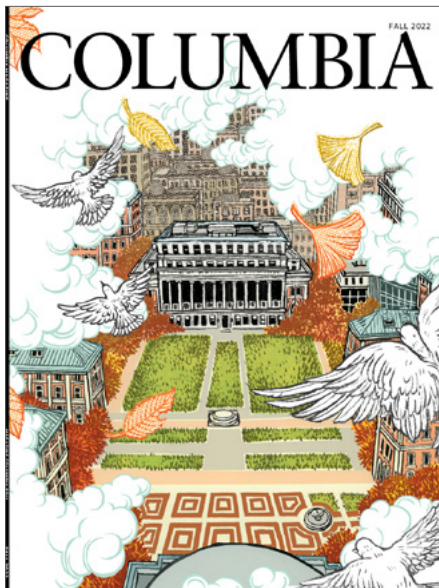


# 40 Years of Editorial Excellence

Target Marketing to Reach an Exceptional Audience

2024 COLUMBIA MAGAZINE MEDIA KIT  
National Rates





# Politics & Policy Arts & Culture Science & Innovation

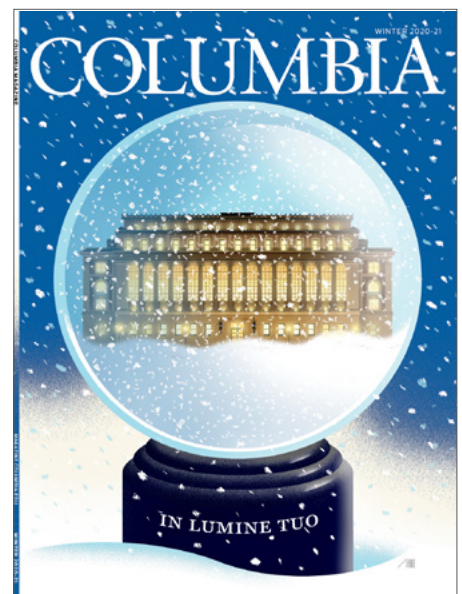
*COLUMBIA MAGAZINE* is produced three times per year for graduates of the university's 17 undergraduate and professional schools—from the sciences and medicine to law and business to the liberal and fine arts. Trustees, faculty, donors, and other global influencers also receive copies.

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 300,000 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 150,000 readers in metro New York (NYC/ NJ/CT), 52,000 readers on the West Coast, and 47,000 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 do *not* include .125" bleed. **Bleed size is 8" x 10.75"**

	Ad Size	Dimensions	1x	2x	3x
Premium	Inside Front Cover	7.75" x 10.5"	\$15,295	\$13,770	\$12,245
	Inside Back Cover	7.75" x 10.5"	\$14,735	\$13,260	\$11,670
	2-Page Spread	15.5" x 10.5"	\$25,970	\$22,940	\$20,395
Display Ads	Full Page	7.75" x 10.5"	\$13,900	\$12,510	\$11,120
	1/2 Horizontal	8" x 5.5"	\$9,265	\$8,340	\$7,410
	1/3 Vertical	2.25" x 9.875"	\$6,615	\$5,960	\$5,290
Classifieds	Display	2.25" x 2.25"	\$1,300	\$1,200	\$1,100
	Page Size	7.75" x 10.5"			

Dates	Spring / Summer 2024	Fall 2024	Winter 2024-25
Space reservations	March 13	July 17	November 13
Materials due	March 25	July 29	November 25
Magazine in-home	May 13	September 16	January 13, 2025

## 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  
(516) 639-1778 | [bonnie@mbgmediasales.com](mailto:bonnie@mbgmediasales.com)

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