reach more than 100,000 qualified, affluent, and influential prospects
Emory Magazine is the flagship alumni publication of Emory University. Reaching graduates four times a year, the publication has won numerous national awards for its timely topics, engaging writing, and superior design.

With a vibrant, top-20 research university as its beat, Emory Magazine editorial content features:

- Breakthrough health and science research
- In-depth profiles of influential graduates
- Student and alumni lifestyle stories
- Emory experts on current news and trends
- Alumni news

Emory Magazine Readers

Emory alumni number more than 110,000 around the country and the world, with more than 70 percent in the Southeast and some 40,000 in the metro Atlanta area. Based on their high median income, their purchasing power is significant.

Most report that Emory Magazine is their main source of information about the University and their classmates. In a recent survey, 95 percent of alumni respondents recalled reading Emory Magazine in the past year. Emory Magazine readers also read Newsweek, Time, People, and National Geographic.
**Demographic Highlights**

- Emory alumni are **leaders** in their professions, businesses, institutions, and communities
- More than **90% hold a bachelor’s degree** and more than 50% hold an advanced degree
- The average household income of our readers is about **$93,600**
- 61% of alumni are **22 to 50 years** years old

Don't miss out on this opportunity to reach more than 100,000 qualified, affluent, and influential prospects. With *Emory Magazine*, you can deliver your message to this substantial audience with outstanding purchasing power and luxury buying habits.

**Why advertise in *Emory Magazine*?**

- **Increase your brand recognition** among successful men and women with the means to purchase your product.
- **Save money and increase profits** by reaching a targeted audience while paying cost-effective ad rates.
- **Reach new customers and prospects** who seek, appreciate, and enjoy high-quality goods and services.
- **Market to influential Emory graduates** and benefit from their connections.
- **Enhance your brand image** and boost your credibility when your message is delivered in a quality editorial environment.

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**READER STATS**

**Age**
- 25% 30–39
- 19% 40–49
- 17% 22–29
- 16% 50–59
- 10% 60–69
- 13% 70 and older

**Average HHI**
- approximately $93,600

**Gender**
- 57% male
- 43% female

**Marital status**
- 43% married
- 22% single
- 35% unknown

**Education**
- 90% hold a bachelor’s
- 51% hold a graduate or professional degree

**Occupations**
- 13% business
- 11% medicine
- 9% law
- 9% allied health, dentistry, nursing
- 7% education, government, nonprofit
- 5% theology
- 2% science/technology sector

**Geographic distribution**
- 71% South
- 40% Georgia
- 32% Atlanta
- 11% Northeast
- 16% Other

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*Source: Alumni and Development Records*

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**PLACE YOUR AD** To place an ad or request more information about advertising in *Emory Magazine*, contact Diane Griffin, dianeg@bellsouth.net or 770.652.2963.
Ad rates 2010

National run (100,000 copies average)

<table>
<thead>
<tr>
<th>Frequency</th>
<th>1x</th>
<th>2x</th>
<th>4x</th>
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<tr>
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<td>6000</td>
<td>5600</td>
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<td>4185</td>
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<td>1/4 page</td>
<td>2700</td>
<td>2500</td>
<td>2225</td>
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<tr>
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<td>8000</td>
<td>7440</td>
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<tr>
<td>Inside Back Cover</td>
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<td>Back Cover</td>
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Atlanta run (40,000 copies)

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Dimensions

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<td></td>
<td>Live Image: 7.875&quot; x 10.375&quot;</td>
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<td>7.375&quot; W x 4.5&quot; H</td>
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<tr>
<td>1/2 page vertical*</td>
<td>4.861&quot; W x 6.5&quot; H</td>
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<tr>
<td>1/4 page horizontal*</td>
<td>4.861&quot; W x 3.166&quot; H</td>
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*Note new ad sizes for 2010.

Production

High resolution (300 dpi) PDF files are required. Please include bleed on full-page PDF files.
Submit your files on disc or email to art director Erica Endicott: erica.endicott@emory.edu.
Submission via FTP can be arranged; call 404.727.0504.
Printing process: Web offset
Binding method: Saddle-stitched

Publication Schedule 2010

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>RESERVE SPACE</th>
<th>MATERIALS DUE</th>
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<td>November 10</td>
<td>November 21</td>
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<td>March 1</td>
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<td>Summer</td>
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<td>June 4</td>
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<td>Autumn</td>
<td>August 18</td>
<td>September 3</td>
<td>October</td>
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</tbody>
</table>

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