
OHIO STATE

A L U M N I M A G A Z I N E



Media Kit

OHIO STATE

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Dear advertiser,

Congratulations on your decision to consider advertising in *Ohio State Alumni Magazine*, where your message will reach an audience of more than 100,000 passionate, connected Buckeyes.

The magazine is a gathering place in print for Ohio State grads, an alumni base that research demonstrates is one of the most engaged and committed in the country. A Gallup poll found 49 percent of the Ohio State alumni can't imagine the world without their alma mater, and Buckeyes are nearly twice as likely to be attached to their school as graduates of other universities.

Ohio State's more than 550,000 living graduates span the globe. While about half still call the Buckeye State home, large segments of our alumni live in major U.S. cities, with sizeable numbers in Washington, D.C.; New York City; Chicago; Dallas/Austin/Houston and Los Angeles.

Ten percent of our readers are under 36 — a segment of our readership we are actively working to grow — while 33 percent are 37–54 and 57 percent are 55+. At every age

and wherever they live, our graduates are smart, innovative and future-focused.

Advertising in *Ohio State Alumni Magazine* not only provides you with cost-efficient access to an enthusiastic, educated audience, it also associates your organization with The Ohio State University and The Ohio State University Alumni Association. As our advertisers quickly discover, that's a win-win.

Our rate structure delivers significant value and has the flexibility to match your budget. If you'd like to talk further about this opportunity, contact adsales@osu.edu.

Many thanks for your consideration, and GO BUCKS! ✨

A handwritten signature in black ink that reads 'Jim'.

JIM SMITH '91 MA
President and CEO
The Ohio State University Alumni Association

OHIO STATE

A L U M N I M A G A Z I N E

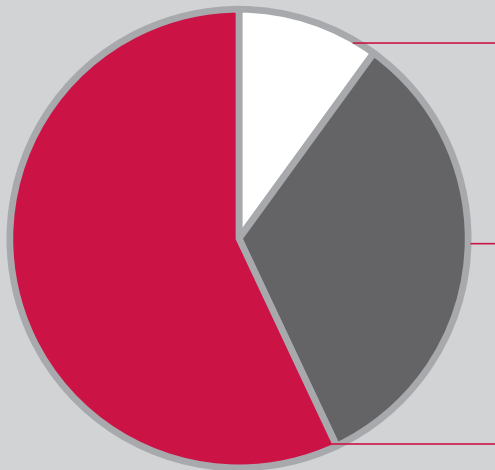
Buckeyes by the numbers

Getting to know the Ohio State Alumni Magazine audience



100,000+ READERS

across the state, country and globe



READER ERAS

10% | 22–36 years old

33% | 37–54 years old

57% | 55+

THE MAGAZINE SERVES AS A GATHERING PLACE IN PRINT

84% feel strongly that the magazine makes them proud to be a graduate

71% say the magazine helps them stay connected to Ohio State

48% spend more than 30 minutes reading the magazine

49% have or plan to share the magazine with family, friends and colleagues

31% donate to the university as a result of reading the magazine

Source: Ohio State Alumni Magazine survey

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Magazine advertising makes an impact

Our readers say your messages resonate with them

CONSIDER THESE FACTS

from the Association of Magazine Media:

91% of adults in the United States read magazine content within the last 6 months.

Of those readers ...

Households with an income of \$200,000 or more are drawn to print magazines.

And it turns out that ...

Affluent magazine readers spend more money than readers of other media.

What are they buying?

- Luxury goods
- Travel
- Entertainment
- Home remodeling and decorating

A SURVEY OF OHIO STATE ALUMNI MAGAZINE READERS SHOWS:



69% of respondents whose households have given \$50,000+ to Ohio State say advertisements in the magazine capture their attention.



And...

22% of those readers say they've taken advantage of an advertised offer in *Ohio State Alumni Magazine*.

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A L U M N I M A G A Z I N E

The seasons pass, the years will roll

There's a perfect time of year for every media

SHIFTING SEASONS

You may want to vary your approach to advertising based on our quarterly publication schedule.

FALL

Many readers return to campus for Homecoming and game-day celebrations. It's a great time to advertise:

LOCAL BUSINESSES
RESTAURANTS
ENTERTAINMENT

WINTER

The new year always brings with it a mentality of a "new me," and readers' focus shifts to:

HEALTH AND WELLNESS
EDUCATION
FITNESS
PROFESSIONAL DEVELOPMENT

SPRING

As the weather warms, readers' minds turn to outdoor activities and finances. Your advertising might focus on:

VACATIONS
WEDDINGS
GARDENING

SUMMER

The sunny days of summer find our readers out and about. It's a great time to advertise:

DINING AND ENTERTAINMENT
OUTDOOR ACTIVITIES
TRAVEL
HOME IMPROVEMENT

PHASES AND STAGES *The perfect age demographic for your message*

YOUNG PROFESSIONALS

REAL ESTATE
DINING AND ENTERTAINMENT
PROFESSIONAL DEVELOPMENT
CLOTHING AND APPAREL

EMPTY-NESTERS

ART AND CULTURE
HOME IMPROVEMENT
LANDSCAPING
TRAVEL

GRANDPARENTS AND RETIREES

FINANCIAL PLANNING
HEALTH AND WELLNESS
SENIOR LIVING
TRAVEL

OHIO STATE

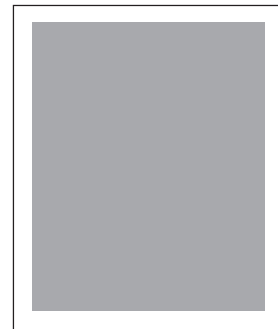
A L U M N I M A G A Z I N E

General advertising — brand messaging

RATES

SIZE	1X	2X ¹	4X ²
Inside front cover	\$4,030	3,830	3,630
Inside back cover	3,775	3,590	3,400
Double truck	6,700	6,365	6,030
Full page	3,350	3,180	3,015
Half page	1,930	1,835	1,740
Quarter page	1,240	1,180	1,090

¹ 5% discount; ² 10% discount; All rates include 4-color



**FULL PAGE
AND INSIDE
COVERS**
7.64" x 9.45"
(NO BLEED)

PAYMENT

Contract agreements on size and cost of ads must be signed by a representative of the Alumni Association and the purchaser prior to submission of final art.

NEW ADVERTISERS

(FEWER THAN THREE ISSUES)

- Payment is due when artwork is submitted until credit is established for three issues with the magazine.

ESTABLISHED ADVERTISERS

(MORE THAN THREE ISSUES)

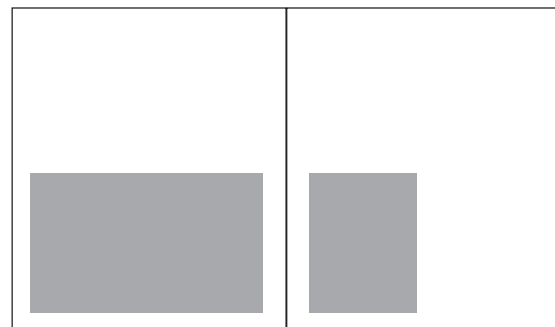
- Invoices will be mailed with the published issue.

RESERVATIONS

- Ad space is available on a first-come, first-served basis.

LATE RESERVATIONS

- Ad space reserved after the published deadline is subject to a 15 percent surcharge and will be accepted only if space is available.



HALF PAGE
7.64" x 4.55"

QUARTER PAGE
3.64" x 4.55"

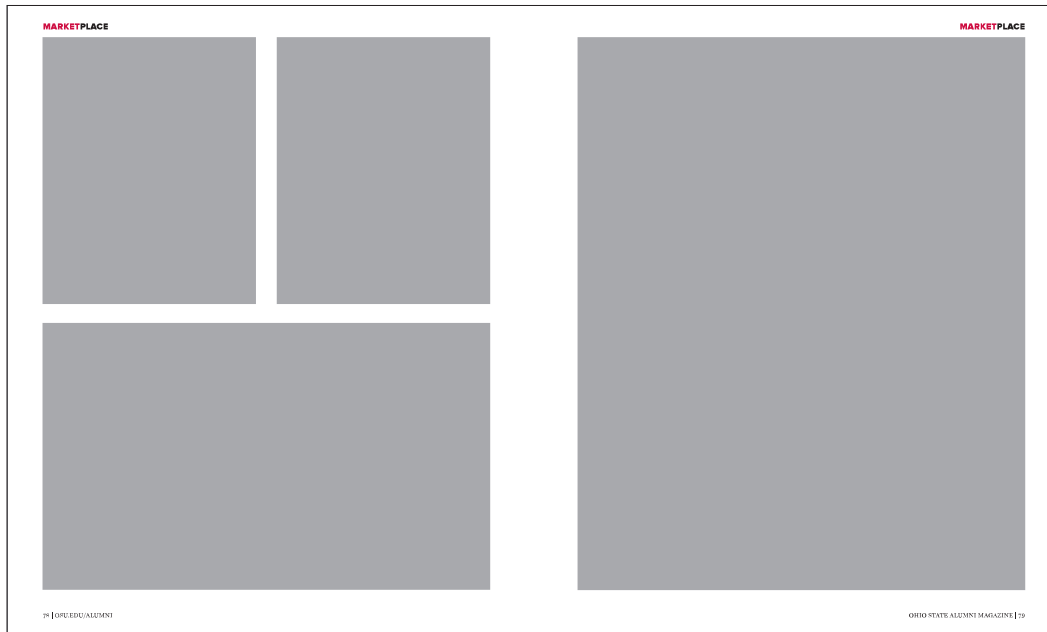


DOUBLE TRUCK
16.78" x 9.45"
(NO OUTSIDE BLEED)

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A L U M N I M A G A Z I N E

Marketplace — products and services



QUARTER PAGE
3.64" x 4.55"

HALF PAGE
7.64" x 4.55"

FULL PAGE
7.64" x 9.45"
(NO BLEED)

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¹ 5% discount; ² 10% discount; All rates include 4-color

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Specifications and deadlines

GENERAL INFORMATION

Ohio State Alumni Magazine is published four times a year, with issues for autumn, winter, spring and summer.

The magazine is sent to more than 93,000 alumni households.

In compliance with Ohio State Alumni Association policy, *Ohio State Alumni Magazine* cannot accept personal ads or advertising for alcoholic beverages, tobacco, gaming, or certain personal hygiene products; advocacy positions (political, philosophical, religious, moral, etc.); or contributions to organizations or for purposes not directly affiliated with or benefiting Ohio State or the Alumni Association.

To comply with the Ohio State University licensing program, no University or Alumni Association marks may appear in an advertisement unless they are on a licensed product.

Ohio State Alumni Magazine reserves the right to reject or cancel advertising the publisher deems unacceptable due to objectionable material, inferior artwork, or other reasons at the discretion of the publisher.

RESERVATION DEADLINES

ISSUE	RESERVATION DUE	FINAL ART DUE	MAIL DATE
Summer '19	4/3/19	5/1/19	6/4/19
Fall '19	5/21/19	6/18/19	8/13/19
Winter '19	10/1/19	10/29/19	12/3/19
Spring '20	12/31/19	1/28/20	3/3/20
Summer '20	3/31/20	4/28/20	6/2/20
Fall '20	7/7/20	8/4/20	9/8/20
Winter '20	9/29/20	10/27/20	12/1/20

TECHNICAL SPECIFICATIONS

- Ads should be print-ready (*Ohio State Alumni Magazine* is not responsible for prepress work).
- Artwork must be converted to CMYK
- Artwork must be at least 300 dpi

WHAT WE CAN TAKE

- Adobe PDF
- Adobe InDesign CS6 or earlier: Fonts must be converted to paths, all artwork must be submitted with document
- Adobe Illustrator CS6 or earlier: Fonts must be converted to paths, all artwork must be submitted with document
- We also accept TIF and EPS files, but not JPEG.

HOW WE CAN TAKE IT

- E-mail to: adsales@osu.edu
- For files greater than 10 MB, Box.com is preferred. Other online services accepted. Contact adsales@osu.edu with questions.

PROOFS

- If no color proof is provided, we cannot guarantee a color match.