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 72,000 comprising alumni, faculty, and professional staff of Princeton University

♦ With 1.4 readers for every subscriber, PAW’s readership is 100,000

♦ 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

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

$379K average HHI
$2.6M average NW
$874K average home value

Sources: Ipsos Affluent Survey 2017, 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
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.”

Source: PAW Survey December 2016
WHERE DO THEY LIVE?

<table>
<thead>
<tr>
<th>REGION</th>
<th>CIRCULATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Middle Atlantic</td>
<td>24,639</td>
</tr>
<tr>
<td>South Atlantic</td>
<td>12,335</td>
</tr>
<tr>
<td>Pacific</td>
<td>12,049</td>
</tr>
<tr>
<td>New England</td>
<td>7,590</td>
</tr>
<tr>
<td>East North Central</td>
<td>4,035</td>
</tr>
<tr>
<td>West South Central</td>
<td>2,836</td>
</tr>
<tr>
<td>Mountain</td>
<td>2,635</td>
</tr>
<tr>
<td>West North Central</td>
<td>1,342</td>
</tr>
<tr>
<td>East South Central</td>
<td>1,013</td>
</tr>
<tr>
<td><strong>Total United States</strong></td>
<td><strong>68,474</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>OTHER</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>U.S. Territories</td>
<td>112</td>
</tr>
<tr>
<td>Canada</td>
<td>792</td>
</tr>
<tr>
<td>Mexico</td>
<td>24</td>
</tr>
<tr>
<td>Other International</td>
<td>3,074</td>
</tr>
<tr>
<td>AP/FPO</td>
<td>72</td>
</tr>
</tbody>
</table>

| **Total Circulation** | **72,548** |

Sources: BPA Worldwide June 2020 audit; Based on May 13, 2020, issue

*Note: Current circulation exceeds 73,000; 1,250 graduates from the Class of 2020 are new alumni and receiving PAW but were not included in the May issue distribution.
WHY ADVERTISE IN PAW?

WHY PRINT?
♦ Magazines are more relevant now than ever before
♦ Consumers trust print more than any other advertising medium
♦ The brain responds to print and digital media in different ways: Print ads are better at stimulating emotions and desires
♦ There is higher comprehension when reading on paper versus a screen
♦ Brand recall is up to 70% higher in magazine advertising than digital media
♦ 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
♦ Consumers tend to be more focused and more relaxed when they read print magazines, i.e., they “lean back” and this enhances retention

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

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

## Publication Schedule

### 2020–2021

<table>
<thead>
<tr>
<th>COVER DATE</th>
<th>IN-HOME DATES</th>
<th>SPACE RESERVATIONS DUE</th>
<th>DISPLAY ADS DUE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sept. 2020</td>
<td>Sept. 7–11</td>
<td>July 28</td>
<td>Aug. 11</td>
</tr>
<tr>
<td>Oct. 2020</td>
<td>Oct. 5–9</td>
<td>Aug. 20</td>
<td>Sept. 8</td>
</tr>
<tr>
<td>Nov. 2020</td>
<td>Nov. 2–6</td>
<td>Sept. 17</td>
<td>Oct. 6</td>
</tr>
<tr>
<td>Dec. 2020</td>
<td>Nov. 30–Dec. 4</td>
<td>Oct. 15</td>
<td>Nov. 3</td>
</tr>
<tr>
<td>Jan. 2021</td>
<td>Jan. 4–8</td>
<td>Nov. 12</td>
<td>Dec. 4</td>
</tr>
<tr>
<td>Mar. 2021</td>
<td>Mar. 8–12</td>
<td>Jan. 21</td>
<td>Feb. 9</td>
</tr>
<tr>
<td>Apr. 2021</td>
<td>Apr. 5–9</td>
<td>Feb. 18</td>
<td>Mar. 9</td>
</tr>
<tr>
<td>May 2021</td>
<td>May 3–7</td>
<td>Mar. 18</td>
<td>Apr. 6</td>
</tr>
<tr>
<td>Reunions Guide 2021</td>
<td>May 21</td>
<td>Mar. 18</td>
<td>Apr. 6</td>
</tr>
<tr>
<td>June 2021</td>
<td>May 30–June 4</td>
<td>Apr. 15</td>
<td>May 4</td>
</tr>
<tr>
<td>July/Aug. 2021</td>
<td>July 5–9</td>
<td>May 18</td>
<td>June 8</td>
</tr>
</tbody>
</table>

Alumni Day: Feb. 20 • Reunions: May 20–23 • Commencement: May 25

### 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

<table>
<thead>
<tr>
<th>AD SIZE</th>
<th>BLACK &amp; WHITE</th>
<th>4-COLOR</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$5,490</td>
<td>$7,880</td>
</tr>
<tr>
<td>2/3</td>
<td>$4,150</td>
<td>$6,530</td>
</tr>
<tr>
<td>1/2</td>
<td>$3,450</td>
<td>$5,760</td>
</tr>
<tr>
<td>1/3</td>
<td>$2,580</td>
<td>$5,020</td>
</tr>
<tr>
<td>1/6</td>
<td>$1,390</td>
<td>$2,700</td>
</tr>
<tr>
<td>1/12</td>
<td>$  750</td>
<td>$1,500</td>
</tr>
</tbody>
</table>

$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.

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 ¼" (.25) from all four sides of the ad. Add an additional ⅛" (.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.

<table>
<thead>
<tr>
<th>AD SIZE</th>
<th>NON-BLEED ADS</th>
<th>BLEED ADS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page</td>
<td>6.875&quot; x 9.625&quot;</td>
<td>8.125&quot; x 10.875&quot;</td>
</tr>
<tr>
<td>2/3 vertical</td>
<td>4.5&quot; x 9.625&quot;</td>
<td>5.125&quot; x 10.875&quot;</td>
</tr>
<tr>
<td>1/2 vertical</td>
<td>4.5&quot; x 7.25&quot;</td>
<td>—</td>
</tr>
<tr>
<td>1/2 horizontal</td>
<td>6.875&quot; x 4.75&quot;</td>
<td>8.125&quot; x 5.5&quot;</td>
</tr>
<tr>
<td>1/3 vertical</td>
<td>2.125&quot; x 9.625&quot;</td>
<td>2.75&quot; x 10.875&quot;</td>
</tr>
<tr>
<td>1/3 horizontal</td>
<td>4.5&quot; x 4.75&quot;</td>
<td>—</td>
</tr>
<tr>
<td>1/6 vertical</td>
<td>2.125&quot; x 4.75&quot;</td>
<td>—</td>
</tr>
<tr>
<td>1/6 horizontal</td>
<td>4.5&quot; x 2.25&quot;</td>
<td>—</td>
</tr>
<tr>
<td>1/12</td>
<td>2.125&quot; x 2.25&quot;</td>
<td>—</td>
</tr>
<tr>
<td>Two-page spread</td>
<td>—</td>
<td>16.25&quot; x 10.875&quot;</td>
</tr>
</tbody>
</table>

VISUAL OF AD SIZES

Live matter: All live matter — important graphics and text — should be ¼" (.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 ⅛" (.1875) of artwork on all four sides. This extra ⅛" (.1875) is required to ensure the ad extends all the way to the edges of the finished page. Set crop marks outside of 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 150 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

ONLINE ADS

ACCEPTABLE FILE FORMATS
♦ Ad size is 300 x 250 pixels.
♦ All common formats accepted including Flash/SWF, JPEG, GIF, PNG. We will consider all forms of Rich Media.
♦ File size limit is 1 MB.
♦ Destination URL must be included.

EMAIL ADS
♦ First ad slot size is 600 x 160 pixels.
♦ Second ad slot size is 300 x 250 pixels.
♦ Formatting and file size limit the same as online ads.

INSERTS/ONSETS
Contact the advertising 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.