

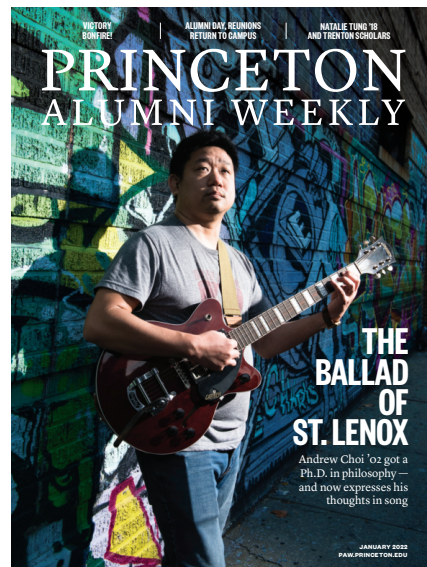
PRINCETON  
ALUMNI WEEKLY

# MEDIA KIT

# WHAT IS PAW?

- ◆ The *Princeton Alumni Weekly* (PAW) is an editorially independent magazine by alumni for alumni published since 1900
- ◆ The *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
- ◆ The *Princeton Alumni Weekly* has a circulation of 100,000 comprising alumni, faculty, and professional staff of Princeton University
- ◆ With 1.4 readers for every subscriber, PAW's readership is 140,000
- ◆ The *Princeton Alumni Weekly* is the only publication that reaches this affluent alumni audience

BPA Audited, providing independent verification of circulation 100% paid distribution



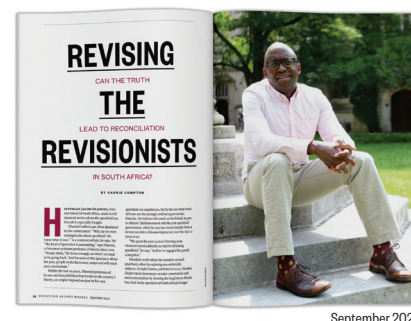
# WHO IS PAW'S AUDIENCE?

## 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 2018-19 Annual Giving campaign raised more than \$68.5 million with 55.4% of undergraduate alumni participating
- ◆ 86% of alumni have attended Reunions on campus in the past 10 years



September 2021

## READER PROFILE

**65%** Male

**35%** Female

**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

Sources: Ipsos Affluent Survey Spring 2021, PAW mailing list

# 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  
Mellody 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

**To name just a few ...**



April 2022

## In a recent survey, PAW readers said:

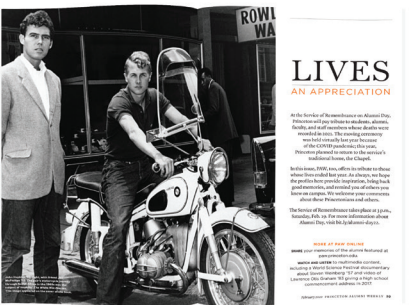
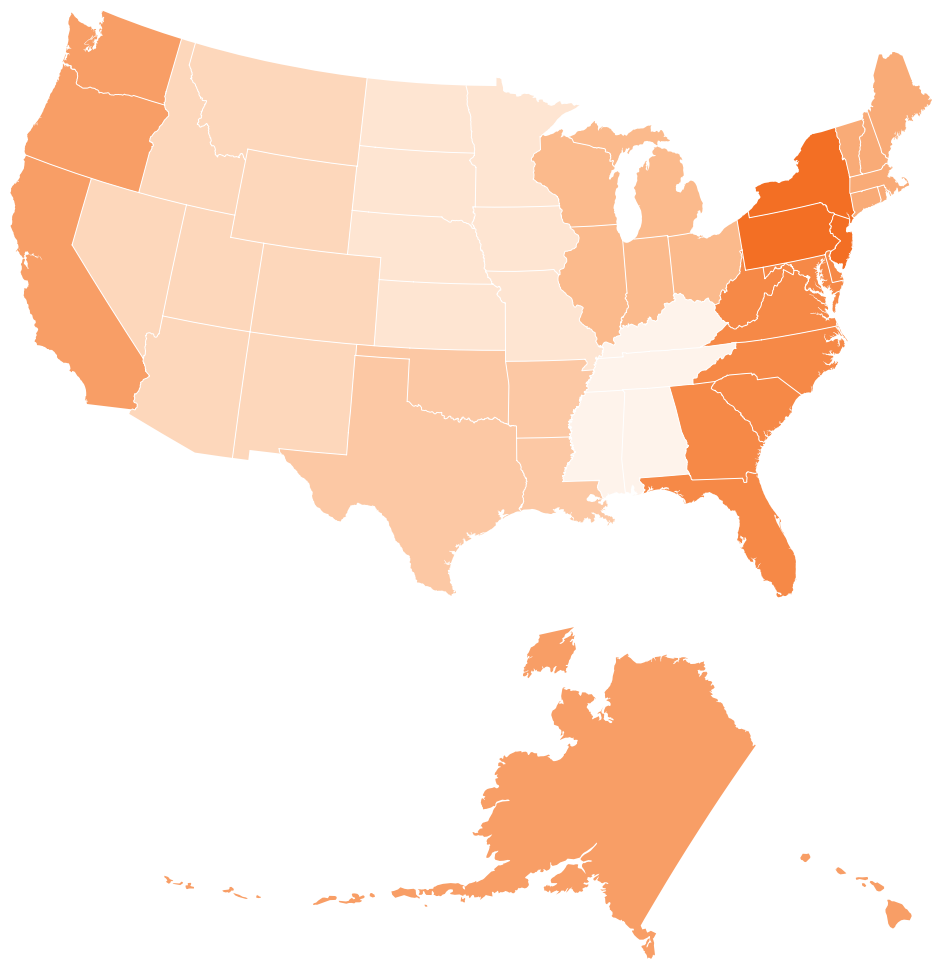
"I love reading PAW and look forward to receiving it."

"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."

Source: PAW Survey December 2016

# WHERE DO OUR ALUMNI LIVE?



February 2022

REGION	CIRCULATION
■ Middle Atlantic	<b>24,693</b>
■ South Atlantic	<b>16,533</b>
■ Pacific	<b>15,705</b>
■ New England	<b>9,746</b>
■ East North Central	<b>5,600</b>
■ West South Central	<b>3,817</b>
■ Mountain	<b>3,632</b>
■ West North Central	<b>1,791</b>
■ East South Central	<b>1,375</b>
<b>Total United States</b>	<b>82,892</b>
<b>OTHER</b>	
U.S. Territories	141
Canada	1443
Mexico	105
Other International	7,135
AP/FPO	124
<b>Total Circulation</b>	<b>91,728*</b>

\*Source: PAW July/August 2022 Circulation

# WHY ADVERTISE IN PAW?

## WHY PRINT?

- ◆ Magazines are more relevant now than ever before
- ◆ Consumers trust print more than any other advertising medium<sup>1</sup>
- ◆ The brain responds to print and digital media in different ways: Print ads are better at stimulating emotions and desires<sup>2</sup>
- ◆ There is higher comprehension when reading on paper versus a screen<sup>3</sup>
- ◆ Brand recall is up to 70% higher in magazine advertising than digital media<sup>4</sup>
- ◆ In a study that measured 1,400 campaigns using a wide variety of ad venues, magazine advertising resulted in the highest return on ad spending<sup>5</sup>
- ◆ Consumers tend to be more focused and more relaxed when they read print magazines, i.e., they “lean back” and this enhances retention<sup>3</sup>

## WHY PAW?

- ◆ The *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



October 26, 2016

## 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

1. “Consumer Trust Is Evolving in the Digital Age.” eMarketer. January 3, 2017. [www.emarketer.com/Article/Consumer-Trust-Evolving-Digital-Age/1014959](http://www.emarketer.com/Article/Consumer-Trust-Evolving-Digital-Age/1014959).

2. “Using Neuroscience to Understand the Role of Direct Mail.” Millward Brown. 2009. [www.millwardbrown.com/docs/default-source/insight-documents/case-studies/millwardbrown\\_casestudy\\_neuroscience.pdf](http://www.millwardbrown.com/docs/default-source/insight-documents/case-studies/millwardbrown_casestudy_neuroscience.pdf).

3. Davis, Marisa. “The Print Effect: How Consumer Behavior & Neuromarketing Principles Prove Magazines Deliver,” 2017.

4. Dooley, Roger. “Paper Beats Digital In Many Ways, According To Neuroscience.” Forbes.com. September 16, 2015.

5. “From Ad to Aisle: The CPG Advertising Benchmark Report.” Nielsen Catalina. September 2016. [www.ncsolutions.com/wp-content/uploads/2016/09/Multimedia-CPG-Benchmarks.pdf](http://www.ncsolutions.com/wp-content/uploads/2016/09/Multimedia-CPG-Benchmarks.pdf).



# PUBLICATION SCHEDULE

## 2022-2023

COVER DATE	IN-HOME DATES	SPACE RESERVATIONS DUE	DISPLAY ADS DUE
Sept. 2022	Sept. 5-9	July 26	Aug. 11
Oct. 2022	Oct. 3-7	Aug. 23	Sept. 8
Nov. 2022	Oct. 31-Nov. 5	Sept. 20	Oct. 6
Dec. 2022	Dec. 5-Dec. 9	Oct. 18	Nov. 3
Jan. 2023	Jan. 6-13	Nov. 21	Dec. 8
Feb. 2023	Feb. 6-10	Dec. 20	Jan. 12
Mar. 2023	Mar. 6-10	Jan. 24	Feb. 9
Apr. 2023	Apr. 3-7	Feb. 21	Mar. 9
May 2023	May 1-5	Mar. 21	Apr. 6
June 2022	June 5-9	Apr. 18	May 4
July/Aug. 2023	July 10-14	May 22	June 8

Alumni Day: Feb. 25 • Reunions: May 25-28 • Commencement: May 30



May 2022

## 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.

# 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 shortrated
- ♦ 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.



May 13, 2015

## 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.



# PRINT PRODUCTION SPECIFICATIONS

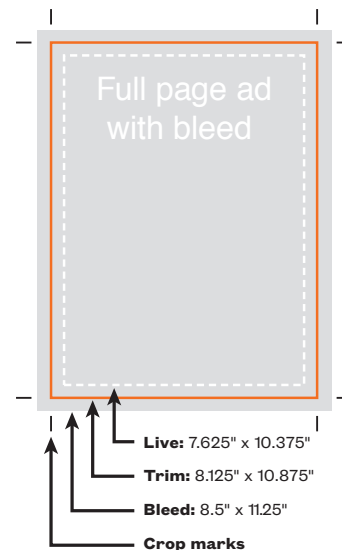
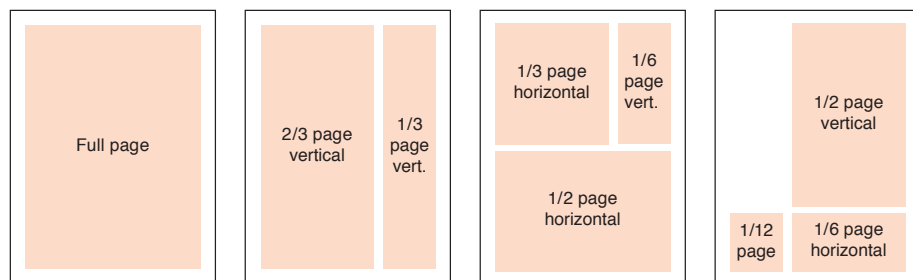
## DIMENSIONS

**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



**Live matter:** All live matter — important graphics and text — should be  $\frac{1}{4}$ " (.25) from the trim size on all four sides to ensure that these elements do not get cut off in the finishing process.

**Trim:** The orange line indicates the trim size — the size of the finished publication after it is printed and trimmed.

**Bleed:** Bleed equals trim size plus  $\frac{3}{16}$ " (.1875) of artwork on all four sides. This extra  $\frac{3}{16}$ " (.1875) is required to ensure the ad extends all the way to the edges of the finished page. Set crop marks outside the bleed area so they do not print.

# 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 lb. Escanaba matte; Cover: 100 lb. Influence matte



June 1, 2016

## 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.

# COPY AND 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.

# THE COMPANY WE KEEP

## ADVERTISERS

### AUTOMOTIVE

Cadillac  
Maserati  
Porsche

### CONSULTING & FINANCIAL

Deloitte  
Morgan Stanley  
TIAA  
KPMG  
HSBC Premier Bank  
Glenmede  
Blackrock  
Fitz Gate Ventures  
Wilmington Trust  
Alumni Ventures

### EDUCATIONAL

Harvard Advanced Leadership  
Accelerator-Vanderbilt  
Stanford Graduate School  
Brown University Continuing  
Education  
Tuck School of Business  
Columbia School of Professional  
Studies  
Cornell Johnson School  
Top Tier Admissions  
Notre Dame Inspired Leadership

### NONPROFITS/PHILANTHROPY

International Fund for Animal Welfare  
Princeton Area Comm. Foundation  
Wounded Warrior Project

### SPIRITS

Remy Martin  
Wall St. Journal Wines

### FASHION/LUXURY

Rolex  
Barbour  
Shinola  
Peter Millar  
Tudor  
Patek Phillipe  
Palmer Square  
Nic+Zoe

### HEALTHCARE

Merck  
Johns Hopkins  
McLean Hospital

### PUBLISHERS

National Geographic  
Simon & Schuster  
Penguin Random House  
Houghton Mifflin  
Farrar, Straus, Giroux

### TRAVEL/RESORTS

India  
Lindblad Expeditions  
Martin Randall Travel  
Ocean Reef Club  
Reynolds Plantation  
Kiawah Island  
Mari Mari Spa

### OTHER BUSINESSES

Geico  
HP Enterprises  
Angie's List

To name just a few ...



October 4, 2017

Join this exclusive  
group of advertisers  
where your brand  
message will be seen  
and read!