Welcome

*Rutgers Magazine* is the university publication for alumni, faculty, staff, and friends of Rutgers, The State University of New Jersey. Published three times a year by the university, the magazine presents a rich medley of feature stories, news, and vibrant photography that keeps readers abreast of developments at Rutgers—from faculty research initiatives, to student and academic life, to alumni accomplishments.

Most important, *Rutgers Magazine*—with a circulation of nearly 430,000 that goes to Rutgers alumni and more (264,000 of whom alone reside in New Jersey)—keeps readers connected to their alma mater, which is considered one of the nation’s premier public research universities as an undergraduate, graduate, and continuing education institution of higher learning. *Rutgers Magazine* is valued among its alumni readers, according to an independent survey conducted by the Council for Advancement and Support of Education (CASE) and Qualtrics. It demonstrated that close to 100 percent of readers surveyed make a point not only to look at every issue that arrives at their home, but also spend a considerable amount of time reading it.

For advertisers, the award-winning *Rutgers Magazine* delivers an affluent, influential, and engaged readership nationwide in a respected editorial environment, delivered in a professionally edited and attractive package featuring among the best graphic design found in alumni magazines.

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**Ad agencies and external advertisers contact:**

**Tracey Hall**
732-233-1830
magads@ucm.rutgers.edu

**Internal university advertisers contact:**

**Pamela Blumenson**
848-445-1950
pblumenson@ucm.rutgers.edu

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**Rutgers Magazine**
Rutgers, The State University of New Jersey
96 Davidson Road
Piscataway, NJ 08854-8062
magazine.rutgers.edu

**THE MAGAZINE FOR ALUMNI AND FRIENDS OF THE STATE UNIVERSITY OF NEW JERSEY**
Media Kit

Advertising Rates

*Rutgers Magazine* accepts only full-page, half-page, and quarter-page advertisements (the inside-front, inside-back, and back covers are reserved for full-page ads only). For further information, contact:

**Tracey Hall**
732-233-1830
magads@ucm.rutgers.edu

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All rates are gross. No additional charge for bleed.

Calendar of Publication Dates

*Rutgers Magazine* is published three times a year.

**Fall Issue 2015:**
- Space reservation: July 17
- Art deadline: August 14

**Winter Issue 2016:**
- Space reservation: November 17
- Art deadline: December 14

**Spring Issue 2016:**
- Space reservation: February 20
- Art deadline: March 17

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Alumni Circulation

*Rutgers Magazine* is sent to the homes of over 400,000 alumni—more than 264,000 of whom live in New Jersey. College educated and affluent, they represent a demographic penetration and subscription base beyond the reach of all New Jersey-based magazines.

**By State/Territory**

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Demographics

*Rutgers Magazine* has a total circulation of nearly 430,000: over 400,000 alumni and about 30,000 faculty, staff, and other members of the Rutgers community. College educated and affluent, they represent a demographic penetration and subscription base beyond the reach of all New Jersey-based magazines.

Rutgers alumni by age ranges*:

- **17,074** under 25
- **83,711** 25–34
- **80,075** 35–44
- **83,083** 45–54
- **69,970** 55–64
- **80,175** 65 and over

Rutgers alumni by gender*:

- **208,284** female
- **205,692** male

Rutgers alumni by degrees earned:

- **318,230** undergraduate degrees
- **94,013** master’s degrees
- **51,143** doctoral degrees
- **479,910** multiple degrees

Rutgers full- and part-time faculty and staff across all campuses:

- **9,000** faculty
- **15,400** staff

*Totals differ by category due to self-reported data.

*Rutgers Magazine* is valued among its alumni readers, according to an independent survey:

**How often do you typically read Rutgers Magazine?**

A majority of alumni makes a point to read every issue.

**How much of each issue do you read?**

Close to 100 percent of alumni read a good portion of every issue.

*Source: Council for Advancement and Support of Education (CASE) and Qualtrics, 2009.*
Advertising Policy

*Rutgers Magazine* is intended to promote Rutgers and its programs, and to engender loyalty and enthusiasm for the institution among the alumni, university community, and friends of the university. *Rutgers Magazine* welcomes advertisements for goods and services of interest and value to its readership so long as the nature of the goods and services is consistent with the magazine's limited purposes. For this reason, all contents of advertisements are subject to the publisher’s approval. Advertising is accepted pursuant to the following policy guidelines, and *Rutgers Magazine* reserves the right to reject or cancel any advertisement. *Rutgers Magazine* will not accept advertisements for tobacco, alcohol, illegal goods or services, or that promote services or advocate positions that the publisher deems inconsistent with the mission of the university or the magazine, or both.

- Advertisements constituting personal attacks on individuals in either the public or private sphere are unacceptable.
- In order to retain its current periodical nonprofit mailing status, the magazine is unable to accept advertising promoting credit cards, travel, or insurance.
- Advertisements that simulate editorial content must be clearly labeled ADVERTISEMENT.
- Advertisements from other institutions of higher learning are not accepted.

Copy and Content Regulations

In the decision to reserve advertising space, the advertiser and its agency agree to the following conditions:

- Use of the university name and all associated trademarks and service marks of the university, the formal and informal seal, the intercollegiate athletics trademarks, or distinctive scenes or landmarks on Rutgers’ campuses is restricted to those advertisers who have obtained the written consent of Rutgers University. For permission and questions, contact Marybeth Schmutz at mschmutz@ucm.rutgers.edu. Alumni charter groups may use the university’s marks and logos in compliance with university procedures and policies, and must identify their charter group as a chartered organization of the Rutgers University Alumni Association. For assistance and questions, contact Nicole Chasan at nchasan@winants.rutgers.edu.

- *Rutgers Magazine* accepts only full-page, half-page, and quarter-page advertisements; classified advertisements are not accepted.
- All advertisements are accepted and published by the publisher upon the representation that the agency and advertiser are authorized to publish the entire contents and subject matter thereof.
- In consideration of the publisher’s acceptance of any advertisement for publication, the agency and advertiser agree to indemnify and hold the publisher harmless from and against any loss or expense, including without limitation reasonable attorney’s fees, arising out of publication of such advertisement, including without limitation those resulting from claims or suits for libel, violation of rights of privacy, plagiarism, and copyright and trademark infringement.
- The publisher shall not be liable for consequential damages if for any reason *Rutgers Magazine* chooses not to publish an advertisement.
- Advertisers may not cancel a space-reservation order or make changes to the ad after the art deadline.
- *Rutgers Magazine* is not responsible for any error in an advertisement after the advertiser has approved its contents.
## Advertisement Specifications

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<tr>
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<tr>
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<tr>
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<td>7” x 4.562”</td>
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<tr>
<td>Half-page vertical</td>
<td>3.375” x 9.375”</td>
<td>N/A</td>
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<tr>
<td>Quarter page</td>
<td>3.375” x 4.562”</td>
<td>N/A</td>
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**Magazine Trim Size:** 8.187” x 10.5”

**Accepted graphic file format:** Adobe Acrobat PDF
- PDF/X-1a file or high resolution PDF (300dpi with fonts embedded).
- CMYK files only. All spot colors, including Pantone and RGB colors must be converted to process (CMYK).

**Document setup:**
- Document page size should match the trim size of your ad space.
- Text elements and nonbleeding elements should be kept .25” away from the magazine trim size.
- Bleeds should extend .125” beyond trim and added to all sides of the page.

**Copy restrictions:** Publisher reserves the right to reject advertising materials.

**Copy responsibility:** Advertisers are solely responsible for the content of their advertisements placed and printed. Publisher accepts no responsibility for typographical errors.

**Position guarantees:** Position is guaranteed for covers only, although every effort is made to accommodate specific requests.

**Shipping:** Space contracts, insertion orders, camera-ready copy, and proofs should be addressed to:

**Ad agencies and external advertisers contact:**

**Tracey Hall**  
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