

WHARTON

MAGAZINE

Media Kit





DEADLINES

ISSUE	RESERVATION DATE	ARTWORK DUE	MAILING DATE
Winter 2012	October 21	November 11	January 2012
Spring 2012	January 6	February 10	April 2012
Summer 2012	April 6	May 11	July 2012
Fall 2012	July 6	August 10	October 2012

The Wharton School of the University of Pennsylvania—founded in 1881 as the first collegiate business school—is recognized globally for intellectual leadership and ongoing innovation across every major discipline of business education. The most comprehensive source of business knowledge in the world, Wharton bridges research and practice through its broad engagement with the global business community.

3733 Spruce Street
344 Vance Hall
Philadelphia, PA 19104

+1.215.746.6509 phone
+1.215.898.2695 fax
magazine@wharton.upenn.edu

www.whartonmagazine.com

WELCOME
TO THE
WHARTON
MAGAZINE

WHARTON

MAGAZINE

Media Kit

JOIN AN ELITE NETWORK— *THE WHARTON MAGAZINE*

The *Wharton Magazine* is your gateway to the world's most powerful business network. Place your advertisement with us and reach a highly select global audience.

The Wharton alumni community boasts 88,000+ graduates in 140 countries and is unparalleled in its leadership, wealth and influence. Published four times a year, *Wharton Magazine* serves these alumni as the primary source of news and information about the Wharton School, the world's leader in global business knowledge creation and dissemination.

In the fall of 2009, *Wharton Magazine* unveiled complete redesigns of both its print and web editions. We invite you to place an advertisement with us now and take advantage of this unique opportunity.

Charter advertisers in the new *Wharton Magazine* may be eligible for promotional discounts, available for a limited time. Please ask a *Wharton Magazine* sales representative for details.



YOUR GATEWAY TO THE WORLD'S
MOST POWERFUL ALUMNI NETWORK.

3733 Spruce Street
344 Vance Hall
Philadelphia, PA 19104

+1.215.746.6509 phone
+1.215.898.2695 fax
magazine@wharton.upenn.edu

www.whartonmagazine.com



ADVERTISING INQUIRIES? Contact Justin Flax at +1.215.898.6637, or jflax@wharton.upenn.edu



YOUR AUDIENCE

DISTRIBUTION OF WHARTON ALUMNI

TOTAL ALUMNI	88,000+
North America	77,900
Asia	5,260
Europe	4,360
Latin America and the Caribbean	1,650
Middle East and Africa	830
Australia and New Zealand	340

WHARTON FACTS

Standing Faculty	230
Undergraduate Students	2,558
MBA Students	1,713
Executive MBA Students	407
Doctoral Students	181
Executive Education participants (annually)	9,000+

ALUMNI CAREER PROGRESS

Salary today (US\$)	175,153
Weighted salary (US\$)	171,551
Salary percentage increase	119
Value for money rank	100
Placement success rank	6
Employed three months after graduation (%)	89

DIVERSITY

Women faculty (%)	19
Women students (%)	40
Women board (%)	8
International faculty (%)	37
International students (%)	34
International board (%)	66

3733 Spruce Street
344 Vance Hall
Philadelphia, PA 19104

+1.215.746.6509 phone
+1.215.898.2695 fax
magazine@wharton.upenn.edu

www.whartonmagazine.com

ADVERTISING
PRINT RATES

WHARTON

MAGAZINE



CORPORATE RATE (PER ISSUE)^{+ *}

NAME OF AD UNIT	QUARTERLY*
2-page spread	\$9,225
Inside cover (front or back)	\$7,250
Full Page	\$6,250
1/2 Page Spread	\$6,250
1/2 Page (horizontal or vertical)	\$3,950
3/4 Page	\$3,550
1/4 Page	\$3,025
1/3 Page Vertical	\$2,125
1/3 Page Half Vertical	\$1,050
1/12 Page Horizontal	\$1,050
1/12 Page	\$ 625
1/24 Page	\$ 250

3733 Spruce Street
344 Vance Hall
Philadelphia, PA 19104

+1.215.746.6509 phone
+1.215.898.2695 fax
magazine@wharton.upenn.edu

www.whartonmagazine.com

FREQUENCY DISCOUNT (BASED ON GROSS RATES)

Four Placements	10%
Two Placements	5%

+All advertisements are four color.

*Wharton Magazine reserves first right of refusal for all advertisements and/or placement.



PRINT AD SIZES—BLEED

ALL MEASUREMENTS IN INCHES

NAME	SIZE (W x H)	SIZE & BLEED
Full-Page	9" x 11"	(9.25" x 11.5")
1/2 Page Spread	18" x 5.5"	(18.25" x 5.75")
1/2 Page Horizontal	9" x 5.5"	(9.25" x 5.75")
1/2 Page Vertical	4.5" x 11"	(4.75" x 11.25")
3/4 Page	5.5" x 7"	(5.75" x 7.25")
1/4 Page	5.5" x 4.5"	(5.75" x 4.75")
1/3 Page Vertical	4.5" x 11"	(4.75" x 11.25")
1/3 Page Half Vertical	4.5" x 5.5"	(4.75" x 5.75")
1/12 Page	2" x 3.5"	No Bleed
1/12 Page Horizontal	2" x 9"	(2.25" x 9.25")
1/24 Page	2" x 1.5"	No Bleed

3733 Spruce Street
344 Vance Hall
Philadelphia, PA 19104

+1.215.746.6509 phone
+1.215.898.2695 fax
magazine@wharton.upenn.edu

www.whartonmagazine.com

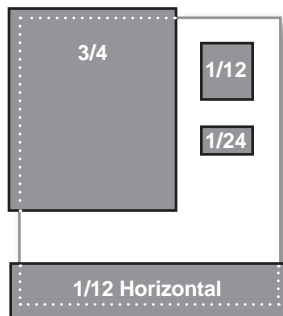
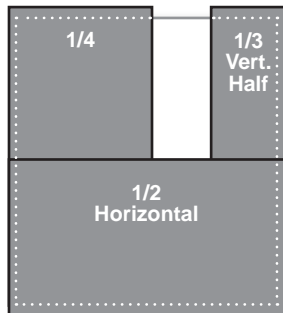
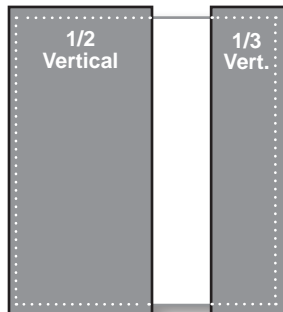
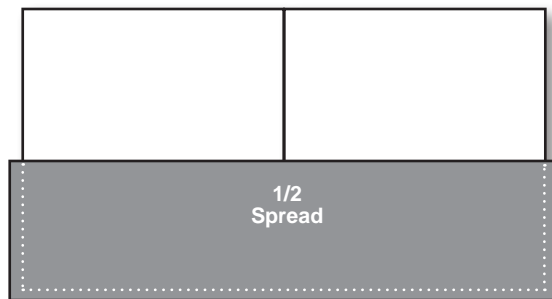
TRIM SIZE: 9" x 11"
BLEED: ADD 1/8" TO EACH SIDE

ADVERTISING SPECIFICATIONS

WHARTON

MAGAZINE

Media Kit



ARTWORK DELIVERY

Data Format:
PDF/X-1

Supported Media:
CD-ROM
DVD
FTP

3733 Spruce Street
344 Vance Hall
Philadelphia, PA 19104

+1.215.746.6509 phone
+1.215.898.2695 fax
magazine@wharton.upenn.edu

www.whartonmagazine.com



ADVERTISING INQUIRIES? Contact Justin Flax at +1.215.898.6637, or jflax@wharton.upenn.edu



WEB SITE RATE

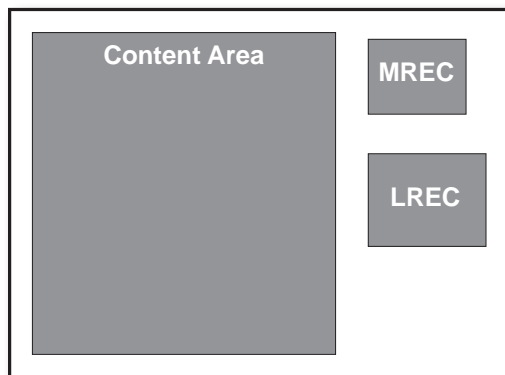
NAME OF AD UNIT	QUARTERLY*
Medium Rectangle (MREC)	\$ 500
Large Rectangle (LREC)	\$ 500

WEB SITE AD SIZES

ALL MEASUREMENTS IN PIXELS

PLACEMENT OF AD UNIT	SIZE
Medium Rectangle (MREC)	300px x 250px
Large Rectangle (LREC)	336px x 280px

*Length of time on Site



ARTWORK DELIVERY

Acceptable Data Format: JPEG, PNG, GIF, SWF

RICH MEDIA

The *Wharton Magazine* adheres to all Interactive Advertising Bureau (IAB) standards. Please visit the IAB website for creative recommendations <http://tinyurl.com/RichMediaAds>.

3733 Spruce Street
344 Vance Hall
Philadelphia, PA 19104
+1.215.746.6509 phone
+1.215.898.2695 fax
magazine@wharton.upenn.edu
www.whartonmagazine.com



EMAIL BLAST RATE

NAME OF AD UNIT	QUARTERLY*
Leaderboard	\$ 500
Medium Rectangle (MREC)	\$ 650

Sample Email Blast



Leaderboard

Medium Rectangle (MREC)

3733 Spruce Street
344 Vance Hall
Philadelphia, PA 19104

+1.215.746.6509 phone
+1.215.898.2695 fax
magazine@wharton.upenn.edu

www.whartonmagazine.com

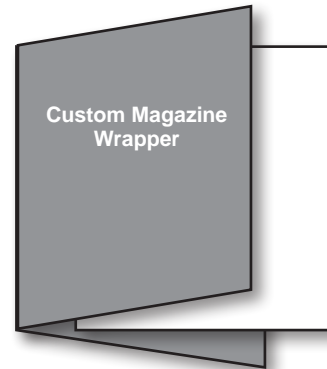
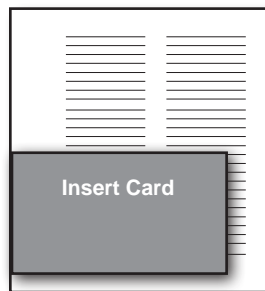


CLASSIFIED ADVERTISING+

Spread the word about your business, rental property or service with an ad in our Classifieds section. Classifieds offer an affordable and effective way of reaching your fellow alumni. The rate is \$2.00 per word with a 10-word minimum. Make your ad stand out and use boldfaced words for an additional \$2.00 per word. Telephone numbers (including area codes) and websites count as one word. ZIP codes are free.

SPECIAL ADVERTISING+

Make a bold statement with our custom advertising options (e.g., special inserts, magazine wrappers, and more). Please contact *Wharton Magazine* for details.



CREATIVE SERVICES

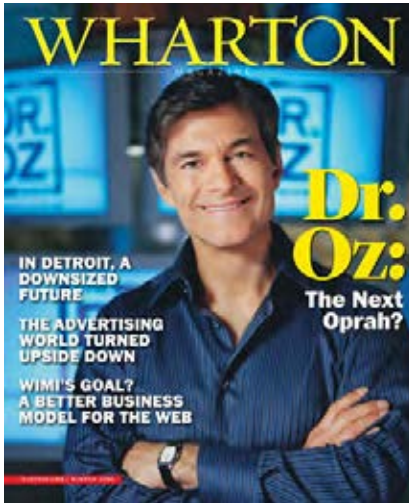
Contact the *Wharton Magazine* for details.

3733 Spruce Street
344 Vance Hall
Philadelphia, PA 19104

+1.215.746.6509 phone
+1.215.898.2695 fax
magazine@wharton.upenn.edu

www.whartonmagazine.com

+*Wharton Magazine* reserves first right of refusal for all advertisements.



YOUR GATEWAY TO THE WORLD'S
MOST POWERFUL ALUMNI NETWORK.

