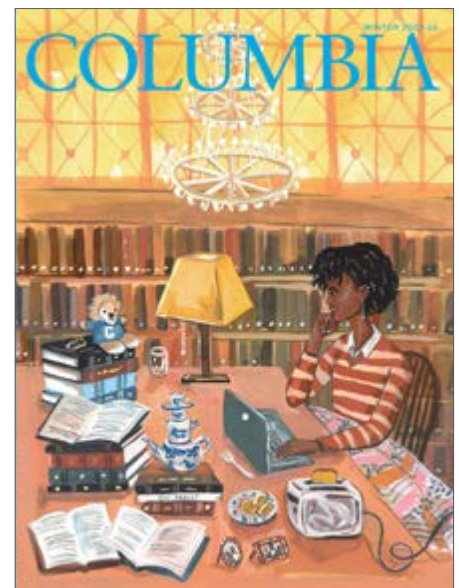
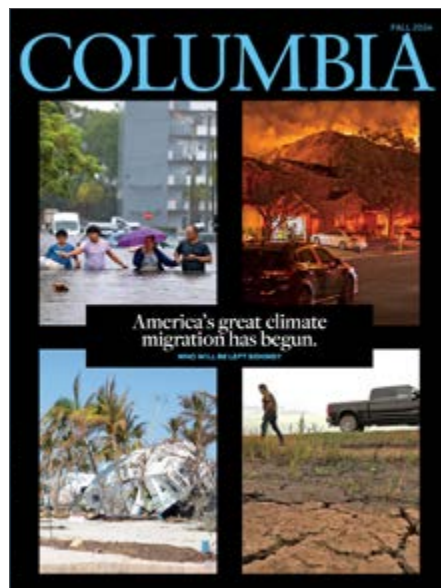
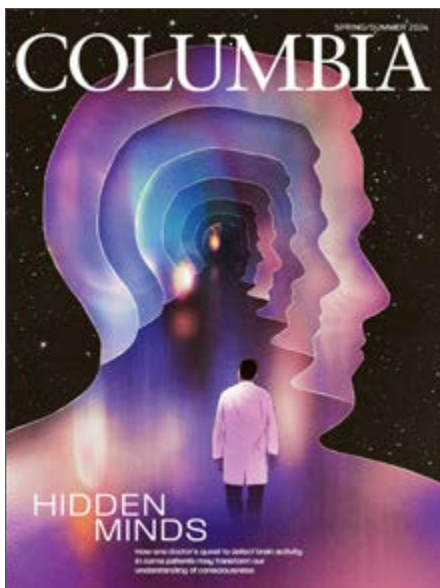


51 Years of Editorial Excellence

Target Marketing to Reach
an Exceptional Audience

2026 COLUMBIA MAGAZINE MEDIA KIT
National Rates



Politics & Policy Arts & Culture Science & Innovation

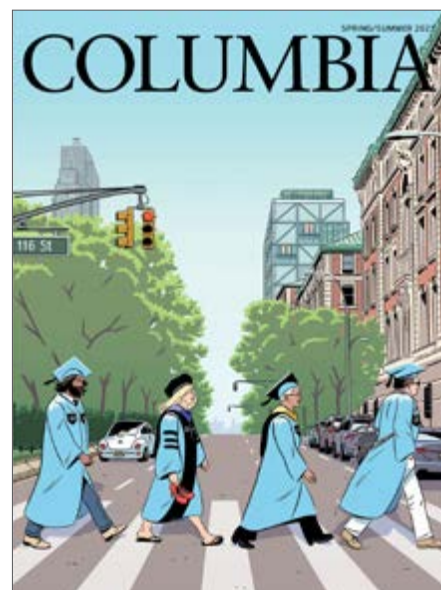
COLUMBIA MAGAZINE is produced three times per year for graduates of the University's 17 undergraduate and professional schools — from the sciences and medicine to law and business to the liberal and fine arts. Trustees, faculty, donors, and other global influencers also receive copies.

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 200,000 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.”

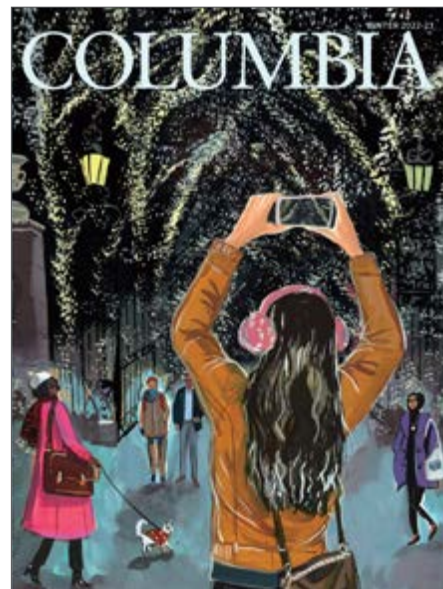


COLUMBIA MAGAZINE delivers fascinating articles that highlight Columbia graduates and faculty who are shaping the world. It sheds light on University priorities while engaging readers — inspiring, challenging, and surprising them.

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 100,000 readers in metro New York (NYC/ NJ/CT) and 52,000 readers on the West Coast.



An Engaged Audience

92% of alumni read the magazine

87% report that they've learned something new

81% agree that the magazine is a high-quality publication

74% say that the magazine makes them proud to be an alum

57% have donated money to Columbia

41% say that they've passed the magazine along to someone else

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

Source: CVC profile survey, March 2017, and internal survey, July 2022

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 |
| Page Size | | 7.75" x 10.5" | | | |

| Dates | Spring / Summer 2026 | Fall 2026 | Winter 2026-27 |
|--------------------|----------------------|--------------|------------------|
| Space reservations | March 4 | July 15 | November 18 |
| Materials due | March 18 | July 27 | November 30 |
| Magazine in-home | May 4 | September 14 | January 11, 2027 |

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

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