

# PAW

PRINCETON ALUMNI WEEKLY

## Reach Princeton's Most Engaged Alumni Audience.



For more than 125 years, Princeton Alumni Weekly (PAW) has informed, inspired, and connected generations of Princeton alumni.

**Connect your brand with 95,000+ affluent, influential, and deeply engaged readers around the world.**

# Audience Snapshot.

Princeton Alumni Weekly reaches more than 95,000 alumni, faculty, and staff of Princeton University around the world. PAW readers are highly educated, professionally accomplished, and deeply connected to Princeton and each other.

Since 1900, PAW has served as a trusted source of alumni and campus news, fostering meaningful engagement across generations.



## 95,000+

**TOTAL CIRCULATION**

Includes 6,000 faculty and staff



## 3,000+

**INTERNATIONAL READERS**

In 75+ countries worldwide

## Audience at a Glance.



### \$550K

AVERAGE HOUSEHOLD INCOME



### \$3.2M

AVERAGE NET WORTH



### 51

MEDIAN READER AGE



### 62

AVERAGE MINUTES SPENT READING EACH ISSUE



### 83%

READ ALL OR MOST ISSUES

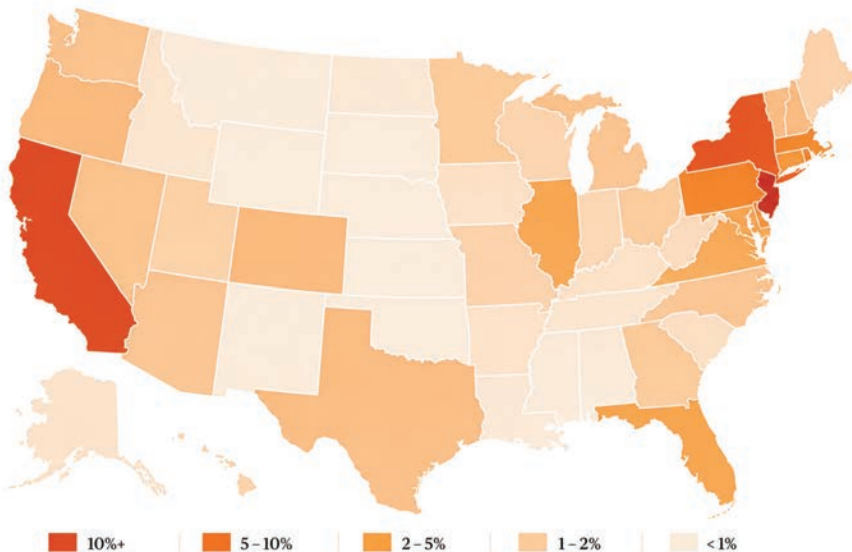


### 72%

SAVE OR SHARE ARTICLES FROM PAW

## GEOGRAPHIC DISTRIBUTION

% of Readership by State



## National Reach.

PAW readers live in all 50 states with particularly strong concentrations in:

### NORTHEAST & MID-ATLANTIC

New Jersey, New York, Pennsylvania, Massachusetts, Connecticut, D.C.

### MAJOR METROPOLITAN MARKETS

New York City, Boston, Washington, D.C., San Francisco, Los Angeles, Chicago, Dallas, Miami

### GROWING NATIONAL PRESENCE

California, Texas, Florida, Colorado, North Carolina, Washington

## Reader Interests & Affinities.



Travel & Hospitality



Wealth Management



Real Estate



Healthcare & Wellness



Education



Arts & Culture



Books & Lifelong Learning



**Engaged. Loyal. Invested.**

Audience demographics, readership, and engagement insights are based on a comprehensive PAW reader survey and circulation data.

# Delivering Meaningful Results.

PAW connects advertisers with an engaged and influential alumni audience. With exceptional readership, strong ad engagement, and a trusted editorial environment, your message reaches Princeton alumni in a meaningful and lasting way.

PAW's unique audience provides an opportunity to build awareness, deepen connections and make a lasting impression.



69%

Engage with display advertising



32%

Purchased a product or service advertised in PAW



83%

Read all or most issues



20:80

PAW's 20:80 ad-to-editorial ratio creates a premium, uncluttered environment where your message stands out.



## Seen. Read. Remembered.

PAW readers do more than engage with content. They respond to trusted brands and services that align with their interests and values.

OPPORTUNITIES

# Trusted Touchpoints.

Connect with Princeton alumni through the platforms and moments they trust most.



Our integrated solutions connect **your brand** to a highly educated, influential, and loyal audience.

**PRINT MAGAZINE**



A trusted publication alumni turn to for thoughtful journalism, meaningful storytelling, and lasting connection.

**95,000+** CIRCULATION  
10 issues per year

**WEBSITE ADS**



Reach Princeton alumni through premium digital placements within PAW's trusted online environment.

**115K+** MONTHLY ACTIVE USERS

**NEW ISSUE ALERT**



Your message in our monthly e-newsletter with a 53% average open rate and strong engagement.

**76K+** SUBSCRIBERS  
53% average open rate

**BOOKSHELF**



Designed to spotlight compelling new titles from Princeton authors and beyond.

**AVID READERS AND AUTHORS**

**CLASSIFIEDS**



A trusted resource alumni return to for opportunities, vacation rentals, services and more.

**BY ALUMNI FOR ALUMNI**

**REUNIONS GUIDE**



Promote your brand in the official guide to Princeton Reunions, reaching thousands of Alumni.

**25,000+** ATTENDEES



**CUSTOM INTEGRATED PACKAGES AVAILABLE**

Combine print, digital, event, and custom content opportunities to build a campaign designed to meet your goals. Sponsorship opportunities can include podcasts, Reunions sponsorships, special projects, and more.

# A Publication Alumni Return to Again and Again.

Each issue of PAW features deeply reported stories by award-winning journalists. More than an alumni magazine, PAW explores the people, ideas, and issues shaping the world today while keeping readers connected to the Princeton community. Alongside timely news and thoughtful commentary, every issue offers unexpected discoveries and engaging moments of serendipity.

## PRESIDENT'S PAGE



**THE PRESIDENT'S PAGE**  
**The Cost of a College Degree Is Going Down**

Commencement is always a time to reflect on the past year. For Princeton University, the year has been one of significant challenges. The cost of a college degree is going down, but the quality of education is not. We must ensure that every student has the opportunity to succeed.

A message from Princeton's president on issues, priorities, and University life.

## INBOX



**INBOX**  
**A MARCH THROUGH THE ARCH**

Princeton University is a place of great diversity and inclusion. We are proud to have a community that values the contributions of all our members.

Thoughtful alumni perspectives and reader responses.

## ON THE CAMPUS



**ON THE CAMPUS**  
**A GROUP OF RUNNERS**

Princeton University is a place of great diversity and inclusion. We are proud to have a community that values the contributions of all our members.

The latest on campus news and events, and unique perspectives from student writers.

## RESEARCH



**RESEARCH**  
**A DINOSAUR DISCOVERY**

Princeton University is a place of great diversity and inclusion. We are proud to have a community that values the contributions of all our members.

Groundbreaking discovery and innovation led by Princeton faculty and alumni.

## PRINCETONIANS



**PRINCETONIANS**  
**A WORLD TRAVELER**

Princeton University is a place of great diversity and inclusion. We are proud to have a community that values the contributions of all our members.

Stories of remarkable alumni shaping the world in meaningful ways.

## CLASS NOTES



**CLASS NOTES**  
**48 CLASSMATES**

Princeton University is a place of great diversity and inclusion. We are proud to have a community that values the contributions of all our members.

One of PAW's most-read sections and a cornerstone of alumni connection.

## MEMORIALS



**MEMORIALS**  
**DAVID RAYTON '82**

Princeton University is a place of great diversity and inclusion. We are proud to have a community that values the contributions of all our members.

A meaningful space honoring and remembering Princeton alumni.

## PRINCETON PORTRAIT



**PRINCETON PORTRAIT**  
**A WORLD TRAVELER**

Princeton University is a place of great diversity and inclusion. We are proud to have a community that values the contributions of all our members.

An endearing look at historical alumni, traditions, and unexpected stories.

Every issue features 2-3 in-depth feature articles centered on alumni, ideas, innovation, culture, community, and the issues shaping Princeton and the world.



# Building the Right Advertising Strategy **Together.**


We're here to help you thoughtfully connect with Princeton's most engaged and influential alumni audience through print, digital and custom opportunities.



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Allison Sullivan  
**PUBLISHING DIRECTOR**

 [as7811@princeton.edu](mailto:as7811@princeton.edu)

 (609) 258-2107

 [paw.princeton.edu/advertise](http://paw.princeton.edu/advertise)