

# STANFORD

M A G A Z I N E

YOUR LINK TO LOYALTY AND LEADERSHIP

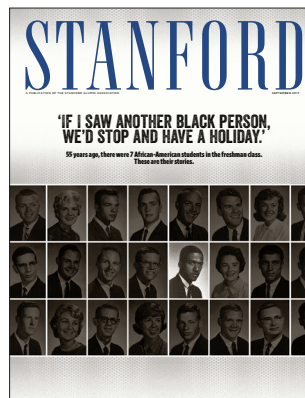
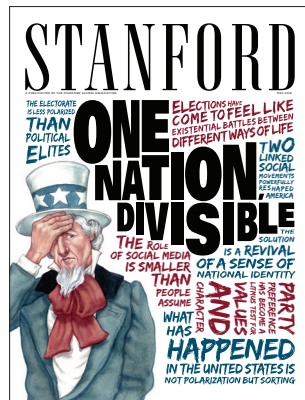
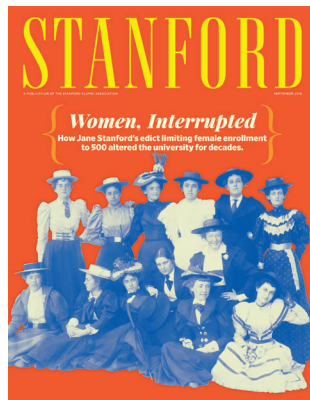
**Mission:** Stanford magazine is the national publication of the Stanford community and affiliated with one of the top-rated universities in the country. It is the principal link between the University and its graduates. With exceptional, award-winning design and editorial content, the bimonthly magazine addresses key national and global issues in politics, technology, economics, medicine, education, and more.

**Distribution:** The magazine is distributed to all Stanford Alumni, including those of the Graduate School of Business, Stanford Law School, currently enrolled seniors, and parents of undergraduates, along with faculty, senior staff and donors.

**Frequency:** 5x/year

**Rate Base:** 201,362\*

A sought-after arena for your advertising message, Stanford magazine carries a wide range of advertising categories including financial/investment, corporate image, retirement, healthcare, travel, and recruitment.



\*BPA report for 6-month period ended June 2018

## Affluent-Educated-Leaders-Homeowners-Active-Experienced-Loyal

Stanford magazine reaches over 200,000 of the world’s leading professionals. From the twentysomething start-up crowd to corporate CEOs, from big cities to small towns, from college students to retirees, Stanford magazine serves up a unique market. The magazine engages readers, and they are exceptionally loyal—a perfect environment in which to brand your business and build a valuable relationship.

### Household Income

Over \$185,000 per year: 76%

### Market Value of Primary Residence

\$750,000 - \$999,000: 22%

\$1 million - \$2.49 million: 38%

\$2.5 million - 3.5 million: 30%

\$4 million or more: 10%

### Approx. Total Net Worth of Household

\$500,000 - \$749,999: 9%

\$750,000 - \$999,999: 11%

\$1 million - \$4.99 million: 45%

\$5 million or more: 19%

### Readership

80% of our readers spend over 80 minutes reading each issue. There is a magazine pass along rate of an additional 1-2 readers per copy.

### Gender

Men: 60%

Women: 40%

### Age

Under 30: 10%

30-39: 19%

40-49: 22%

50-59: 23%

60-69: 16%

70 and older: 5%

**March 2019**

Space Reservation:	January 15, 2019
Materials:	January 25, 2019
Date to Readers:	March 6, 2019

**September 2019**

Space Reservation:	July 23, 2019
Materials:	August 2, 2019
Date to Readers:	September 11, 2019

**May 2019**

Space Reservation:	March 19, 2019
Materials:	March 29, 2019
Date to Readers:	May 8, 2019

**December 2019**

Space Reservation:	October 15, 2019
Materials:	October 25, 2019
Date to Readers:	December 4, 2019

**July 2019**

Space Reservation:	May 21, 2019
Materials:	May 31, 2019
Date to Readers:	July 10, 2019

## Contract Conditions

- Advertisers may not cancel orders for advertising after dosing dates.
- Positioning of advertisements is at the discretion of Publisher.
- All advertisements are accepted and published entirely on the representation that Advertiser or Agency is authorized to publish entire contents and subject matter thereof. In consideration of the publication of advertisements, Advertiser and Agency will indemnify and hold Publisher harmless from and against any loss or expense arising out of publication of such advertisements, including, without limitation, those resulting from claims or suits of libel, violation of right of privacy, plagiarism or copyright infringement.
- In consideration of Publisher’s reviewing for acceptance, or acceptance of, any advertising for publication, Agency or Advertiser agrees not to make promotional or merchandising reference to STANFORD in any way except with the express permission of Publisher for each use.
- Publisher reserves the right to reject or cancel any advertising for any reason at any time.
- No conditions, printed or otherwise, appearing on contracts, orders or copy instruction, that conflict with Publisher’s policies will be binding on Publisher.

ADVERTISING CONTACT: **Valerie Pippin, Manager, Advertising** • (650) 723-0460 • [vpippin@stanford.edu](mailto:vpippin@stanford.edu)

## STANFORD Magazine — **ADVERTISING RATES (Gross)**

<b>B&amp;W</b>	<b>1x</b>	<b>3x</b>	<b>5x</b>
Full page	\$5,258	\$4,994	\$4,730
2/3 page	\$3,487	\$3,311	\$3,135
1/2 page	\$2,992	\$2,843	\$2,695
1/3 page	\$2,629	\$2,497	\$2,365
1/6 page	\$1,628	\$1,545	\$1,463
1/12 page	\$814	\$770	\$731

<b>2-COLOR</b>	<b>1x</b>	<b>3x</b>	<b>5x</b>
Full page	\$5,995	\$5,698	\$5,395
2/3 page	\$4,224	\$4,015	\$3,800
1/2 page	\$3,729	\$3,542	\$3,355
1/3 page	\$3,234	\$3,074	\$2,909
1/6 page	\$2,068	\$1,963	\$1,859

<b>4-COLOR</b>	<b>1x</b>	<b>3x</b>	<b>5x</b>
Full page	\$7,513	\$7,139	\$6,759
2/3 page	\$5,775	\$5,489	\$5,197
1/2 page	\$5,203	\$4,944	\$4,689
1/3 page	\$4,719	\$4,482	\$4,246
1/6 page	\$2,937	\$2,788	\$2,645
COVER 2 & 3	\$8,085	\$7,683	\$7,276
COVER 4	\$10,736	\$10,197	\$9,663

(15% Agency commission, if we receive complete ad material)

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**Please submit a PDF and review the following requirements:**

- Distinguish your file with the **ADVERTISER'S NAME** (e.g., avoid "Stanford ad")
- Photos and graphics **MUST** be at least **300 ppi, CMYK or grayscale**.
- **NO RGB IMAGES**
- **NO PMS SPOT COLORS**
- **DO NOT USE 4-COLOR BLACK FOR BODY TEXT: MAKE SURE IT'S C:0%; M:0%; Y:0%; K:100%**
- **FLATTEN TRANSPARENCIES**

**TECHNICAL QUESTIONS?**

Contact Pam Gorelow at  
(650) 725-0672 or  
pgorelow@stanford.edu

**AD DIMENSIONS:**



**FULL PAGE**  
trim size: 8.125" x 10.8125"  
bleed size: 8.4584" x 11.1459" (1 pica for bleed = 0.1667")  
live area: 7.625" x 10.3125"  
Please allow at least 1/2" of space from trim for ad content.



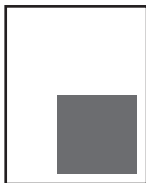
**TWO-THIRDS PAGE**  
2 Column  
4.5 x 9.417"  
w:27p h:56p6



**VERTICAL HALF PAGE**  
2 Column  
4.5" x 6.667"  
w: 27p h: 40p



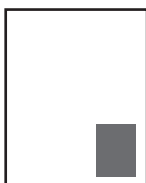
**HORIZONTAL HALF PAGE**  
3 Column  
6.833" x 4.597"  
w: 41p h: 27p7



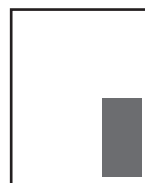
**SQUARE ONE-THIRD PAGE**  
2 Column  
4.5 x 4.597"  
w: 27p h: 27p7



**VERTICAL ONE-THIRD PAGE**  
1 Column  
2.167" x 9.417"  
w: 13p h: 56p6



**ONE-TWELFTH PAGE**  
2.167" x 2.264"  
w: 13p h: 13p7



**ONE-SIXTH PAGE**  
2.167" x 4.597"  
w: 13p h: 27p7

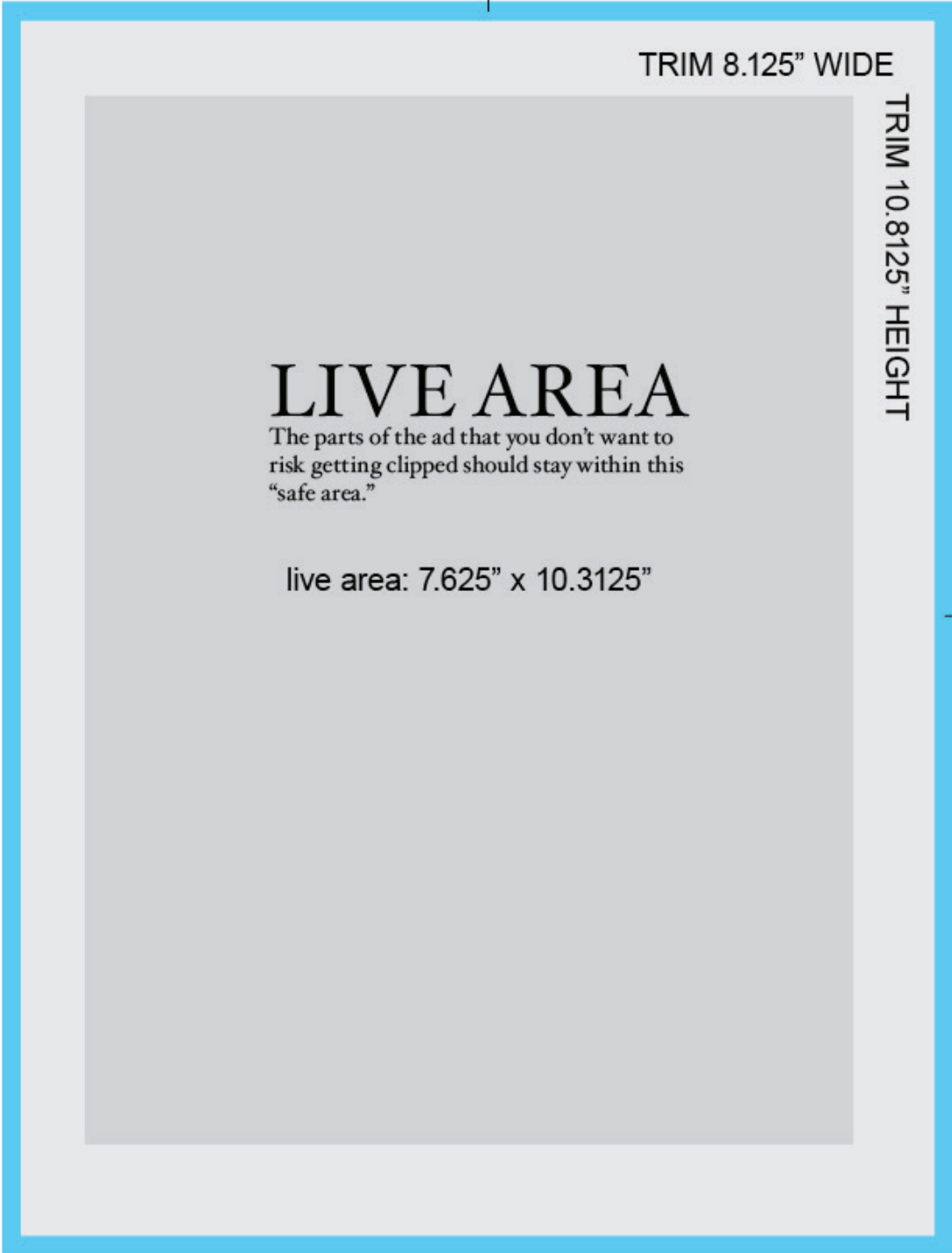
**SEND MATERIALS TO:**

Pam Gorelow, Associate Manager, Production  
STANFORD Magazine  
Frances C. Arrillaga Alumni Center  
326 Galvez St. Stanford, CA 94305-6105  
Phone: (650) 725-0672 Fax: (650) 725-8676  
or email zipped files to: pgorelow@stanford.edu



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Bleed size: 8.4584" w x 11.1459" h



TRIM 8.125" WIDE

TRIM 10.8125" HEIGHT

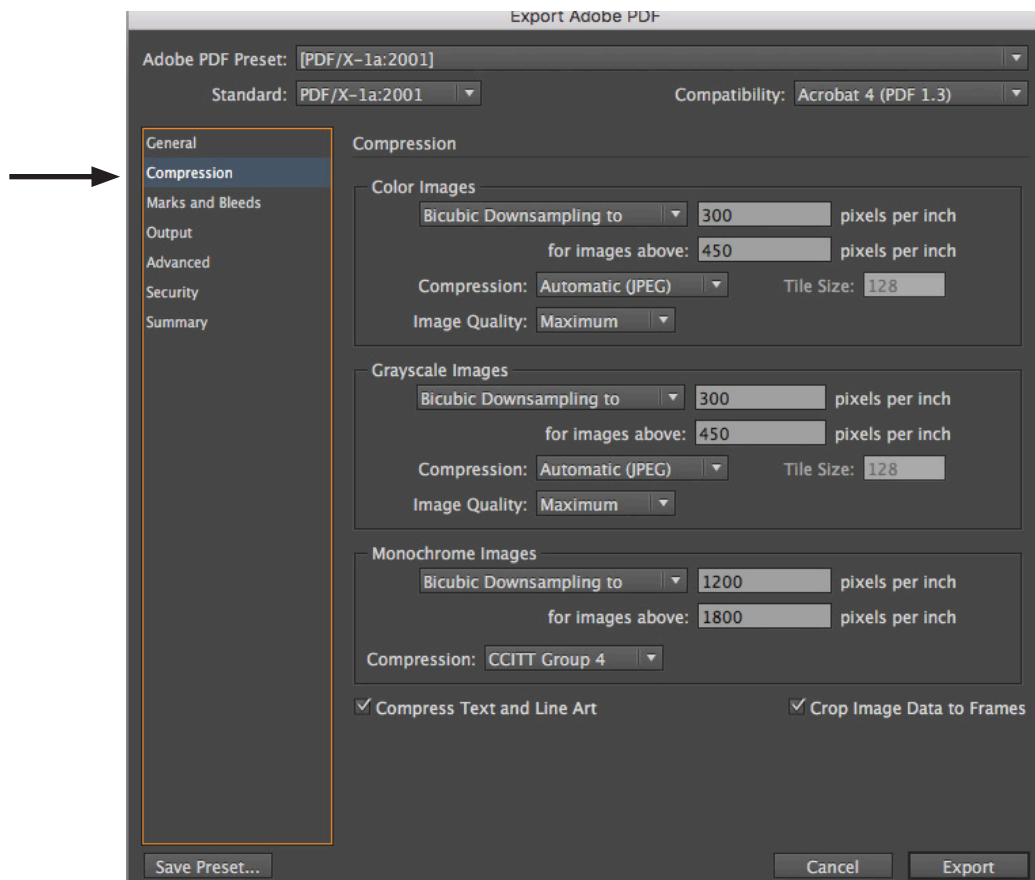
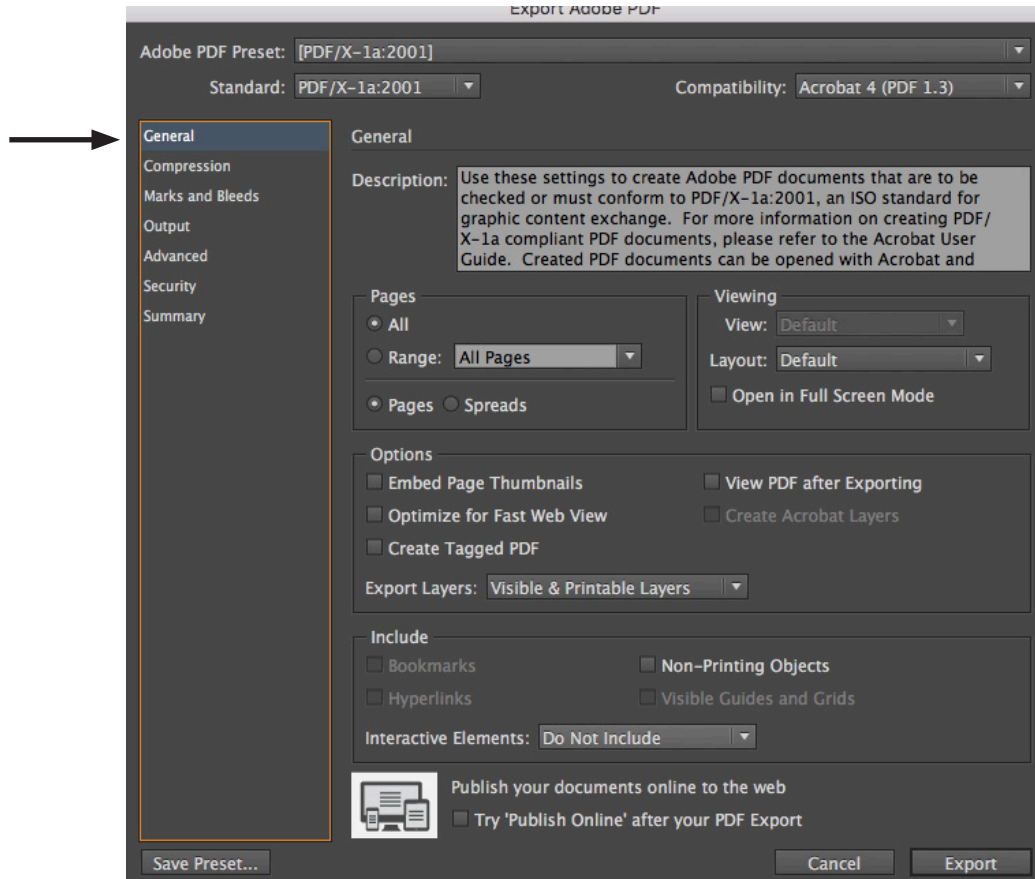
# LIVE AREA

The parts of the ad that you don't want to risk getting clipped should stay within this "safe area."

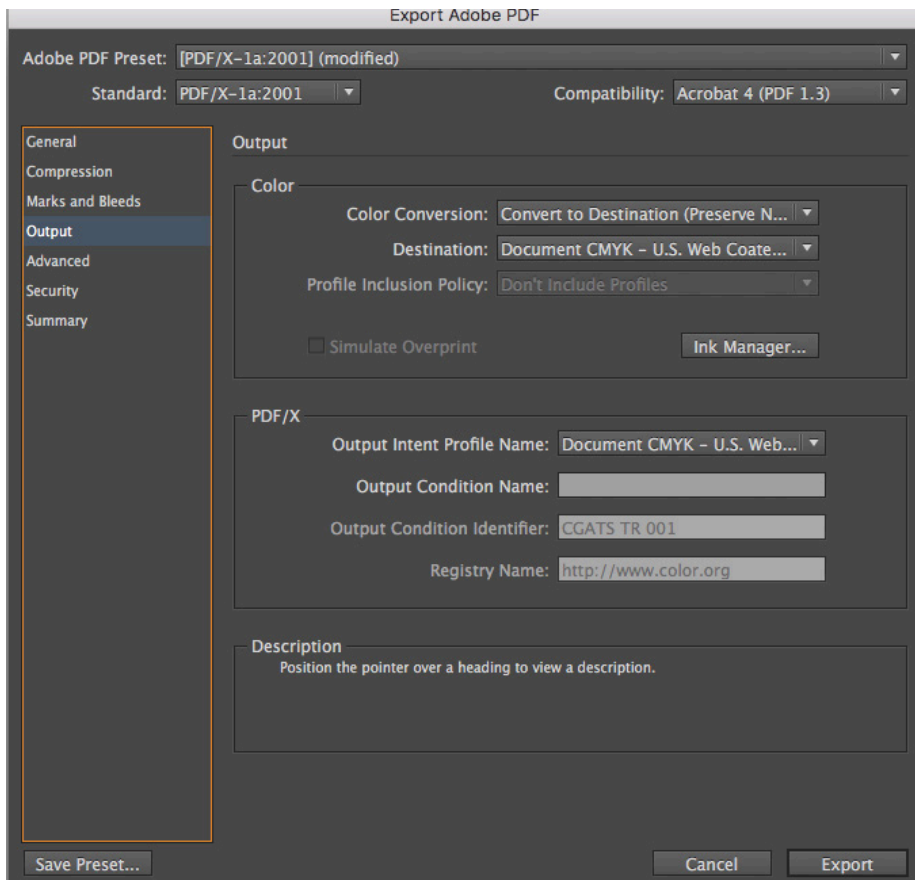
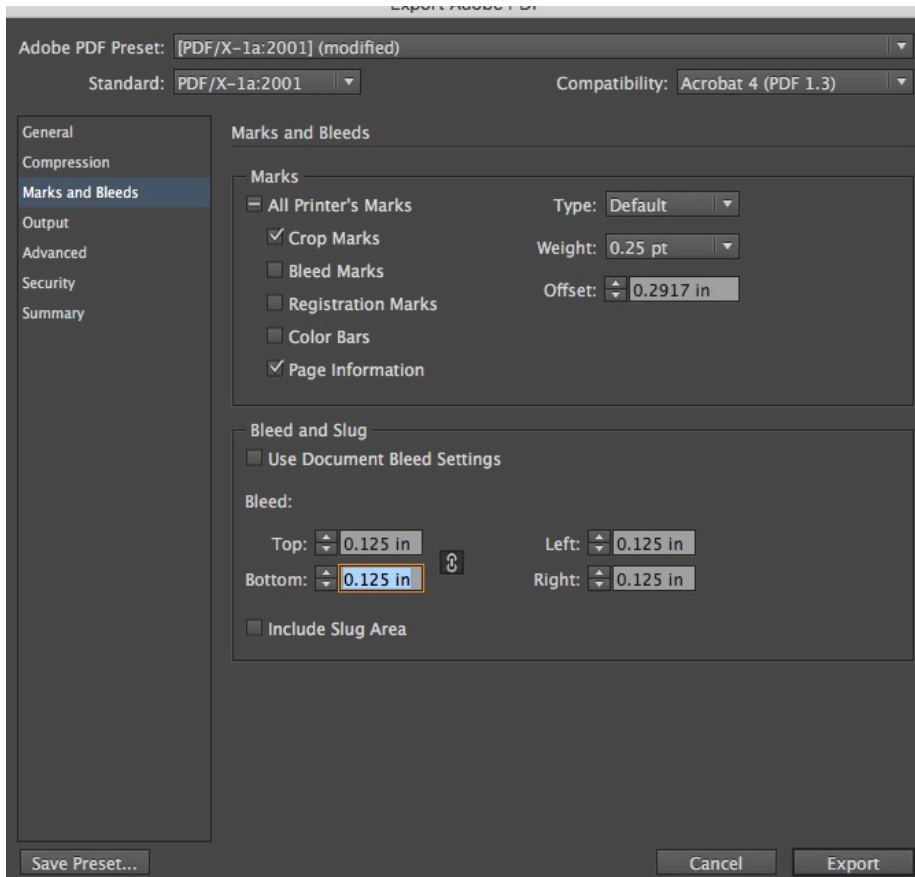
live area: 7.625" x 10.3125"

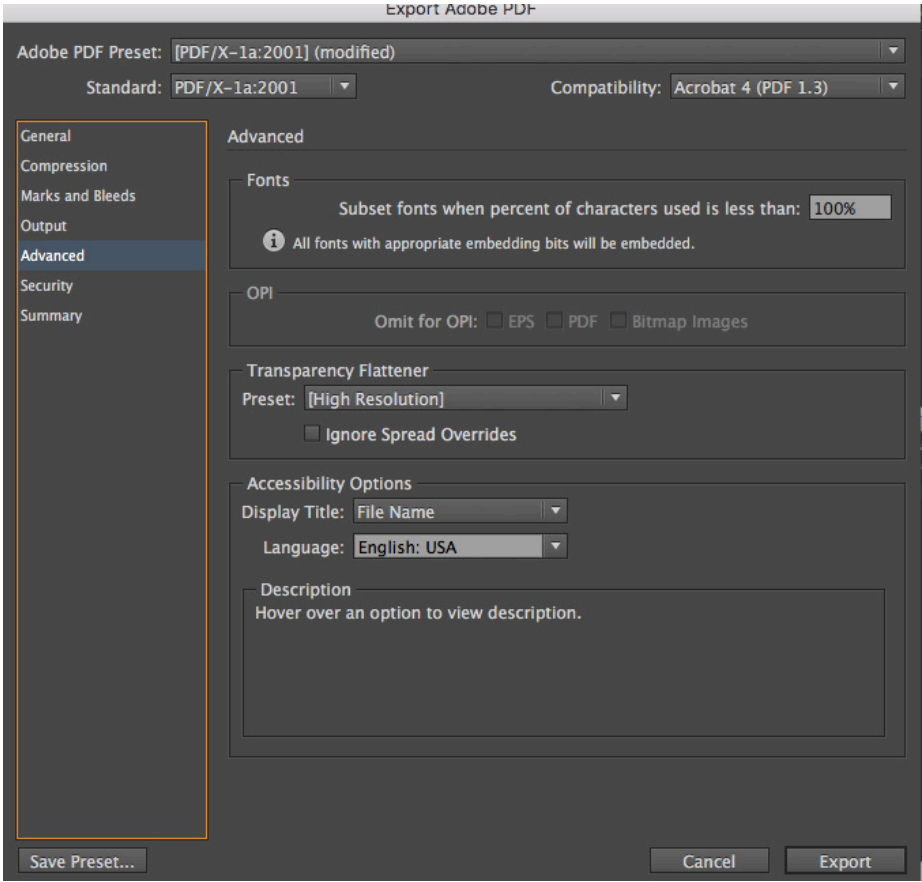
Bleed size: 8.4584" w x 11.1459" h

Please use the settings in the following five screen shots when exporting your PDF. If you are a regular Stanford magazine client you might want to make a Stanford preset for your PDFs. **PLEASE NOTE:** If you are submitting a partial-page ad, please do not include crop marks or bleed. Thank you!











- MAGAZINE HOME
- Current Issue
- Back Issues
- Classifieds
- Search Magazine
- Contact Us
- Alumni Association



Photo: Patrick Kawahara

### Cantor Launches Family Art Days

FREE SKETCHING SUPPLIES and studio activities every Sunday.

Read more

Forget what you know about history

Alumni and faculty share their obsessions

Museum fun for kids

#### Online Only

- The Streak:** How women's tennis saved Stanford's championship record.
- Return to Mars:** 30 years after its debut, the soundtrack to footage from the red planet from the Viking Missions has been restored.
- Dunder Mifflin going out of business:** Blogger played key off-screen role in the success of NBC's *The Office*.



Kristie Ahn and the team preserve history.

**GO ONLINE**

Get e-alerts for each issue

FOLLOW US:

### YOUR AD HERE

SPECS:  
 Width: 200px  
 Height: 300px  
 File types: .jpg or .jpeg or .png or .gif  
 File size maximum: 50K  
 Please specify upper or lower placement.

Please provide url destination on any clickable links with any necessary parameters to help advertiser for tracking purposes.

### YOUR AD HERE

SPECS:  
 Width: 200px  
 Height: 300px  
 File types: .jpg or .jpeg or .png or .gif  
 File size maximum: 50K  
 Please specify upper or lower placement.

Please provide url destination on any clickable links with any necessary parameters to help advertiser for tracking purposes.

### YOUR AD HERE

SPECS:  
 Width: 480px  
 Height: up to 150px  
 File types: .jpg or .jpeg or .png or .gif  
 File size maximum: 50K

Please provide url destination on any clickable links with any necessary parameters to help advertiser for tracking purposes.

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