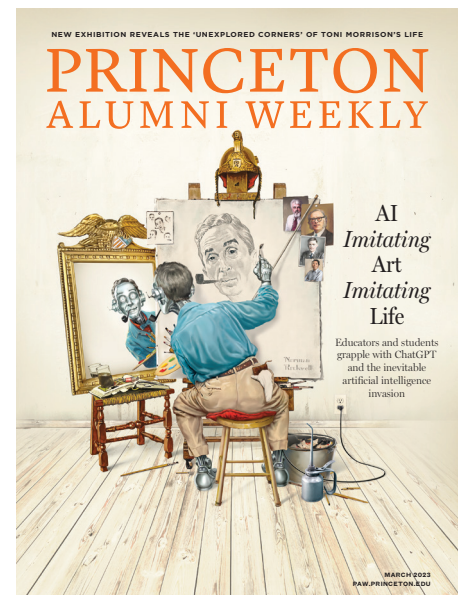


PRINCETON ALUMNI WEEKLY

Media Kit
2024/25

What is PAW?

- Princeton Alumni Weekly (PAW) is an editorially independent magazine by alumni for alumni published since 1900
- Princeton Alumni Weekly is published 11 times per year — more than any other alumni magazine in the world — and offers unmatched engagement with our readers
- Princeton Alumni Weekly has a circulation of more than 100,000 alumni, faculty, and professional staff of Princeton University
- With 1.4 readers for every subscriber, PAW’s readership is 140,000
- Princeton Alumni Weekly is the only publication that reaches this affluent alumni audience



For information on advertising, contact: Allison Sullivan, publishing director, as7811@princeton.edu, 609-258-2107

Our Audience.

ABOUT PRINCETON ALUMNI

- They are Pulitzer Prize-winners, Nobel laureates, business leaders, Supreme Court justices, academicians, journalists, philanthropists, and government leaders
- They are innovators, entertainers, authors, activists, and a former first lady
- They are influencers, thought leaders, and early adopters
- They are professionals, parents, travelers, investors, and consumers
- They are well-educated, affluent, and interested in the world around them

ALUMNI CONNECTIVITY

- Princeton alumni read the magazine — reader surveys show that 83% of alumni read or look through most issues and that each issue is read by an average of 1.4 people
- Princeton alumni are truly loyal to their alma mater. The 2021-22 Annual Giving campaign raised a record breaking \$81.8 million.
- 86% of alumni have attended Reunions on campus in the past 10 years

READER PROFILE

65% Male

34% Female

1% Nonbinary/
Prefer to Self Describe

51 Median age

EDUCATION

52% Master's degree

20% Doctorate

41% Professional degree
(M.D., D.D.S., J.D.)

WEALTH

\$550K average HHI

\$3.2M average NW

\$948K average
home value

For information on advertising, contact: Allison Sullivan, publishing director,
as7811@princeton.edu, 609-258-2107

Who Gets PAW?

ALUMNI INCLUDING:

NEWSMAKERS

Michelle Obama '85, former first lady
Robert Mueller '66, former FBI director

INNOVATORS & THOUGHT LEADERS

Jeff Bezos '86, Amazon.com founder; *Washington Post* owner
Robert Johnson *72, entrepreneur, founder of BET network
Melody Hobson '91, president, Ariel Investments; board chair, DreamWorks
Eric Schmidt '76, executive chairman, Alphabet, parent company of Google
Tim Ferriss '00, author, entrepreneur, podcaster

WRITERS & ARTISTS

Michael Lewis '82, writer: *The Big Short*, *Moneyball*
Jennifer Weiner '91, writer: *In Her Shoes*, *Good in Bed*
John McPhee '53, Pulitzer Prize winner, writer: *Annals of the Former World*
A. Scott Berg '71, writer: *Wilson*, *Max Perkins: Editor of Genius*
David Remnick '81, editor, *The New Yorker*
Branden Jacobs-Jenkins '06, playwright, Obie winner, MacArthur fellow
Frank Stella '58, painter, sculptor, and printmaker

HOLLYWOOD

Brooke Shields '87, actor
Ellie Kemper '02, actor
David Duchovny '82, actor
Ethan Coen '79, writer and producer
David E. Kelley '79, writer and producer

BUSINESS LEADERS

Steve Forbes '70, CEO, editor in chief, *Forbes Magazine*
Meg Whitman '77, president and CEO, Hewlett Packard
William Clay Ford Jr. '79, executive chairman, Ford Motor Company
Brad Smith '81, president and chief legal officer, Microsoft
John Rogers Jr. '80, founder, chairman and CEO, Ariel Investments
Andrea Jung '79, president, CEO and director, Grameen America

GOVERNMENT

Elena Kagan '81, Supreme Court justice
Sonia Sotomayor '76, Supreme Court justice
James Baker III '52, former White House chief of staff and U.S. Secretary of State
David Petraeus *85 *87, former CIA director
Ted Cruz '92, U.S. senator, former presidential candidate

IN A RECENT SURVEY, PAW READERS SAID:

“I love reading PAW and look forward to receiving it.”

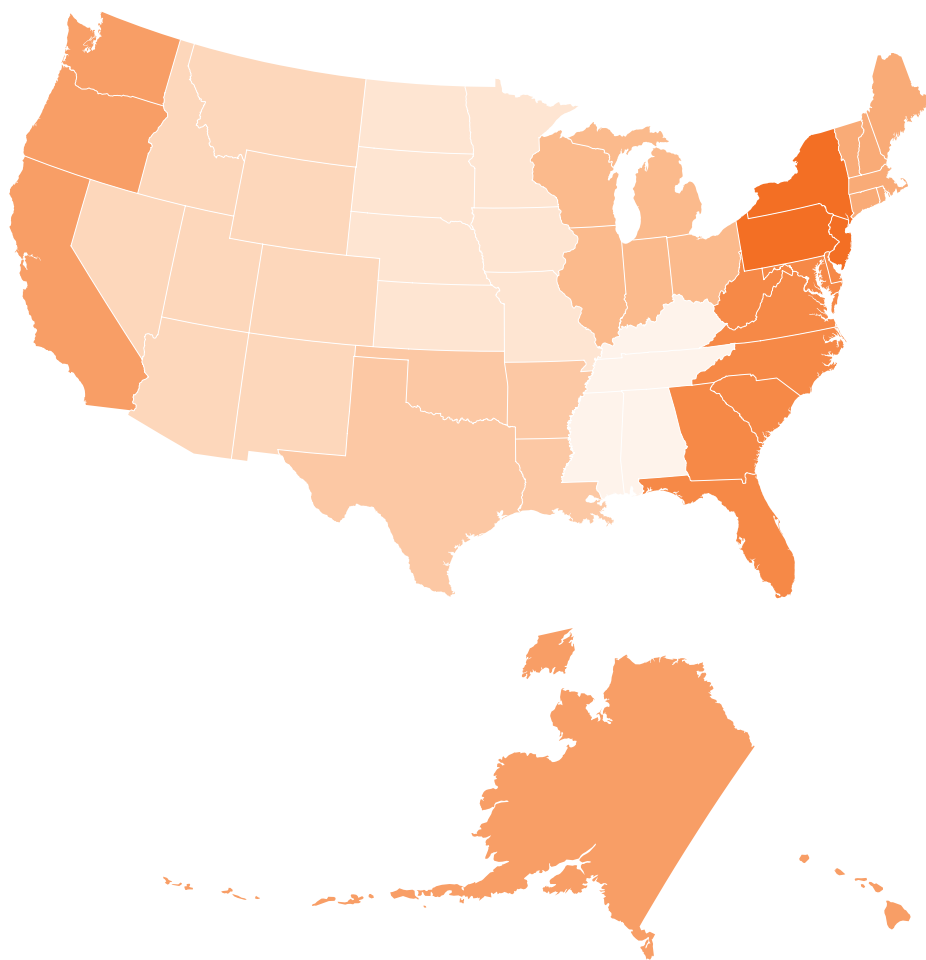
“Some PAW articles are just stunning; very comprehensive, thought-provoking.”

“I very much enjoy being able to maintain my long relationship with the University through PAW. I read every issue when it comes.”

For information on advertising, contact: Allison Sullivan, publishing director, as7811@princeton.edu, 609-258-2107

SOURCE: PAW SURVEY DECEMBER 2016

Where Do Our Alumni Live?



REGION	CIRCULATION
Middle Atlantic	25,725
South Atlantic	17,105
Pacific	16,003
New England	9,908
East North Central	5,657
West South Central	3,926
Mountain	3,755
West North Central	1,821
East South Central	1,386
Total United States	85,286
OTHER	
U.S. Territories	140
Canada	1419
Mexico	99
Other International	7,175
AP/FPO	116
TOTAL ALUMNI CIRCULATION	
	94,235
Faculty and Staff	7,173
TOTAL CIRCULATION	101,408

For information on advertising, contact: Allison Sullivan, publishing director,
as7811@princeton.edu, 609-258-2107

*SOURCE: PAW JULY/AUGUST 2023 CIRCULATION

Why Advertise in PAW?

WHY PRINT?

- Magazines are more relevant now than ever before
- Consumers trust print more than any other advertising medium¹
- The brain responds to print and digital media in different ways: Print ads are better at stimulating emotions and desires²
- There is higher comprehension when reading on paper versus a screen³
- Brand recall is up to 70% higher in magazine advertising than digital media⁴
- In a study that measured 1,400 campaigns using a wide variety of ad venues, magazine advertising resulted in the highest return on ad spending⁵
- Consumers tend to be more focused and more relaxed when they read print magazines, i.e., they “lean back” and this enhances retention³

WHY PAW?

- Princeton Alumni Weekly (PAW) provides an affluent, influential audience
- The low ad-to-edit ratio of 20:80 ensures that your brand message gets across to our readers
- With 11 issues per year, PAW offers unmatched engagement with our readers
- PAW is read — including the ads. Of PAW’s readers, 83% read all or most issues, 69% read the display ads, and 32% purchased a product or service advertised

WHY OUR READERS?

PAW readers rely on the magazine as a vital link to the University and their peers. Advertisers have a unique opportunity to reach faithful, engaged readers in an environment of unparalleled trust and respect.

83% read or look through all, or most, issues

69% read the display advertisements

32% have purchased an advertised product or service

79% read PAW as their primary source of Alumni and Campus news

For information on advertising, contact: Allison Sullivan, publishing director, as7811@princeton.edu, 609-258-2107

PAW READER SURVEY 2022

Publication Schedule

2024-2025

COVER DATE	IN-HOME START DATE	SPACE RESERVATIONS DUE	DISPLAY ADS DUE
Sept. 2024	Sept. 3	July 15	July 29
Oct. 2024	Oct. 7	Aug. 19	Sept. 3
Nov. 2024	Nov. 4	Sept. 16	Sept. 30
Dec. 2024	Dec. 2	Oct. 14	Oct. 28
Jan. 2025	Dec. 30	Nov. 11	Nov. 25
Feb. 2025	Feb. 3	Dec. 16	Dec. 30
Mar. 2025	Mar. 3	Jan. 13	Jan. 27
Apr. 2025	Mar 31	Feb. 10	Feb. 24
May 2025	May 5	Mar. 17	Mar. 31
June 2025	June 2	Apr. 14	Apr. 28
July/Aug. 2025	July 7	May 19	June 2

WHAT'S IN IT FOR ADVERTISERS?

Place your brand message within the pages of the Princeton Alumni Weekly's award-winning editorial content and reach our affluent, engaged readers.

Reunions: May 23-25 • Commencement: May 28

For information on advertising, contact: Allison Sullivan, publishing director, as7811@princeton.edu, 609-258-2107

*SOURCE: PAW JULY/AUGUST 2023 CIRCULATION

Advertising Rates

RATE PER INSERTION

AD SIZE	BLACK & WHITE	4-COLOR
Full Page	\$5,490	\$7,880
2/3	\$4,150	\$6,530
1/2	\$3,450	\$5,760
1/3	\$2,580	\$5,020
1/6	\$1,390	\$2,700
1/12	\$ 750	\$1,500

\$1,000 premium for back cover

PAYMENT INFORMATION

- Payment is required in advance for the first insertion, subsequent advertising is billed upon publication with credit approval
- Net due within 30 days of invoice
- An advertiser will be rebated if, within the publishing year, the advertiser has used sufficient additional space to warrant a lower rate than what was previously billed. An advertiser who contracts for a specific number of insertions and who does not complete the committed schedule will be shorted
- One-year contracts are accepted at current rates. Orders beyond one year are accepted at the prevailing rate at the time of insertion. Proper notification will be given of any rate change.

FREQUENCY DISCOUNTS

Frequency discounts can be applied to ads 1/6 of a page or larger, with mixed-size units counting toward frequency.

5% for 4 insertions

10% for 7 insertions

15% for 11 insertions

CANCELLATIONS OR CHANGES

Cancellations and changes in orders will not be accepted after the closing date.

All covers and special positions are noncancelable 30 days prior to the closing date. If no new copy is received, the publisher reserves the right to repeat a previous advertisement, or if none exists, to charge for the reserved space.

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PAW READER SURVEY 2022

Print Production Specs

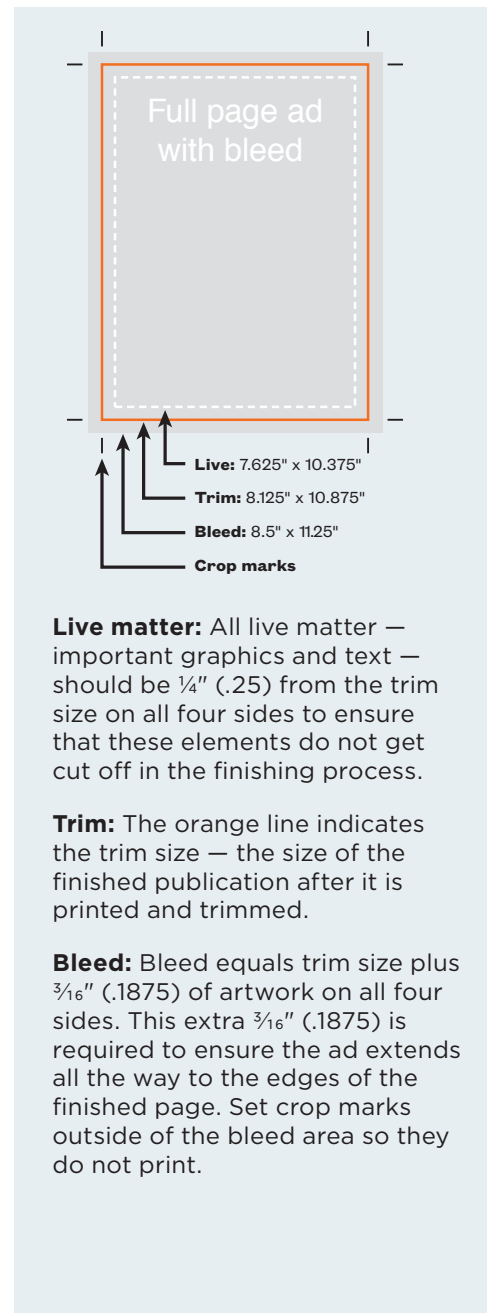
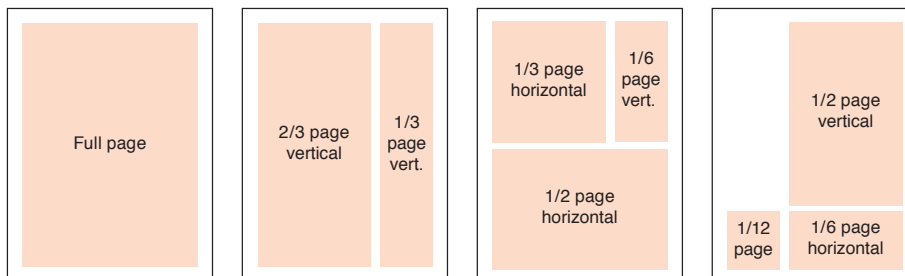
DIMENSIONS

NON-BLEED ADS should be created to the dimensions (w x h) below. Ads are centered on the page with a white border all around.

BLEED ADS should be created to the dimensions (w x h) below. Live matter — important graphics and text — should be $\frac{1}{4}$ " (.25) from all four sides of the ad. Add an additional $\frac{3}{16}$ " (.1875) of artwork to all four sides for the bleed. Set crop marks outside the bleed area so they do not print. See diagram at right.

AD SIZE	NON-BLEED ADS	BLEED ADS
Full page	6.875" x 9.625"	8.125" x 10.875"
2/3 vertical	4.5" x 9.625"	5.125" x 10.875"
1/2 vertical	4.5" x 7.25"	—
1/2 horizontal	6.875" x 4.75"	8.125" x 5.5"
1/3 vertical	2.125" x 9.625"	2.75" x 10.875"
1/3 horizontal	4.5" x 4.75"	—
1/6 vertical	2.125" x 4.75"	—
1/6 horizontal	4.5" x 2.25"	—
1/12	2.125" x 2.25"	—
Two-page spread	—	16.25" x 10.875"

VISUAL OF AD SIZES



For information on advertising, contact: Allison Sullivan, publishing director, as7811@princeton.edu, 609-258-2107

PAW READER SURVEY 2022

Advertising Requirements

PRINT

ACCEPTABLE FILE FORMATS

- PDF files (PDF/x-1a preferred)
- Photoshop image-file formats including TIFF, EPS, and JPEG (high quality)
- Other formats may be acceptable but must be approved in advance by the advertising director

LINE SCREEN 250 dpi

FONTS

- Fonts must be embedded in supplied PDF

IMAGES

- Images must be linked and updated, embed images for PDF and EPS documents
- Do not scale images to more than 120% in layout application
- Effective resolution of CMYK/grayscale/duotone images should be 300 dpi (plus or minus 20%)
- Effective resolution of line-art graphics should be between 600 and 1200 dpi, placed at 100% or smaller

COLOR

- Specify four-color process colors (CMYK). Convert RGB colors and spot colors to CMYK. If colors are left to be automatically converted to CMYK by the page-layout application or print house, they will be converted at advertiser's risk
- Avoid very heavy black. Colors in the document palette (and in images) should not exceed 300 in total ink coverage (i.e., the sum total of C, M, Y, K values)

PAPER 40.5# Leipa Mag Plus Gloss; Cover: 100# Matte #3

DIGITAL AD SPECS

EMAIL BLAST AD SIZES

- First ad slot size is 600 x 160 pixels.
- Second ad slot size is 300 x 250 pixels.
- All common formats accepted including JPEG, GIF, PNG. We will consider all forms of Rich Media.
- File size limit is 1 MB.
- Destination URL must be included.

PAW ONLINE AD SIZES

- Ad sizes: 300 x 250 pixels
- All common formats accepted including JPEG, GIF, PNG. We will consider all forms of Rich Media.
- File size limit is 1 MB.
- Destination URL must be included.

INSERTS/ONSERTS

Contact the publishing director for production specifications.

For information on advertising, contact: Allison Sullivan, publishing director, as7811@princeton.edu, 609-258-2107

*SOURCE: PAW JULY/AUGUST 2023 CIRCULATION

Copy & Contract Regulations

All advertisements are accepted and published by the publisher — the Princeton Alumni Weekly — upon the representation that the agency and/or advertiser are authorized to publish the entire contents and subject matter thereof. In consideration of the publisher’s acceptance of such advertisements for publication, the agency and/or advertiser will indemnify and hold the publisher harmless from and against any loss for expense, including without limitation reasonable attorney’s fees, arising out of publication of such advertisements, including without limitation those resulting from claims or suits for libel, violation of right of privacy, plagiarism, copyright and trademark infringement, and any other claims or suits based on subject matter.

The publisher reserves the right to reject or cancel any advertising which, in her opinion, does not conform to the standards or requirements of the publication, and to add the word “advertisement” at the top of any page which, in her judgment, too closely resembles the magazine’s editorial copy.

The publisher is not responsible for errors in key numbers or other type set by the magazine.

All agreements are subject to labor disputes, accidents, fires, acts of God, or other contingencies beyond the publisher’s control, which prevent the publisher from partially or completely reproducing, publishing, or distributing the magazine. Further, the publisher shall not be liable for damages if there is a failure to publish an advertisement for any reason.

No conditions, printed or otherwise, appearing on contracts, orders, or copy instructions, which conflict with the provisions of this document, will be binding on the publisher.

The publisher cannot be responsible for the quality of art reproduction if the specifications and closing dates are not met.

The publisher reserves the right to change the rates, conditions, and space units stipulated in this document.

No waiver or modification of any of the foregoing shall be binding on the publisher, unless it is in writing and signed by an officer of the publication.

CANCELLATIONS OR CHANGES

Cancellations and changes in orders will not be accepted after the closing date.

All covers and special positions are non-cancelable 30 days prior to the closing date. If no new copy is received, the publisher reserves the right to repeat a previous advertisement or, if none exists, to charge for the reserved space.

Classified Advertising

CLASSIFIED RATES

Classified Text Ad — rate per insertion: \$4.25 per word.
Minimum 12 words.

Classified Display Ad — rate per insertion:

AD SIZE	BLACK & WHITE	4-COLOR
2.2083" x 1.0"	\$160	\$260
2.2083" x 2.0"	\$310	\$410
2.2083" x 3.0"	\$460	\$560

ADDITIONAL INFORMATION & OPTIONS

- An online ad is included in the rate and is available at paw.princeton.edu/classifieds
- Images can be added online to your text ad for \$50.00 for one image and \$100.00 for 3 images and will be live online for the duration of the time period the text ad is reserved.
- Boldfacing of the first three words is included — boldfacing of additional words is billed at \$4 per word

SCHEDULE 2024–2025

COVER DATE	IN-HOME STARTS	RESERVATIONS	ARTWORK DUE
Sept. 2024	Sept. 3	July 15	July 29
Oct. 2024	Oct. 7	Aug. 19	Sept. 3
Nov. 2024	Nov. 4	Sept. 16	Sept. 30
Dec. 2024	Dec. 2	Oct. 14	Oct. 28
Jan. 2025	Dec. 30	Nov. 11	Nov. 25
Feb. 2025	Feb. 3	Dec. 16	Dec. 30
Mar. 2025	Mar. 3	Jan. 13	Jan. 27
Apr. 2025	Mar 31	Feb. 10	Feb. 24
May 2025	May 5	Mar. 17	Mar. 31
June 2025	June 2	Apr. 14	Apr. 28
July/Aug. 2025	July 7	May 19	June 2

For information on advertising, contact: Allison Sullivan, publishing director, as7811@princeton.edu, 609-258-2107

WHY CLASSIFIEDS?

Use this section to advertise a vacation home, to sell real estate, to promote your professional services, to meet your match, and much, much more.

FREQUENCY DISCOUNTS

5% for 4 insertions

10% for 7 insertions

25% for all 11 issues

PAYMENT INFORMATION

Ads must be paid for at the time they are placed.

VISA, Mastercard, American Express and Discover cards are accepted.

Ads may be submitted by email to Brielle McArdle at bm5471@princeton.edu.

We cannot offer refunds should you decide to cancel your ad.

Final copy must be submitted and approved in writing.

Website Advertising

PAW.PRINCETON.EDU

PAW's digital advertising complements our print publication and offers you additional outreach options.

PRICING

Square Ad: \$750 per month (300 x 250 pixels)

Leaderboard Ad: \$1000 per month (728 x 90 pixels)

Billboard Ad: \$1250 per month (970 x 250 pixels)

SCHEDULE

WEBSITE MONTH	CREATIVE DUE
September 2024	Aug. 21
October 2024	Sept. 25
November 2024	Oct. 23
December 2024	Nov. 20
January 2025	Dec. 18
February 2025	Jan. 22
March 2025	Feb. 19
April 2025	Mar. 19
May 2025	Apr. 23
June 2025	May 21
July/Aug. 2025	Jun. 25

UNLOCK NEW DIGITAL SPONSORSHIP OPPORTUNITIES

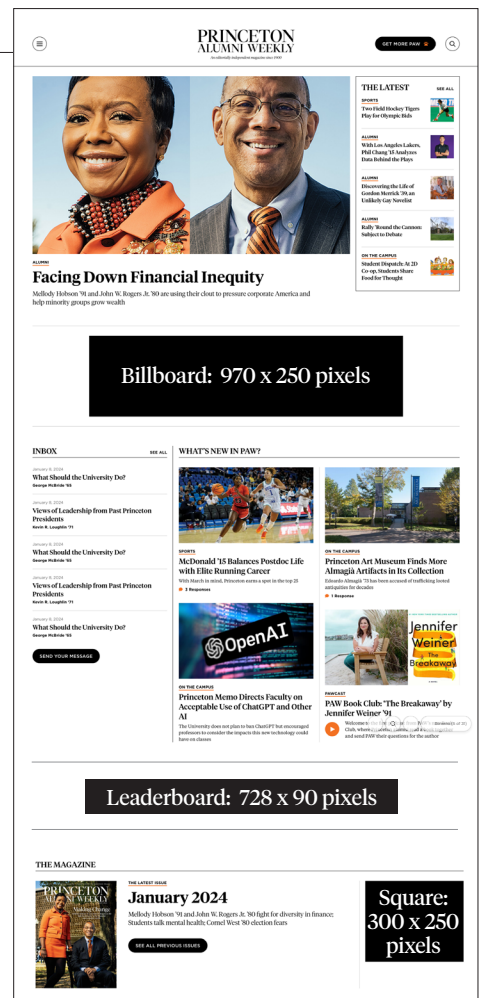
PAW's new website, launching in August, brings with it exciting new digital sponsorship opportunities.

Our revamped site features:

- **Tiger Travels Section:** Highlighting alumni travel stories and tips.
- **New Podcasts:** Including segments on memorials, travel, books and more.
- **Games Section:** Featuring our monthly themed crossword puzzle and other alumni themed games.

For details and pricing information, please contact us.

For information on advertising, contact: Allison Sullivan, publishing director, as7811@princeton.edu, 609-258-2107



AD PERFORMANCE:

Average Impressions
Per Month:

25,000+

ONLINE SPECS:

- All common formats accepted including JPEG, GIF, PNG.
- File size limit is 1 MB.
- Destination URL must be included.

paw.princeton.com

averages **over 75,000** visitors each month.

Issue Alert E-Newsletter

PAW.PRINCETON.EDU

PAW's monthly issue alert is emailed to over 75,000 alumni during the first week of every month and highlights that month's features. Place an ad in an upcoming issue and take advantage of the additional digital outreach to our readers.

PRICING

Top Ad: \$1,500 per issue (600 x 160 pixels)

Square Ad: \$750 per issue (300 x 250 pixels)

SCHEDULE

E-NEWSLETTER MONTH	DEPLOYMENT DATE	CREATIVE DUE
September 2024	Sept. 4	Aug. 21
October 2024	Oct. 8	Sept. 25
November 2024	Nov. 5	Oct. 23
December 2024	Dec. 4	Nov. 20
January 2025	Jan. 3	Dec. 18
February 2025	Feb. 4	Jan. 22
March 2025	Mar. 4	Feb. 19
April 2025	Apr. 1	Mar. 19
May 2025	May 6	Apr. 23
June 2025	May 28	May 21
July/Aug. 2025	Jul. 8	Jun. 25

For information on advertising, contact: Allison Sullivan, publishing director, as7811@princeton.edu, 609-258-2107

PRINCETON ALUMNI WEEKLY
July 7, 2022
View in your browser

Top Ad

600 x 160 Pixels

New at PAW Online



About 26,000 alumni and family members returned for Princeton's first in-person Reunions since 2019. [Read more](#)

FROM THE JULY/AUGUST ISSUE

Princeton's Special Sauce
As the University becomes larger, some graduates fear that the role of alumni in its life is becoming weaker. PAW spoke with more than two dozen alums about how that role may be changing. [Read more](#)



300 x 250
Pixels

300 x 250
Pixels



Commencement for 2022 ...
Commencement 2022 marked a return to much of the levity that was missing during the two pandemic years. [Read more](#)

PERFORMANCE:

Audience: 75,328

Average impressions: 49%

Average Click Rate: 8.7%

ONLINE SPECS:

- All common formats accepted including JPEG, GIF, PNG. We will consider all forms of Rich Media.
- File size limit is 1 MB.
- Destination URL must be included.

*SOURCE: PAW JULY/AUGUST 2023 CIRCULATION

Special Sections & Guides

PRINCETON
ALUMNI WEEKLY

Winter Bookshelf Guide

DETAILS

Reach 100,000 total readers by promoting your book in Princeton Alumni Weekly's special advertising section, The Princeton Bookshelf, for Alumni, Faculty, and Staff authors ... just in time for the holidays!

Whether a scholarly work, a novel, a memoir, non-fiction, or children's literature, put your book in front of an audience that loves to read.

This special advertising section will be included in the December issue of PAW.

SPECIAL RATES

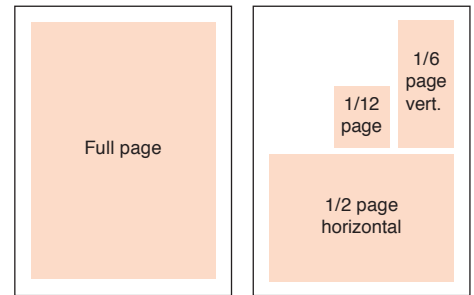
AD SIZE	PRICE	AD SIZE
Full Page	\$2,250	6.975" w x 9.1128" h
1/2	\$1,400	6.975" w x 4.3958" h
1/6	\$ 650	2.1285" w x 4.3933" h
1/12	\$ 310	2.125" w x 2.25" h

RESERVATION DEADLINES

December Issue:

Space Reservation: Oct. 14, 2024

Artwork: Oct. 28, 2024



For information on advertising, contact: Allison Sullivan, publishing director, as7811@princeton.edu, 609-258-2107

PAW READER SURVEY 2022

Summer Bookshelf Guide

DETAILS

Reach 100,000 total readers by promoting your book in Princeton Alumni Weekly's special advertising section, The Princeton Bookshelf, for Alumni, Faculty, and Staff authors ... just in time for the holidays!

Whether a scholarly work, a novel, a memoir, non-fiction, or children's literature, put your book in front of an audience that loves to read.

This special advertising section will be included in the June and July/August issue of PAW.

RESERVATION DEADLINES

June Issue:

Space Reservation: Apr. 14, 2025

Artwork: Apr. 28, 2025

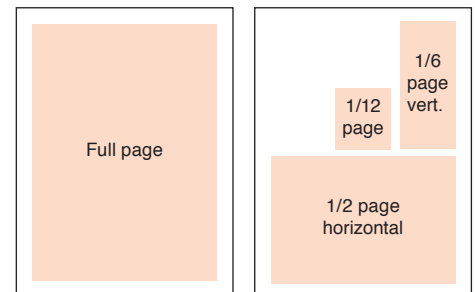
July/August Issue:

Space Reservation: May 19, 2025

Artwork: June 2, 2025

SPECIAL RATES

AD SIZE	PRICE	AD SIZE
Full Page	\$2,250	6.975" w x 9.1128" h
1/2	\$1,400	6.975" w x 4.3958" h
1/6	\$ 650	2.1285" w x 4.3933" h
1/12	\$ 310	2.125" w x 2.25" h



For information on advertising, contact: Allison Sullivan, publishing director, as7811@princeton.edu, 609-258-2107

*SOURCE: PAW JULY/AUGUST 2023 CIRCULATION

Don't Miss Reunions 2025!

MAY 23-25, 2025

Did you know?

More than 25,000 alumni and guests attend Princeton Reunions each year. Of those returning for Reunions ...

- 46% shop in downtown Princeton stores
- 64% dine in local restaurants
- 47% stay in area hotels.



Illustration by Henry Thoreau '94

Advertise in Princeton Alumni Weekly's official Reunions Guide '25 ... It Works!

Articles by Princeton alumni, alumni profiles, Reunions highlights, P-rade map, and much more!



Reunions Guide Rates			
(More than 25,000 alumni and guests)			
AD SIZE	BLACK & WHITE	2-COLOR	4-COLOR
Full Page	\$1,800	\$2,100	\$2,300
2/3	\$1,350	\$1,650	\$1,750
1/2	\$ 925	\$1,225	\$1,325
1/3	\$ 700	\$1,000	\$1,100
1/6	\$ 400	\$ 650	\$ 750

Space Reservation Deadline: March 31

Material Deadline: April 14

For information on advertising, contact: Allison Sullivan, publishing director, as7811@princeton.edu, 609-258-2107