The Best Way To Reach UVA
The Best Way To Reach UVA

2021 MEDIA KIT

MAGAZINE, DIGITAL, CHARLOTTESVILLE-AREA E-MAILS AND SPONSORSHIP OPPORTUNITIES

ALUMNI.VIRGINIA.EDU
The Alumni Association can connect you to the ideal UVA audience...

Since 1838, The University of Virginia Alumni Association has taken pride in its many worthwhile and enjoyable programs. In addition to publishing Virginia Magazine, we act as host of Class Reunions, Young Alumni Reunions, Homecomings and Football Weekend events. The Alumni Association provides valuable services and scholarships to alumni and their families including admission advisement and career counseling. We are also home to the UVA Fund, which supports student organizations and to the Jefferson Trust, which works to enhance the University’s innovative initiatives. We have direct reach to alumni, students, faculty and parents. Let us help cultivate a relationship for you.
The Best Way To Reach UVA

Published by the University of Virginia Alumni Association since 1901, Virginia Magazine has one of the highest per-issue circulations among university magazines in the country. Each issue of the quarterly Virginia Magazine includes intriguing feature articles, covering all aspects of the University and is proudly displayed on coffee tables around the world.

Direct Reach to 215,000+ Alumni, Faculty & Parents

Virginia Magazine has been recognized nationally for excellence and innovation in both content and design. In the past decade, the publication has been adorned with dozens of awards, including:

2019 Eddie
• Best in Investigative Journalism
• Honorable Mention, Art Director of the Year

2019 CASE District III
• Special Merit, Feature writing
• Special Merit, Alumni Website or Microsite

2018 Eddie
• Best Profile or Q&A, Assoc./Non Profit

2017 CASE District III
• Special Merit, Magazine/Tabloid Improvement
• Award of Excellence, Electronic and Digital Media: Online Innovation/Experimentation
The Best Way To Reach UVA

**Affiliation**
- **200,000** Alumni households
  (Many households include multiple alumni, totaling a direct reach of more than 220,000 UVA graduates.)
- **15,000** Non-alumni parents households of current students
- **2,500** Faculty members
- **215,000+** Total copies circulated with each edition, reaching every state in the U.S. and around the world

50% of readers report that at least one other person reads their copy of Virginia Magazine for an estimated **TOTAL READERSHIP OF MORE THAN 350,000 PER ISSUE.**

**Location**
- **12%** West
- **5%** Midwest
- **14%** Southeast
- **4%** Northeast
- **61%** Mid-Atlantic
- **3%** International

More than 110,000 recipients of UVA Magazine live in Virginia or D.C.
- **60%** live within 200 miles of UVA

**Age & Gender**
- **44** Mean Age
- **43** Median Age
- **48%** Female
- **52%** Male

OVERALL BY GENDER

LOCATION

NY 5%
MD 4%
VA & DC 48%
NC 4%
CA 5%
REACHING

Well-educated, affluent decision-makers

56% of readers keep their copy of Virginia Magazine for more than a month.

68% of readers consider Virginia Magazine their best source of information about the University and its alumni.

90% of readers agree or strongly agree that Virginia Magazine strengthens their personal connection to the University.

98% of readers rate the magazine ‘excellent,’ or ‘good.’

Sources: University records; Virginia Magazine reader surveys; Figures rounded to the nearest thousand/percentile.

ABOUT OUR READERS

145,000 are donors of UVA

117,000 hold an advanced degree

26,000 hold two or more degrees from UVA

50,000 exhibit a strong affinity for the University by being life members of the Alumni Association
## 2021 Print Rates

### STANDARD

<table>
<thead>
<tr>
<th></th>
<th>1X</th>
<th>2X (−5%)</th>
<th>4X (−15%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2-pg. Spread</td>
<td>$10,510</td>
<td>$9,985</td>
<td>$8,935</td>
</tr>
<tr>
<td>Full Page</td>
<td>$6,190</td>
<td>$5,880</td>
<td>$5,260</td>
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<tr>
<td>½ Page (Horiz.)</td>
<td>$4,770</td>
<td>$4,530</td>
<td>$4,055</td>
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<tr>
<td>½ Page (Horiz., Vert.)</td>
<td>$3,480</td>
<td>$3,305</td>
<td>$2,960</td>
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<tr>
<td>¼ Page (Vert.)</td>
<td>$2,510</td>
<td>$2,385</td>
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### SPECIAL POSITIONS

<table>
<thead>
<tr>
<th></th>
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<th>2X (−5%)</th>
<th>4X (−15%)</th>
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</thead>
<tbody>
<tr>
<td>Page 1, Last Page</td>
<td>$6,800</td>
<td>$6,460</td>
<td>$5,780</td>
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<tr>
<td>Cover 2</td>
<td>$9,010</td>
<td>$8,560</td>
<td>$7,650</td>
</tr>
<tr>
<td>Cover 3</td>
<td>$8,250</td>
<td>$7,840</td>
<td>$7,010</td>
</tr>
<tr>
<td>Cover 4</td>
<td>$9,890</td>
<td>$9,400</td>
<td>$8,410</td>
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### NON-PROFIT RATES

<table>
<thead>
<tr>
<th></th>
<th>1X</th>
<th>2X (−5%)</th>
<th>4X (−15%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2-pg. Spread</td>
<td>$9,460</td>
<td>$8,990</td>
<td>$8,040</td>
</tr>
<tr>
<td>Full Page</td>
<td>$5,570</td>
<td>$5,290</td>
<td>$4,735</td>
</tr>
<tr>
<td>½ Page (Horiz.)</td>
<td>$4,295</td>
<td>$4,080</td>
<td>$3,650</td>
</tr>
<tr>
<td>½ Page (Horiz., Vert.)</td>
<td>$3,130</td>
<td>$2,975</td>
<td>$2,665</td>
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<tr>
<td>¼ Page (Vert.)</td>
<td>$2,260</td>
<td>$2,150</td>
<td>$1,920</td>
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### Print Production Schedule

<table>
<thead>
<tr>
<th></th>
<th>Reserve Space</th>
<th>Ad Deadline</th>
<th>In-Home Date</th>
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</thead>
<tbody>
<tr>
<td>SPRING</td>
<td>1/4/21</td>
<td>2/6/21</td>
<td>3/19/21</td>
</tr>
<tr>
<td>SUMMER</td>
<td>3/19/21</td>
<td>4/23/21</td>
<td>6/11/21</td>
</tr>
<tr>
<td>FALL</td>
<td>6/18/21</td>
<td>7/23/21</td>
<td>9/10/21</td>
</tr>
<tr>
<td>WINTER</td>
<td>9/17/21</td>
<td>10/22/21</td>
<td>12/10/21</td>
</tr>
</tbody>
</table>

*Date represents the final day reservations will be accepted. We strongly recommend making reservations 6-12 months in advance.

**In-Home Date is best estimation. The date may vary based on press issues, U.S. Postal Service, etc. Advertisers will be notified if it is anticipated the date will vary by more than a week.

10% off for first-time advertisers

- 15% agency discount on display ads for recognized ad agencies (not applicable to digital or special section ads).
- 2x & 4x frequency discounts applied to purchases made within one year’s time.
- Ads are billed after the issue comes out and are due net 30 days.
- Special position print pages are not eligible for a non-profit discount.

FOR ADVERTISING OPPORTUNITIES CONTACT KATIE FEAGANS, 434.243.9022 | KFEAGANS@VIRGINIA.EDU
Virginia Magazine Digital Package

With the digital package, you will receive an ad in the Virginia Magazine monthly e-mail, as well as an ad on uvamagazine.org for approximately month following the e-mail’s distribution.

**EMAIL AD**
610 x 200 pixels

**ONLINE AD**
540 x 450 pixels

**TIER 1**
- One (1) issue: $1,150
- Two (2) issues: $2,200
- Four (4) issues: $4,200
- Eight (8) issues: $8,000
- Twelve (12) issues: $11,400

**TIER 2**
- One (1) issue: $1,000
- Two (2) issues: $1,900
- Four (4) issues: $3,600
- Eight (8) issues: $6,800
- Twelve (12) issues: $9,600

Our emails circulated to more than **250,000+** Alumni, Parents & Students each issue in 2020

**Production Schedule**

<table>
<thead>
<tr>
<th>Month</th>
<th>Reserve Space</th>
<th>Finalized Artwork Due</th>
<th>Email Delivery</th>
</tr>
</thead>
<tbody>
<tr>
<td>JANUARY</td>
<td>11/20/20</td>
<td>12/11/20</td>
<td>1/5/21</td>
</tr>
<tr>
<td>FEBRUARY</td>
<td>12/11/20</td>
<td>1/15/21</td>
<td>2/2/21</td>
</tr>
<tr>
<td>MARCH</td>
<td>1/22/21</td>
<td>2/12/21</td>
<td>3/3/21</td>
</tr>
<tr>
<td>APRIL</td>
<td>2/26/21</td>
<td>3/19/21</td>
<td>4/6/21</td>
</tr>
<tr>
<td>MAY</td>
<td>3/26/21</td>
<td>4/16/21</td>
<td>5/4/21</td>
</tr>
<tr>
<td>JUNE</td>
<td>4/23/21</td>
<td>5/14/21</td>
<td>6/1/21</td>
</tr>
<tr>
<td>JULY</td>
<td>5/25/21</td>
<td>6/18/21</td>
<td>7/6/21</td>
</tr>
<tr>
<td>AUGUST</td>
<td>6/25/21</td>
<td>7/16/21</td>
<td>8/3/21</td>
</tr>
<tr>
<td>SEPTEMBER</td>
<td>7/30/21</td>
<td>8/20/21</td>
<td>9/7/21</td>
</tr>
<tr>
<td>OCTOBER</td>
<td>8/27/21</td>
<td>9/17/21</td>
<td>10/5/21</td>
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<tr>
<td>NOVEMBER</td>
<td>9/24/21</td>
<td>10/15/21</td>
<td>11/2/21</td>
</tr>
<tr>
<td>DECEMBER</td>
<td>10/29/21</td>
<td>11/19/21</td>
<td>12/7/21</td>
</tr>
</tbody>
</table>

www.uvamagazine.org

FOR ADVERTISING OPPORTUNITIES CONTACT KATIE FEAGANS, 434.243.9022 | KFEAGANS@VIRGINIA.EDU
Charlottesville Picks E-Mails

Every two weeks during the academic year, the UVA Alumni Association e-mails the most-interesting University-related events for the upcoming weeks to alumni, parents, faculty and friends within the Charlottesville area.

**5 PICKS AD**
1200 x 300 pixels

**5 PICKS PRICING**

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
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</thead>
<tbody>
<tr>
<td>Full Season</td>
<td>$3,600</td>
</tr>
<tr>
<td>(including all 19 emails)</td>
<td></td>
</tr>
<tr>
<td>Individual Dates</td>
<td>$250/each</td>
</tr>
<tr>
<td>(reservable after 8/3/20, as available)</td>
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</table>

**Production Schedule**

<table>
<thead>
<tr>
<th>E-mail Send Date</th>
<th>Camera-ready Artwork Due</th>
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<tbody>
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<td>8/27/20</td>
<td>8/21/20</td>
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<tr>
<td>9/10/20</td>
<td>9/4/20</td>
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<tr>
<td>9/24/20</td>
<td>9/18/20</td>
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<tr>
<td>10/8/20</td>
<td>10/2/20</td>
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<tr>
<td>10/22/20</td>
<td>10/16/20</td>
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<tr>
<td>11/5/20</td>
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<tr>
<td>1/21/21</td>
<td>1/15/21</td>
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<tr>
<td>2/4/21</td>
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<tr>
<td>2/18/18</td>
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<td>4/29/21</td>
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<tr>
<td>5/27/21</td>
<td>5/21/21</td>
</tr>
</tbody>
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Circulated to more than 30,000 **ALUMNI PARENTS, FACULTY & FRIENDS**

Average **OPEN RATE OF 26%**

**FOUR BANNER ADS ARE AVAILABLE PER ISSUE.**
Print Ad Sizes

TWO-PAGE SPREAD

- trim: 16.5in x 10.75in
- bleed: 17in x 11.25in

FULL PAGE

- trim: 8.25in x 10.75in
- bleed: 8.75in x 11.25in

Fractionals

- ⅛ Page Vertical: 2.25in x 4.75in
- ⅛ Page Horizontal: 7.25in x 4.75in
- ⅛ Page Vertical: 2.25in x 9.625in
- ⅛ Page Horizontal: 4.75in x 4.75in

(Note: On ALL ads with bleeds, there should NOT be any live art within .5in /3p0 of trim or gutter.

(Note: ALL fractional ads are placed in the Class Notes section. Full page special positions may be available. Inquire for rates.

Digital Ad Sizes

- VA Magazine email ad: 610 x 200 pixels
- VA Magazine website ad: 540 x 450 pixels
- Charlottesville Picks: 1200 x 300 pixels

Submitting Artwork

- All print ads should be submitted as a CMYK PDF with a resolution of at least 300 dpi.
- All digital ads should be submitted as a PNG or JPG with a resolution of 300 dpi. (PNG for text-heavy ads, JPG for image-heavy ads)
- All ads can be emailed to: kfeagans@virginia.edu
Alumni in Business Ads

A special advertising section in Virginia Magazine is available just for alumni. This incredibly affordable option is a great way to grow your clientele within the UVA community. Your ad will be prominently displayed within the Class Notes section. Free ad design is available for this section. A minimum commitment of four consecutive issues is recommended.

Robert “Bob” Sall (Col ’75 L/M) taught management for five years at Elmira College in New York after retiring in 2009 from a 30-year career at Corning Inc. He is now a commissioned ruling elder (lay pastor) in the Presbyterian Church (U.S.A.).

John Attanasio (Col ’76 L/M) published Politics and Capital: Auctioning the American Dream (Oxford) in May 2018. The book explores five ideas the author considers critical to addressing problems besetting the American political and economic systems.

Paul Honeycutt (Com ’77 L/M) received the Silver Beaver Award, the council-level distinguished service award of the Boy Scouts of America, in February 2018. He has volunteered with his current troop for 14 years and serves as scoutmaster. He lives in San Diego, California.

Barbara Olcott Malone (Nurs ’77 L/M) is an assistant professor at the University of Colorado College of Nursing.

Bill Nelson (Educ ’76, ’83, Med ’87 L/M) received the 2018 Air Force Hero of Military Medicine Award in May 2018. The Heroes of Military Medicine Awards honor individuals who have distinguished themselves through excellence and selfless dedication to advancing military medicine and enhancing the lives and health of the nation’s wounded.

‘80s

Susan Browmell (Col ’82), professor of anthropology at the University of Missouri-St. Louis, co-authored The Anthropology of Sport: Books, Borders, Biopolitics (University of California). The book explores how sport both shapes and is shaped by the social, cultural, political and historical contexts in which we live.

Robert C. Haubert (Grad ’82), a professor in the department of society and social justice at Saint Martin’s University, has published his fifth book, a co-edited volume of literary essays titled European Writers in Exile (Lexington Books/Rowman and Littlefield). His monograph, The Lonely Quest (Routledge/Taylor and Francis), an analysis of the relation of self and society in 21st-century America, will appear later this year.

Kate Heilpern (Col ’82) has accepted the position of senior vice president and chief operating officer of New York Presbyterian-Weill Cornell Medical Center. Heilpern recently served as the Ada Lee and Pete Cornell Professor and Chair of the Department of Emergency Medicine at the Emory University School of Medicine.

Kennedy Smith (Arch ’82) was recently named to the list of the 100 Most Influential Urbanists by Planetizen, an urban planning website. The list, which includes entries from the past 2,500 years, also includes Thomas Jefferson.

Fritz R. Franke (Com ’83 L/M) published his second novel from the Savior Project series, Terbokya (PathBinder), which follows Chris Gates after he is extracted from Earth and finds himself responsible for saving all of mankind.

Linda Fisher Thornton (Col ’83 L/M), author of 7 Lenses: Learning the Principles and Practices of Ethical Leadership (Leading in Context), was named to the list of the top 100 leadership speakers for 2018 by Inc. Thornton is the CEO of Leading in Context.

Pam Miller Calary (Col ’84 L/M) moved to Charlottesville and began a new position as CEO of Leading in Context.

ALUMNI IN BUSINESS: A Special Advertising Section for Alumni

SINGLE (ACTUAL SIZE) 2.25in x 1.25in $1,700/year for non-members of the UVA Alumni Association $1,500/year for life members of the UVA Alumni Association

DOUBLE (ACTUAL SIZE) 2.25in x 2.35in $2,700/year for non-members of the UVA Alumni Association $2,400/year for life members of the UVA Alumni Association

Less than 1 cent PER FIVE HOUSEHOLDS

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Sponsorship Opportunities

**FOOTBALL WEEKENDS**
Be a part of this family-oriented tailgate each home UVA football game day at Alumni Hall. The tailgates feature live bands, local brews, kids’ activities, food, drinks and college football action projected on several big-screens throughout the event space. Sponsors may enjoy on-site presence and the opportunity to present a branded giveaway. Sponsors are also represented on targeted e-mails to UVA alumni and community throughout the football season, and may receive additional exposure through our media partnerships.

**CLASS REUNIONS**
Held the first two weekends in June, UVA Class Reunions enables alumni to reconnect with classmates and friends while enjoying time in Charlottesville through meaningful and fun programming. Class Reunions sponsorship provides extensive reach to alumni segments and their families. Sponsorship value includes logo and links in emails sent for nine months prior to the events, as well website presence. Partners may use unique messaging for each weekend, which are divided by graduation year.

**YOUNG ALUMNI REUNIONS**
Directly reach the three most-recently graduated classes through Young Alumni Reunions. Held every year on the Saturday evening of Homecomings Weekend, UVA's youngest alumni gather in Charlottesville for dancing, photo booth, and late-night food and drink. Sponsorship includes exposure on communication leading up to the event, as well as potential event presence.