

A photograph of three business professionals in a meeting, overlaid with a blue tint. A woman in a suit is on the left, looking towards two men in suits who are in the center and right, engaged in conversation. The background is a blurred office setting.

[DREXEL]

MAGAZINE

Media Kit

Drexel Magazine, the magazine for alumni and friends of Drexel University, is published three times each year by Drexel's Office of University Communications. The magazine is mailed to 115,000 readers worldwide, and is also published online at drexelmagazine.org.



DREXEL MAGAZINE

Advertising in *Drexel Magazine* allows you to reach a highly educated, highly entrepreneurial and highly engaged audience. This beautiful and well-regarded magazine reaches 115,000 Drexel alumni and friends three times each year, offering advertisers the opportunity to tap into a powerful and tightly knit global community that cares deeply about the University—and supports those who support the University, as well.

Drexel Magazine was recently redesigned and rebranded, and with this effort we have brought a new sense of vitality to the only publication that reaches every single one of our alumni multiple times each year.

We invite you to take advantage of the opportunity to reach this desirable and unique audience.

For more information about advertising opportunities in *Drexel Magazine*, please call Carrie Wulff at 215-571-4103.

DREXEL ALUMNI

**TOTAL
CIRCULATION**
115,000 ALUMNI

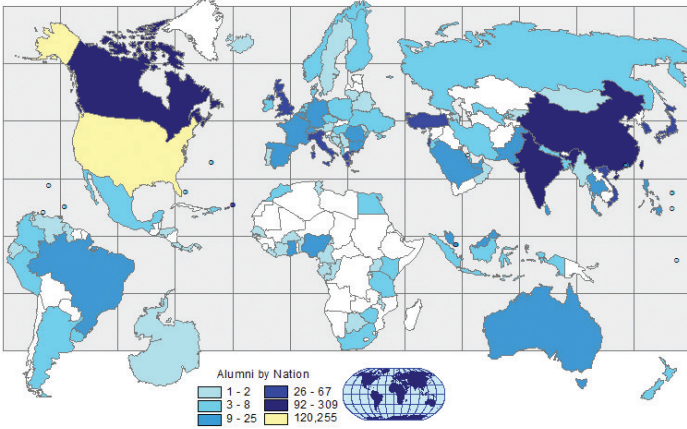
69%
**LIVE IN THE
TRI-STATE AREA**
(Pennsylvania, New Jersey, Delaware)



Drexel alumni live in 119 countries around the world

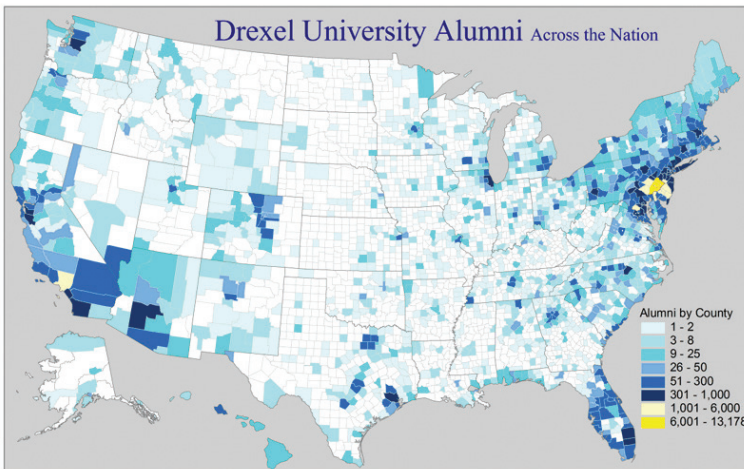
Drexel University
Alumni Around the World

The 119 nations shaded on this map represent the distribution of more than 139,000 Drexel Alumni worldwide.



Drexel alumni live in every state in the country

Drexel University Alumni Across the Nation



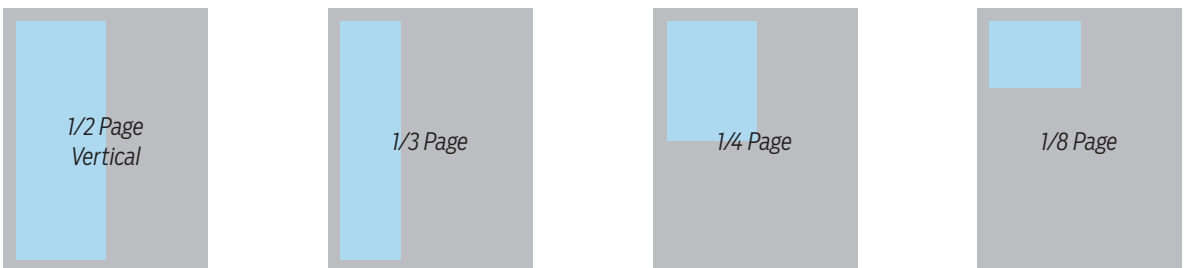
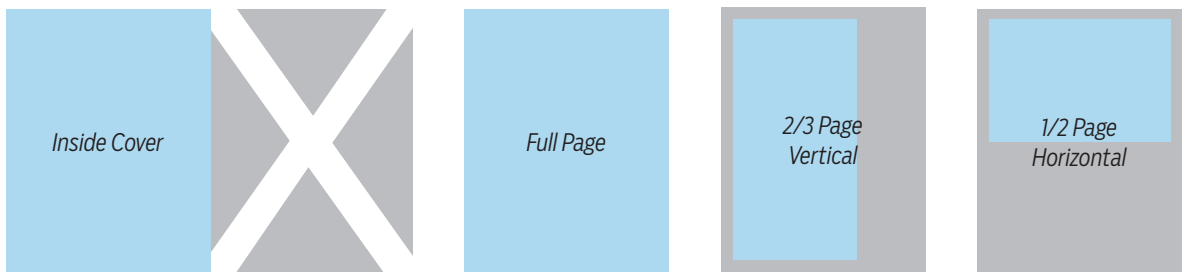
as of October 2012



ADVERTISING RATES

PRINT

Ad Unit	1x	2x	3x
Inside Front Cover	\$2,600	\$2,340	\$2,080
Inside Back Cover	\$2,400	\$2,160	\$1,920
Full Page 9" w x 10.75" h <i>add .25" all around for bleeds</i>	\$2,100	\$1,890	\$1,680
2/3 Page 5" w x 9.5" h	\$1,400	\$1,260	\$1,120
1/2 Page horizontal: 8" w x 5" h or vertical: 4" w x 9.5" h	\$1,050	\$945	\$840
1/3 Page 2.5" w x 9.5" h	\$700	\$630	\$560
1/4 Page 4" w x 5" h	\$550	\$495	\$440
1/8 Page 4" w x 2.25" h	\$275	\$248	\$220



ADVERTISING RATES

WEB

Ad Unit

Fall

Winter/Spring

Summer

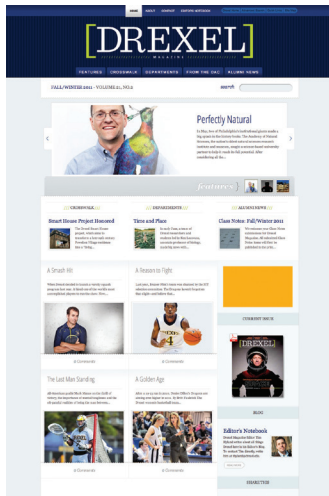
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255 x 250

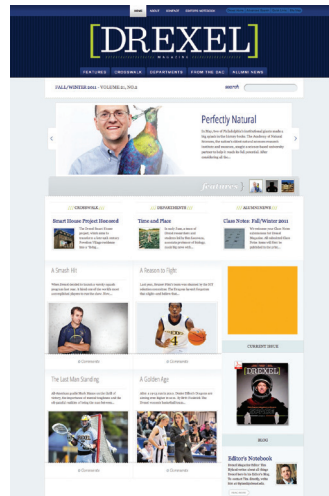
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Call for pricing.

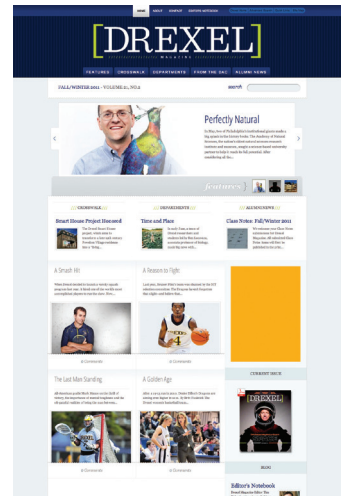
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255px x 250px



255px x 350px





DREXEL MAGAZINE

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*For advertising inquiries,
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