

A background image showing three business professionals in a meeting. A woman on the left, a man in the center, and a man on the right are all dressed in business attire. The woman is looking towards the man in the center, who is gesturing with his hands. The man on the right is looking towards the man in the center. The image has a blue tint.

# [DREXEL]

//////////////////// MAGAZINE //////////////////////

## Media Kit

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*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](http://drexelmagazine.org).*

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## 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*

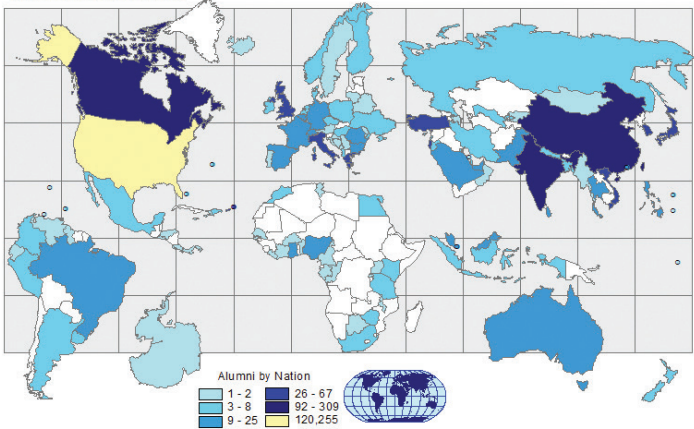
69%  
LIVE IN THE  
TRI-STATE AREA  
*(Pennsylvania, New Jersey, Delaware)*



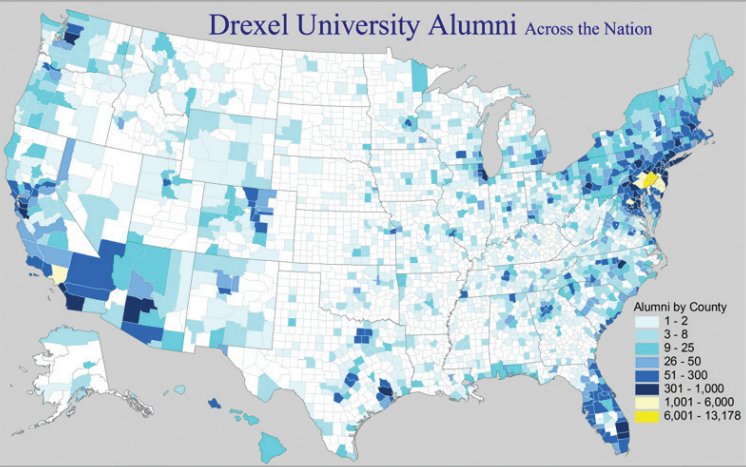
Drexel alumni live in 119 countries around the world

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



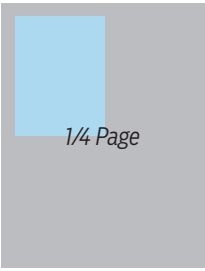
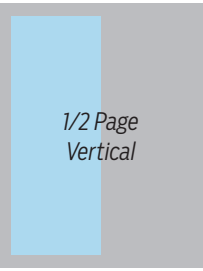
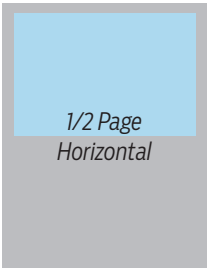
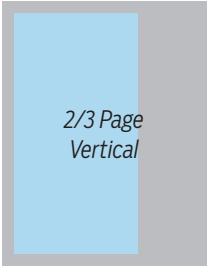
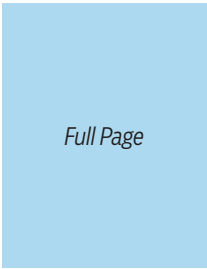
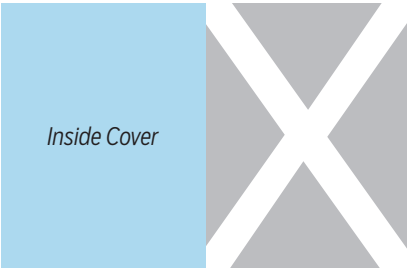
as of October 2012



# 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 add .25" all around for bleeds	\$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

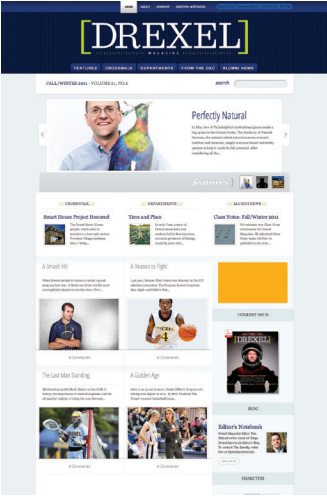


# ADVERTISING RATES

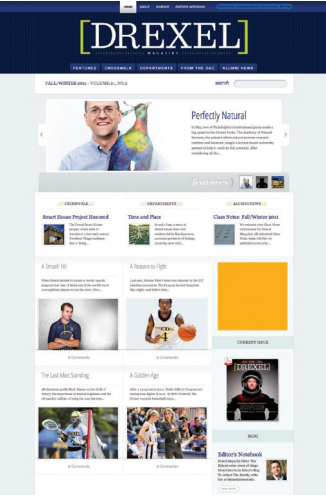
## WEB

Ad Unit	Fall	Winter/Spring	Summer
255 x 150			
255 x 250		Call for pricing.	
255 x 350			

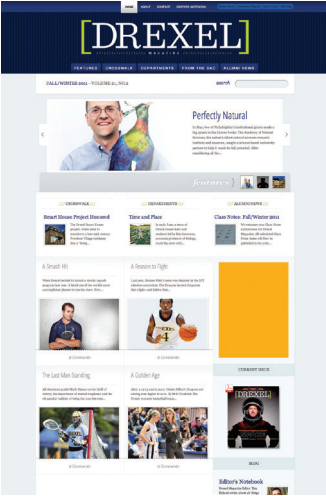
255px x 150px



255px x 250px



255px x 350px







# DREXEL

## MAGAZINE

3141 Chestnut Street  
Main Building Suite 309  
Philadelphia, PA 19104-2875  
[drexelmagazine.org](http://drexelmagazine.org)

*For advertising inquiries,  
please contact **Carrie Wulff**  
at **215-571-4103**  
or via email at [carrie.a.wulff@drexel.edu](mailto:carrie.a.wulff@drexel.edu)*

