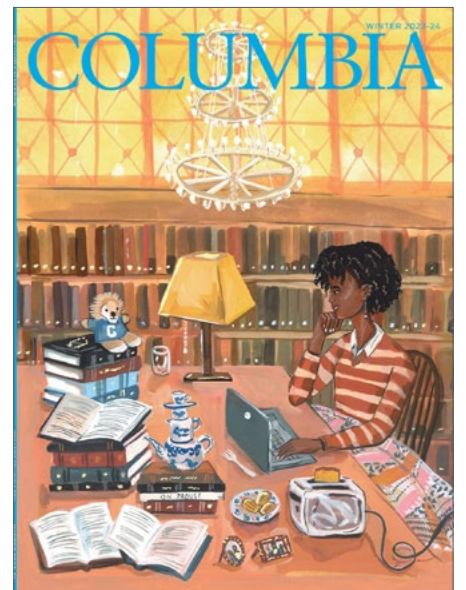
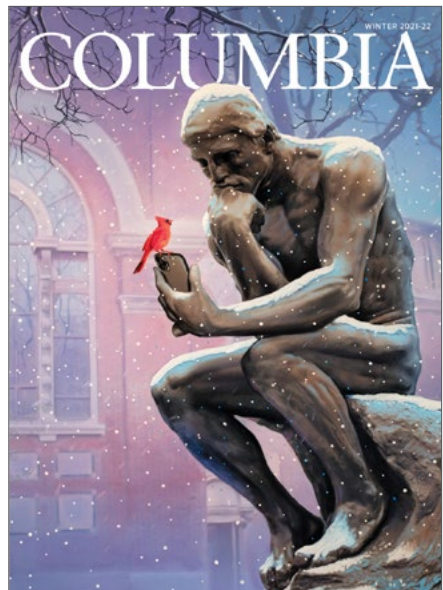
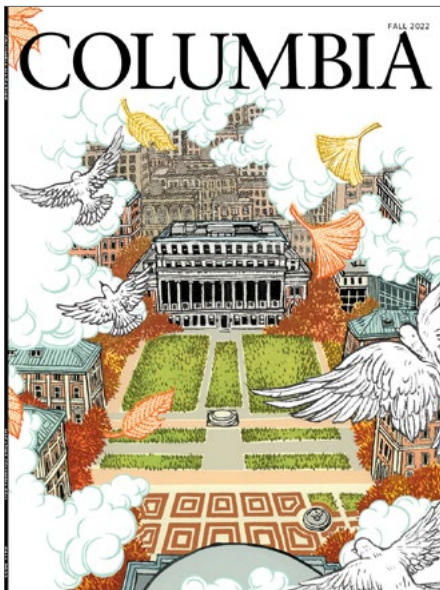


# 50 Years of Editorial Excellence

Target Marketing to Reach an Exceptional Audience

2025 COLUMBIA MAGAZINE MEDIA KIT  
National Rates



# Politics & Policy Arts & Culture Science & Innovation



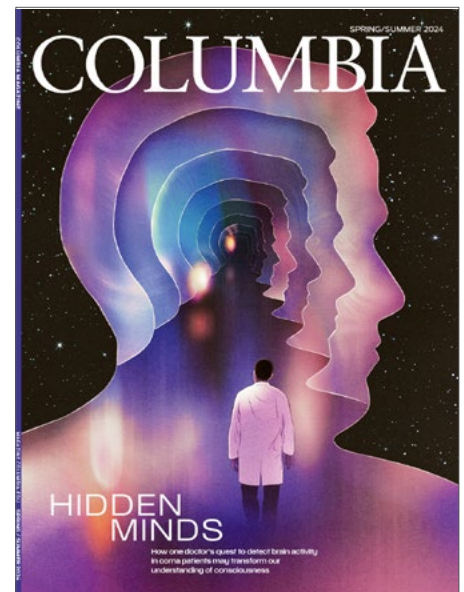
*COLUMBIA MAGAZINE* is produced three times per year for graduates of the university's 17 undergraduate and professional schools—from the sciences and medicine to law and business to the liberal and fine arts. Trustees, faculty, donors, and other global influencers also receive copies.

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

- Affluent**
  - Median household income: \$225,000+
  - Median value of primary residence: \$750,000+
  - Median estimated net worth: \$1,300,000+
- Active**
  - 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
- Educated** 90% have professional, master's, or doctoral degrees
- Influential** 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.”

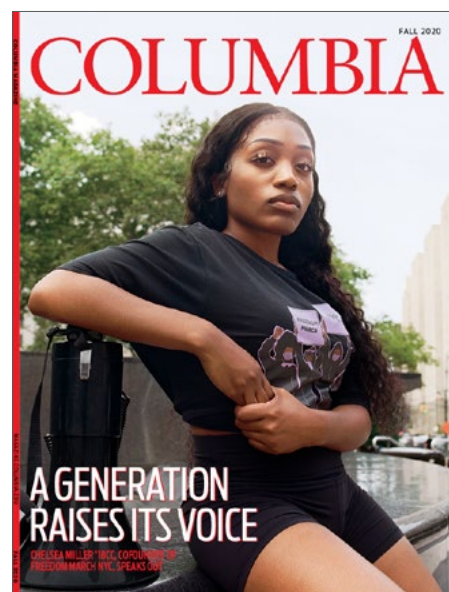


*COLUMBIA MAGAZINE* delivers fascinating articles that highlight Columbia graduates and faculty who are shaping the world. It sheds light on university priorities while engaging readers—inspiring, challenging, and surprising them.

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 100,000 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.”

Source: CVC profile survey, March 2017

[magazine.columbia.edu](http://magazine.columbia.edu)

# 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"	\$15,900	\$14,300	\$12,700
	Inside Back Cover	7.75" x 10.5"	\$15,320	\$13,790	\$12,100
	2-Page Spread	15.5" x 10.5"	\$27,000	\$23,850	\$21,200
Display Ads	Full Page	7.75" x 10.5"	\$14,450	\$13,000	\$11,550
	1/2 Horizontal	8" x 5.5"	\$9,635	\$8,670	\$7,700
	1/3 Vertical	2.25" x 9.875"	\$6,880	\$6,200	\$5,500
Classifieds	Display	2.25" x 2.25"	\$1,350	\$1,250	\$1,150
	Page Size	7.75" x 10.5"			

Dates	Winter 2024-25	Spring / Summer 2025	Fall 2025
Space reservations	November 13, 2024	March 7	July 14
Materials due	November 25, 2024	March 21	July 25
Magazine in-home	January 13	May 5	September 15

## 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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