

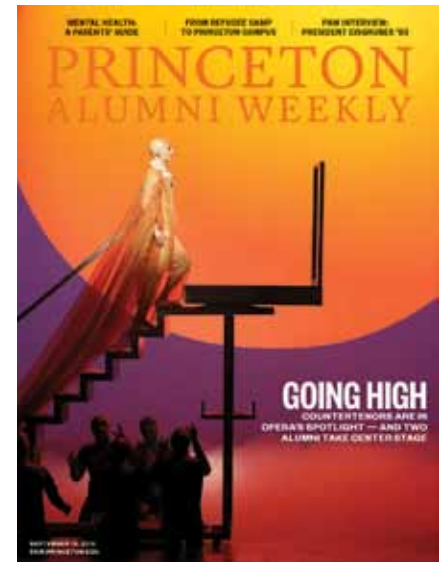
PRINCETON
ALUMNI WEEKLY

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 14 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



April 12, 2017

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
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 ...



September 17, 2014

In a recent survey, PAW readers said:

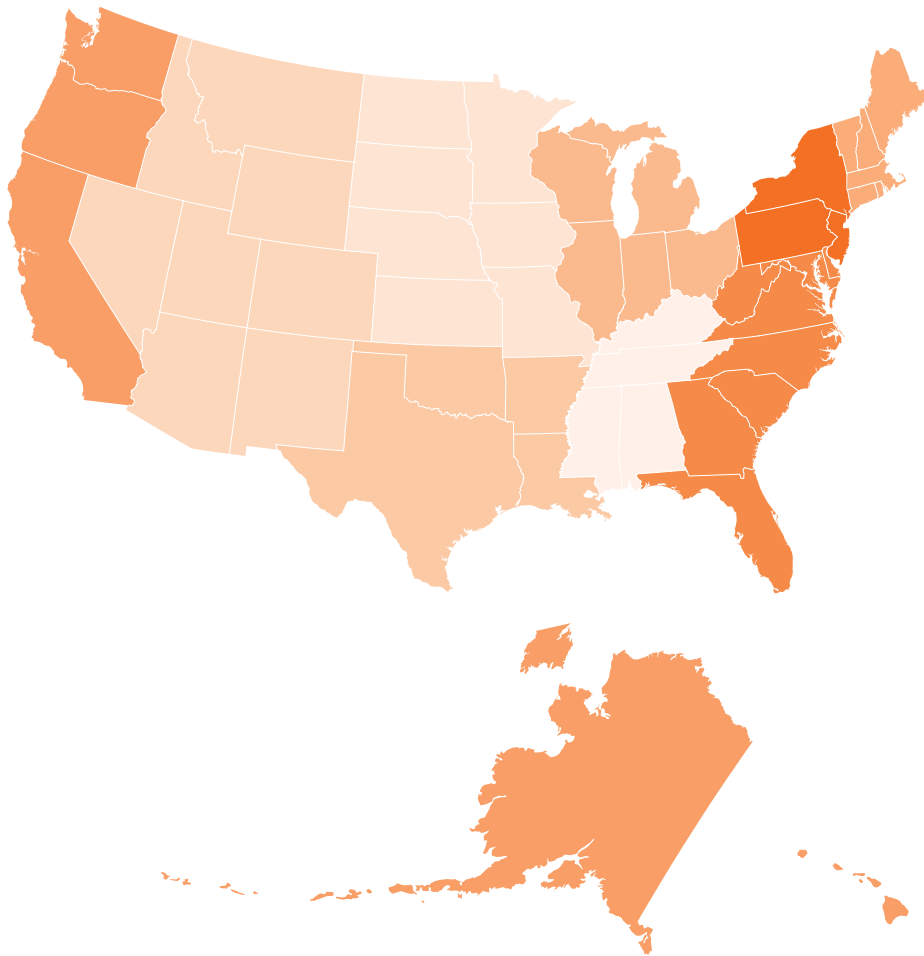
"I love reading PAW
and look forward to
receiving it."

"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?



June 7, 2017

REGION	CIRCULATION
■ Middle Atlantic	23,786
■ South Atlantic	12,270
■ Pacific	11,652
■ New England	7,628
■ East North Central	4,042
■ West South Central	2,765
■ Mountain	2,520
■ West North Central	1,332
■ East South Central	1,008
Total United States	67,003

OTHER

U.S. Territories; APO/FPO	121
Canada	760
Mexico	21
Other International	2,974
AP/FPO	80

Total Circulation **70,959***

Source: BPA Worldwide June 2018 audit; Based on May 16, 2018, issue

*Note: Current circulation exceeds 72,000; 1,305 graduates from the Class of 2018 are now 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 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?

- ◆ 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 14 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

1. “Consumer Trust Is Evolving in the Digital Age.” eMarketer. January 3, 2017. 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.

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.



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

PUBLICATION SCHEDULE

2019-2020

COVER DATE*	SPACE CLOSE	MATERIALS
September 11, 2019	7-30-19	8-9-19
October 2, 2019	8-20-19	9-5-19
October 23, 2019	9-10-19	9-24-19
November 13, 2019	10-1-19	10-15-19
December 4, 2019	10-22-19	11-5-19
January 8, 2020	11-11-19	12-2-19
February 12, 2020	12-17-19	1-7-20
March 4, 2020	1-21-20	2-4-20
March 18, 2020	2-11-20	2-18-20
April 8, 2020	2-25-20	3-10-20
April 22, 2020	3-17-20	3-24-20
May 13, 2020	3-31-20	4-7-20
Reunions Guide '20	3-31-20	4-7-20
June 3, 2020	4-14-20	4-21-20
July 8, 2020	5-19-20	6-9-20

*In-home date is the week of the cover date



January 11, 2017

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.
- ◆ Issues that have an additional 30% of circulation carry a 10% rate premium.



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 3 insertions
- 10% for 7 insertions
- 15% for 11 insertions
- 20% for 14 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

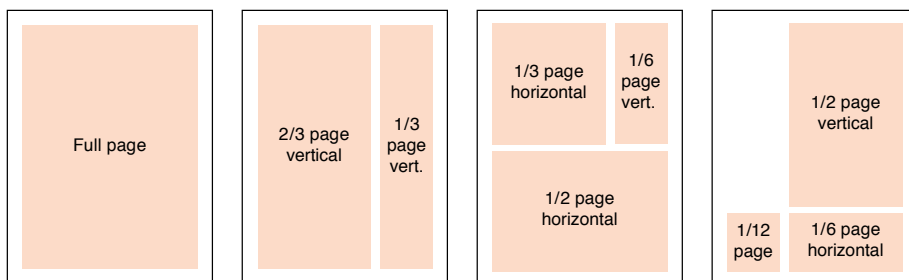
DIMENSIONS

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.

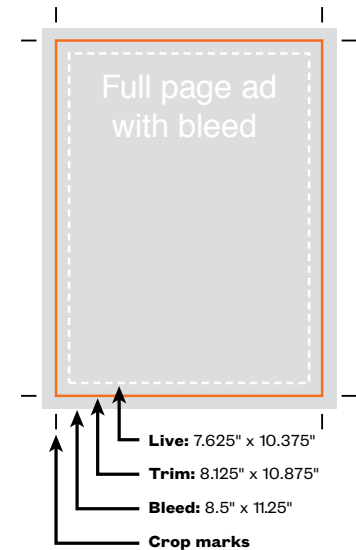
BLEED ADS should be created to the dimensions (w x h) below. Live matter — important graphics and text — should be $\frac{1}{4}$ " (.25) from all four sides of the ad. Add an additional $\frac{3}{16}$ " (.1875) of artwork to all four sides for the bleed. Set crop marks outside the bleed area so they 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



July 12, 2017



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 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



June 1, 2016

ONLINE

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.

INSERTS/ONSERTS

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.



April 26, 2017

Cancellations or Changes

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