

UNIVERSITY of

DENVER

MAGAZINE

Media Kit

2017-2018

WHY BUY INTO DU MAGAZINE?

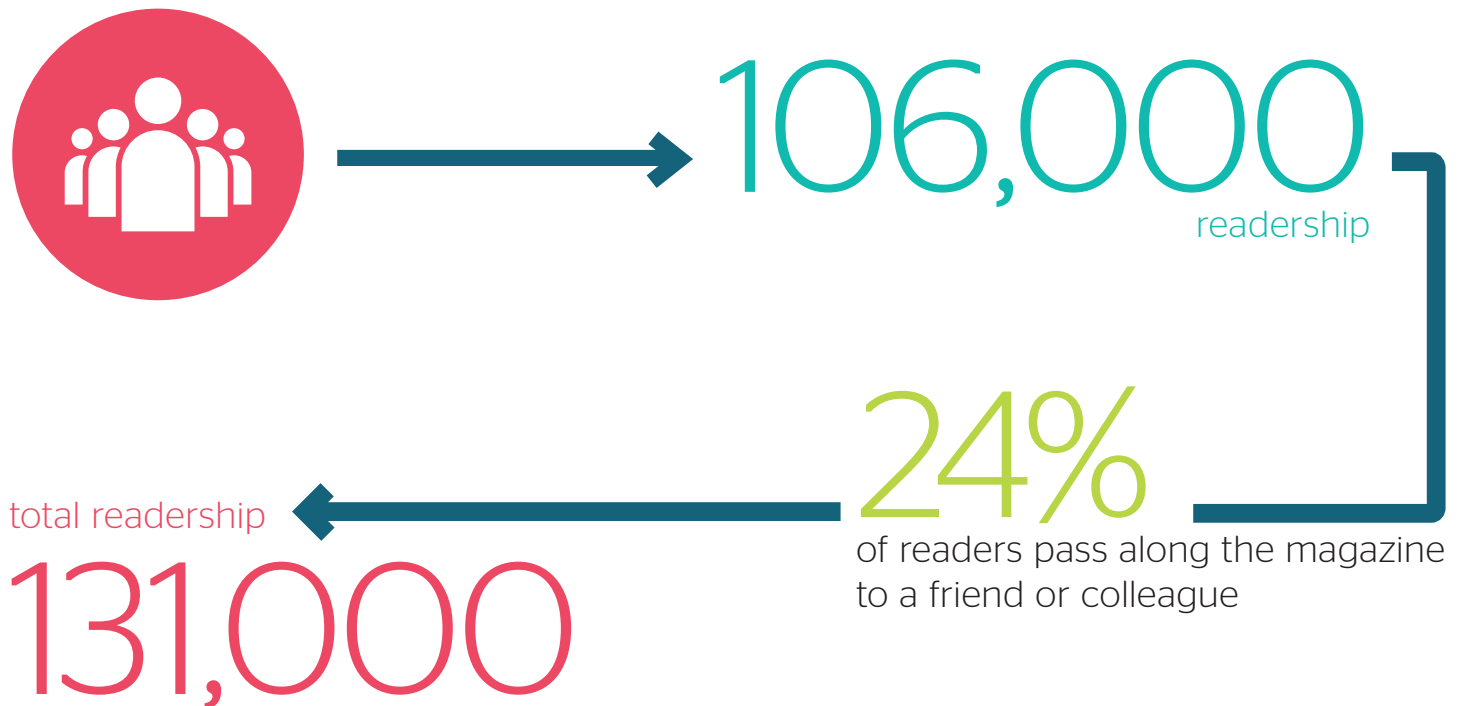
More than 125,000 alumni, faculty, staff, students and parents make up the University of Denver's vibrant, active and engaged global community, so the award-winning University of Denver Magazine can open up a world of opportunity for your brand to reach new audiences.

Interested specifically in reaching a local audience? We've got you covered—50% of our readers live in Colorado, 46% on the Front Range, and 37% in metro Denver. Our readers are passionate about Denver and are always searching for local products and services—from restaurants and entertainment venues to lodging venues and retail gift options.

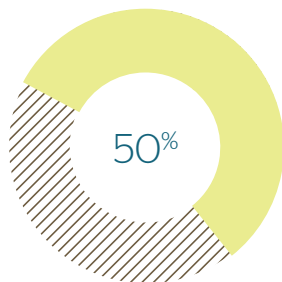
Are you a DU alum? What a great way to advertise your business in front of a community enthusiastic about supporting alumni-owned businesses.

Published in print and online three times a year, the University of Denver Magazine focuses on DU campus and community news, student activities, arts and entertainment, sports, and the alumni, faculty members and students who are making an impact on the world.

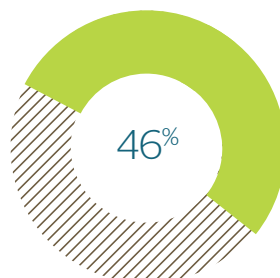
Looking for new audiences? Now is the time to position your brand to the people who are passionate about the DU and Denver communities and who enthusiastically read every issue of the University of Denver Magazine.



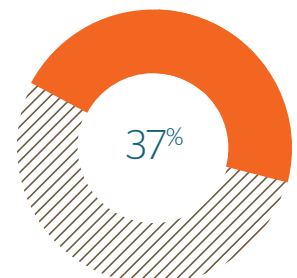
HOUSEHOLDS



Colorado
53,000

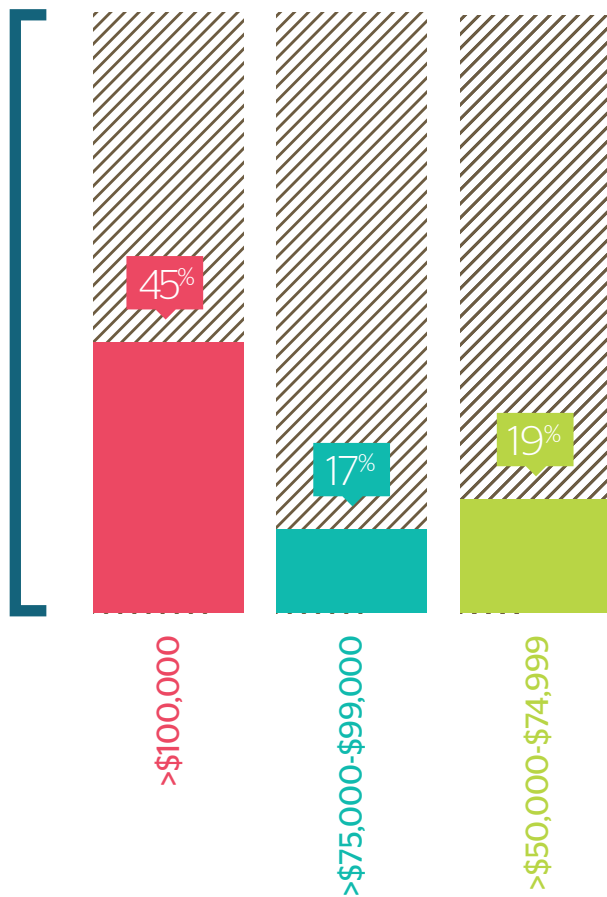


Front Range
48,760

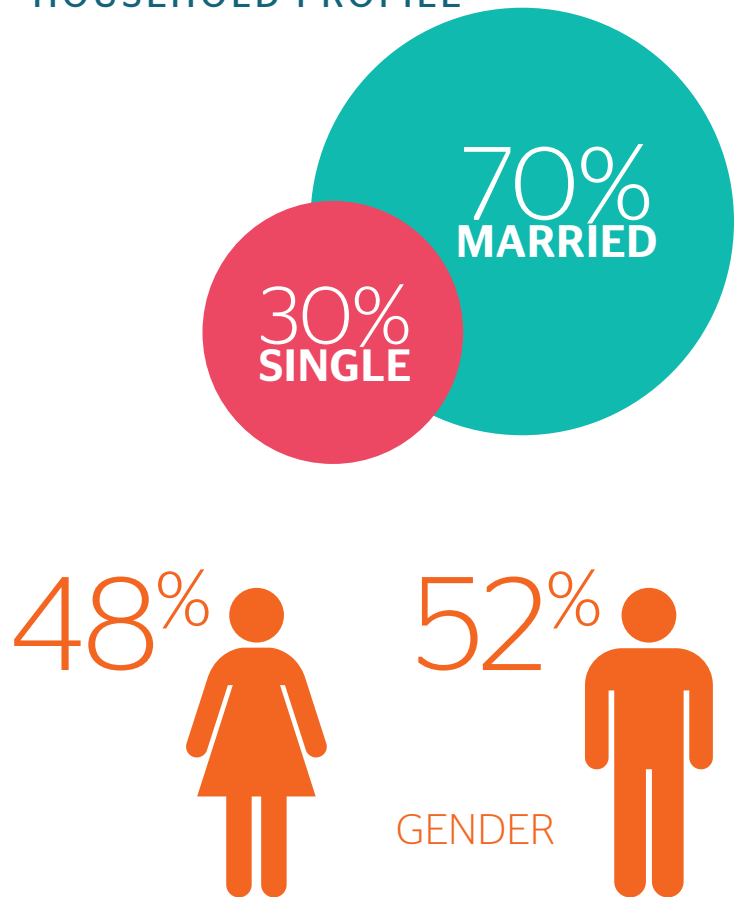


Denver Metro
39,220

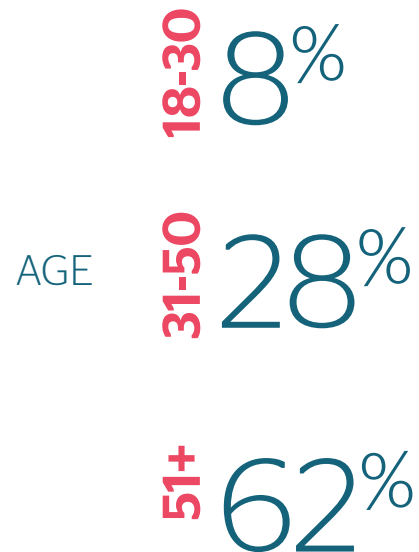
HOUSEHOLD INCOME



HOUSEHOLD PROFILE



HOME OWNERSHIP



66%



of readers spend at least 30 minutes reading University of Denver Magazine

58%



of readers keep the magazines for a month or more

2017-2018 RATE CARD



University of Denver
Communications & Marketing
2199 S. University Blvd.
Denver, CO 80208
303.871.2711
du-magazine@du.edu
du.edu/magazine

Rates

<u>FREQUENCY</u>	<u>1X</u>	<u>2X</u>	<u>3-4X</u>
Full page	\$2,500	\$2,300	\$2,100
1/2 page	\$1,250	\$1,150	\$1,050
1/3 page	\$625	\$575	\$525

All rates are four-color. Rates do not include creative services fees.

Deadlines

<u>ISSUE</u>	<u>AD CLOSE DATE</u>	<u>MATERIALS DUE</u>	<u>PUBLISHED</u>
Fall 2017	July 1, 2017	Aug. 14, 2017	October. 12, 2017
Winter 2018	Oct. 1, 2017	Nov. 13, 2017	Jan. 12, 2018
Spring 2018	Dec. 18, 2017	Feb. 12, 2018	Apr. 12, 2018
Summer 2018	Apr. 1, 2018	May 14, 2018	Jul. 12, 2018

PLEASE NOTE: ads and customer changes received after the material deadline will incur an additional 10% late fee.

Mechanical Requirements

<u>FULL PAGE:</u>	<u>1/2 PAGE:</u>	<u>1/3 PAGE:</u>
Trim: 8.375" x 10.875"	Horizontal 7" x 4.6875"	Square 4.328" x 4.6875"
Safety: 7.875" x 10.375"	Vertical 4.625" x 7.0938"	Vertical 2.547" x 9.5"
Full Bleed: 8.625" x 11.125"		

All sizes are width x height

ACCEPTABLE FILE TYPES:

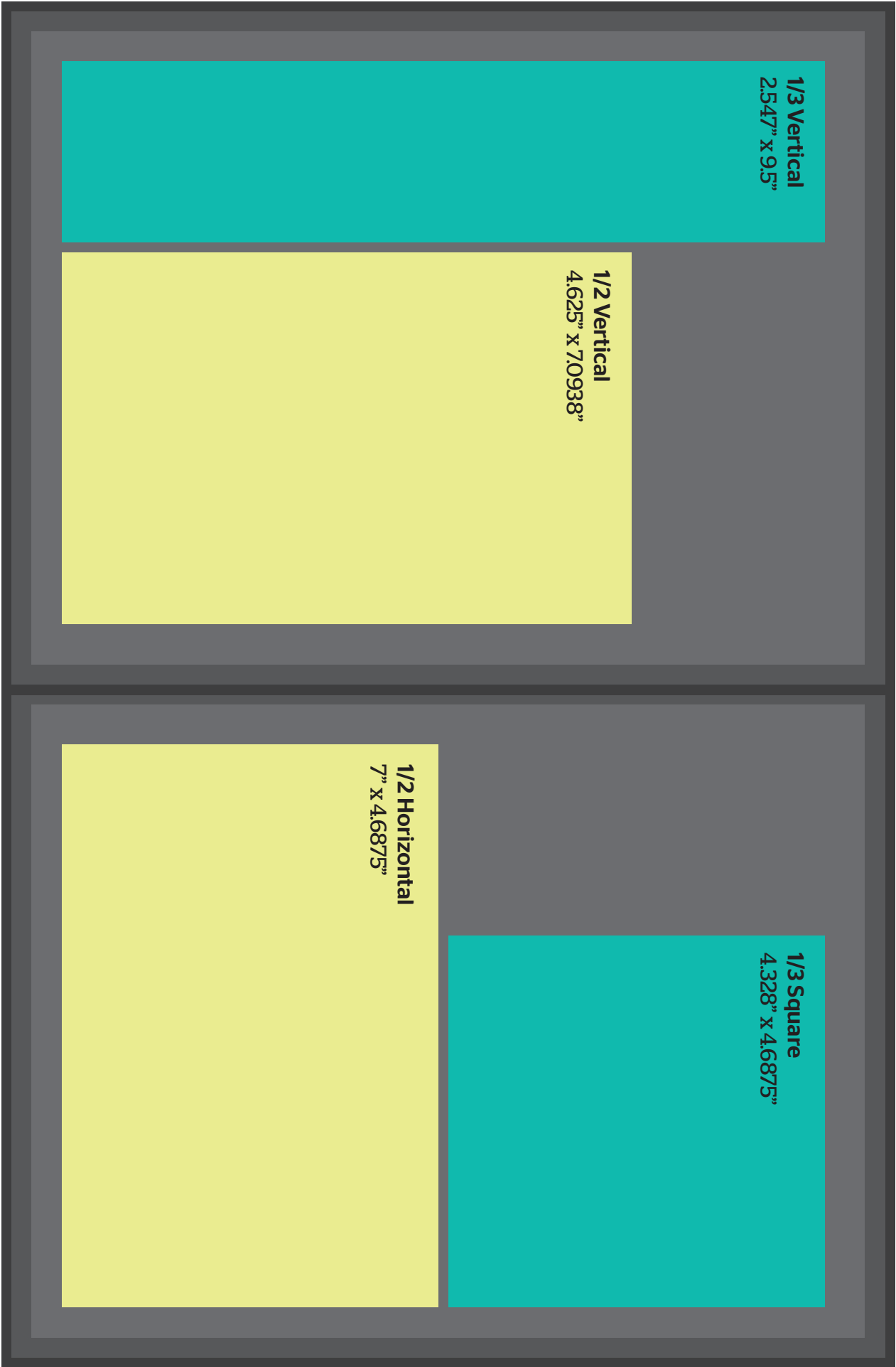
Adobe PDF X-1a CMYK preferred. InDesign (packaged file, including all linked files and fonts), TIFF or JPG, 300 dpi, CMYK only.
Include bleed on full page ads. Do not include crop or trim marks.

DELIVER ADVERTISING MATERIALS TO:

Communications & Marketing
Mary Reed Building 122
E-mail: Gregory.Glasgow@du.edu



ADVERTISING SPACE TEMPLATE



Full Bleed 8.625" x 11.125"

Trim 8.375" x 10.875"

Safety 7.875" x 10.375"

ADVERTISING SPACE CONTRACT



University of Denver
Communications & Marketing
2199 S. University Blvd.
Denver, CO 80208
303.871.2711
du-magazine@du.edu
du.edu/magazine

We hereby authorize University Communications to insert advertising in the *University of Denver Magazine* herein described and under the terms and conditions described below.

Date: _____

Company: _____

Contact Person: _____ Extension: _____

Ad Name: _____

Ad Size: ☐ Full Page ☐ 1/2 Page ☐ 1/3 Page

Preferred magazine location: _____

Frequency Rate: ☐ 1x ☐ 2x ☐ 3x ☐ 4x

Magazine Issues: _____

Total Cost: _____ Billing Org #: _____

Signature of Advertiser _____ Date _____

Accepted by _____ Date _____

DELIVER ADVERTISING MATERIALS TO:

Communications & Marketing
Mary Reed Building 122
E-mail: Gregory.Glasgow@du.edu

CONTACT INFORMATION:

Ad Sales: 303.871.2776
Creative Services: 303-871-2711