reach more than 119,000 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

**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 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.

PLACE YOUR AD To place an ad or request more information about advertising in Emory Magazine, contact David McClurkin at david.mcclurkin@emory.edu or 404.727.7146.

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

*Source: Alumni and Development Records
Ad rates 2014 (net)

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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<tbody>
<tr>
<td>Full page</td>
<td>3000</td>
<td>2800</td>
<td>2450</td>
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<tr>
<td>1/2 page</td>
<td>2250</td>
<td>2090</td>
<td>1845</td>
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<tr>
<td>1/4 page</td>
<td>1350</td>
<td>1250</td>
<td>1125</td>
</tr>
<tr>
<td>Inside Front Cover</td>
<td>4000</td>
<td>3720</td>
<td>3280</td>
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<tr>
<td>Inside Back Cover</td>
<td>3500</td>
<td>3255</td>
<td>2870</td>
</tr>
<tr>
<td>Back Cover</td>
<td>4000</td>
<td>3720</td>
<td>3280</td>
</tr>
</tbody>
</table>

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

Dimensions

| Full page   | Bleed Size: 8.625" x 10.75" |
|            | Trim Size: 8.375" x 10.5"   |
|            | Live Image: 7.875" x 10"     |
| 1/2 page horizontal* | 7.375" W x 4.5" H           |
| 1/2 page vertical*  | 4.8611" W x 6.5" H          |
| 1/4 page horizontal* | 4.8611" W x 3.1667" H       |

Publication Schedule 2013-2014

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>RESERVE SPACE</th>
<th>MATERIALS DUE</th>
<th>MAIL DATE</th>
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<tr>
<td>Summer 2014</td>
<td>June 1, 2014</td>
<td>September 14, 2014</td>
<td>July 25, 2014</td>
</tr>
</tbody>
</table>

Contact

To place an ad or request more information about advertising in Emory Magazine, contact David McClurkin david.mcclurkin@emory.edu 404.727.7146.
The EMORY MAGAZINE eBulletin is an html e-mail roundup of featured articles in the latest issue of Emory Magazine. Advertise here to reach the university's largest e-mail audience. Include a URL to your website or promotional campaign and your audience can be connected with one click. This advertising opportunity is only available to Emory University departments and programs.

DISTRIBUTION
Emory Magazine eBulletin is e-mailed to 90,000 Emory alumni, faculty, staff, and students announcing the publication of the magazine four times a year.

PLACEMENT AND SPECIFICATIONS
Ads appear in the upper section of the Emory Magazine eBulletin. Accepted file formats are .jpg or .gif images with the following specifications:

Dimensions: 500 W x 100 H pixels

PRICING
Advertisements run one time. Discounts are available for multiple runs.

The cost is $500 per eBulletin for a header ad and $300 per eBulletin for a footer ad.

MAKE A RESERVATION
Ads are generally run on a first-come, first-served basis. eBulletin advertising requests must be received 10 days prior to your desired distribution date and final graphics must be submitted 7 days prior to the distribution date.

To place an advertisement contact David McClurkin at david.mcclurkin@emory.edu or call (404) 727-7146.

IMPORTANT TECHNICAL NOTE
The Emory Magazine eBulletin is designed in an html web-based format, which means there is a possibility that photos, graphics or text formatting will not be visible in certain e-mail programs. To ensure your message reaches the total audience, a text-only version accompanies the html-formatted eBulletin.
Emory Magazine’s website
Advertising in Emory Magazine online at www.emory.edu/emorymagazine is a great way to reach the Emory alumni audience, including the 40,000 alumni families in the Atlanta area. Online ads are an effective tool to prompt users to click through to draw traffic to your website or online promotional campaign.

PLACEMENT AND SPECIFICATIONS
Ads appear in the right column of the website. The placement is on a first-come first-served basis.

Dimensions
200 pixels W x 120 pixels H

Accepted file formats
.gif, .jpg, .png

No flash or animation permitted

The advertiser should provide a URL so the viewer can click through to the advertiser's website.

FREQUENCY
Web advertisements run for 4 consecutive weeks.

PRICING
Advertisements are $500 for a 4 week placement.

PRODUCTION/DESIGN
The ad design should be created by the client. Web display ads can be created by the publisher for a fee. Please see the Professional Design Services section in the Advertising Guidelines section on the last page of this document.

To advertise contact: David McClurkin
david.mcclurkin@emory.edu
404.727.7146
AD PLACEMENT
Space is limited and advertising will be taken on a first-come, first-served basis. Placement of the ad is at the discretion of the editor. To guarantee placement on a certain page (except page one), a 25% percent additional fee will be charged.

CLIENT RESPONSIBILITY
The client is solely responsible for the accuracy of the advertising content. All ads must be clearly recognizable as advertisements by design. If not, the editor will label them as such.

PROFESSIONAL DESIGN SERVICES
Professional design services are available at an additional charge. The rate is $50/hour. Ask your advertising representative for details.

ACCEPTANCE
All advertising is subject to the editor's approval. The advertiser agrees to indemnify and protect the publisher from loss or expense on claims or suits based on submitted advertising.

PAYMENT
Clients are billed in advance of publication. Credit cards and checks are accepted.

CONTENT GUIDELINES
Emory Report reserves the right to revise, reject or cancel, in whole or in part, any advertising for any reason, including advertisements that advocate illegal actions, promote activities that are detrimental or damaging to Emory University or its mission, or may be interpreted as defamatory, an invasion of privacy, fraudulent, obscene or a violation of the law or University policies and rules.

CANCELLATION POLICY
To cancel an ad, clients must contact an advertising representative at least 7 days prior to the publication date reserved or clients may be subject to a service charge of 25% of the advertisement cost.

Contacts

TO ADVERTISE IN EMORY MAGAZINE CONTACT:
David McClurkin
Advertising Program Manager
david.mcclurkin@emory.edu
404.727.7146

FOR ACCOUNTING OR BILLING INQUIRIES CONTACT:
Ed Moseley
edmosele@emory.edu
404.712.5274