2024 Media Kit

The Best Way To Reach UVA

Magazine, digital, and sponsorship opportunities
The Alumni Association can connect you to the ideal UVA audience...

Since 1838, The University of Virginia Alumni Association has taken pride in it’s 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.

OPPORTUNITIES WITH THE ALUMNI ASSOCIATION:

For partnership opportunities contact KATIE FEAGANS 434.243.9022 | KFEAGANS@VIRGINIA.EDU
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.

KEY AUDIENCE:
• Sports fans and engaged alumni

FACTS & FIGURES
• Directly promoted to 40,000+
• Average tailgate attendance: 400

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.

KEY AUDIENCE:
• Graduates celebrating 5th-50th(+) Reunion years

FACTS & FIGURES
• Extensively marketed to 30,000+
• May 31-June 2, 2024; June 7-9, 2024

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.

KEY AUDIENCE:
• Alumni from three most-recently graduated classes

FACTS & FIGURES
• Promoted to 12,000+ alumni
• Homecomings Weekend, 2024
Black Alumni Weekend

This biennial celebration at the University of Virginia began in 1985 as an admission recruiting effort hosted by the Walter Ridley Scholarship Committee. Since its inception, BAW has created much excitement among alumni and students and continues to do so today through its educational lectures, career networking opportunities and social activities. BAW is one of the nation’s premier alumni programs, bringing more than 1,500 alumni and friends back to Grounds to reconnect with each other and the University.

**KEY AUDIENCE:**
- Black alumni

**FACTS & FIGURES**
- 13,000+ Invitees
- April 19-20, 2024

Juntos

Juntos is a biennial celebration of the UVA Latinx and Hispanic community, with the inaugural weekend taking place on April 14-15, 2023. Fellow alumni and current students came together on Grounds for talks and panel discussions, dinner and dancing, and more. The weekend’s programming and events are created by committee of alumni volunteers and highlighted alumni stories and accomplishments, showcased DEI initiatives on Grounds, and provided opportunities for connection between alumni, students, and the broader University community.

**KEY AUDIENCE:**
- Latinx alumni

**FACTS & FIGURES**
- Next event: Spring, 2025
Alumni Demographics

Location

- **60%** Mid-Atlantic
- **5%** Midwest
- **13%** West
- **15%** Southeast
- **3%** International

More than 115,000 alumni of UVA live in Virginia or D.C.

60% LIVE WITHIN 200 MILES OF UVA

Age & Gender

- **22%** 30-39
- **21%** 40-49
- **18%** 50-59
- **16%** 60-69
- **9%** 70+
- **15%** 20-29

Well-educated & affluent

- **153,630** are donors to UVA (58% of living UVA alumni)
- **136,052** hold a Master's degree (52% of living UVA alumni)
- **26,037** hold multiple degrees from UVA
- **263,000+** Total Living Alumni

Overall by Gender

- **51%** Male
- **49%** Female
The All Alumni Newsletter is exclusively sent to alumni of the University of Virginia, giving a quarterly update on Alumni Association happenings.

**All Alumni Email**

One (1) issue $1,200
All Four (4) issues $4,400

**TIER 1**

One (1) issue $1,100
All Four (4) issues $4,000

**TIER 2**

**Production Schedule**

<table>
<thead>
<tr>
<th>Season</th>
<th>Reserve Space</th>
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<td>2/2/24</td>
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<td>SUMMER</td>
<td>5/3/24</td>
<td>5/31/24</td>
<td>Late June</td>
</tr>
<tr>
<td>FALL</td>
<td>8/2/24</td>
<td>8/30/24</td>
<td>Late September</td>
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**OUR EMAILS CIRCULATED TO MORE THAN**

150,000+ ALUMNI EACH ISSUE

**OUR ALL-ALUMNI NEWSLETTERS HAVE AN AVERAGE OPEN RATE OF**

46%

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**Ridley Scholarship Program**

We are incredibly honored to celebrate the Ridley Scholarship Program’s 50th anniversary this year. The 2023 scholar election weekend is March 30-April 1 and we will welcome four new scholars for the 2023-24 school year, bringing the total number of current Ridley scholars up to 17. Visit the Ridley website for more information.

**The Jefferson Trust**

The Jefferson Trust had a banner year, awarding almost $1.4 million to 14 new projects and programs. Sustainability was a key theme this year, as well as community engagement, student experiences, and funding edge research. Visit the Trust’s website to learn more about the 2022-23 grant recipients.
If you are considering a job search, career transition, or graduate school in 2023, Alumni Career Services is here to help! We offer resources on interviewing, networking, job loss, assessing your skills, and more, as well as help with graduate school planning. Our individual career coaching sessions are free for alumni who are Contributing Members. Become a Contributing Member and join the community of people who share a passion for the place you once called home.

Assess your best career options, ask job questions, and save the date for fall events!

Strong Interest Inventory® (SII®) Assessment
Do you want to get ahead in your career and better match your interests with your work? Contributing Members receive 30% off the Strong Interest Inventory® Assessment through August 31 or while supplies last.

Visit our website to learn more about the SII. Assessments are offered in conjunction with our 1:1 advising services, available to Contributing Members only.

If you’re hiring, we can help you tap into the UVA alumni network! Post your job opening in the UVA Alumni Career Services “Find a Job” feature or connect with CVPED’s Talent Director Katie Dulaney at kdulaney@centralvirginia.org.

Interested in returning to Central Virginia for the next stage of your career? The Central Virginia Partnership for Economic Development (CVPED) is a regional organization that exists to create new jobs and investment in Central Virginia. Visit LivingCentralVA.org to learn about CVPED’s talent attraction and retention efforts. If you’re looking for job opportunities, check out their “Find a Job” feature or contact with CVPED’s Talent Director Katie Dulaney at kdulaney@centralvirginia.org.

Wahoo Connect is the online network where UVA alumni can connect with fellow Hoos over shared affinity and expand their networks. Check out our resources on interviewing, networking, job loss, assessing your skills, and more, as well as help with graduate school planning. Our individual career coaching sessions are free for alumni who are Contributing Members. Become a Contributing Member and join the community of people who share a passion for the place you once called home.

Read on for more information on how you can level up your professional development in the coming months.

We hope you found this newsletter helpful. We want to hear from you: send questions, thoughts or feedback to alumnicareers@virginia.edu.

See you in the next edition.
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. Virginia Magazine is the distinguished recipient of 33 industry honors in the past five years.

Direct Reach to 185,000+ Alumni & Faculty

What the Readers Have to Say...

“This is the only magazine I read cover to cover every month — I love getting it in the mail and think it does a great job of keeping me in the loop about what’s happening in Charlottesville. Keep up the great work!”

“I really enjoy Virginia Magazine. It is probably my favorite publication that I get at home and it NEVER goes unread.”

“In the printed version, I enjoy looking at the advertisements for historical properties.”

“I read Virginia Magazine cover-to-cover, although I always start at the back with Class Notes and In Memoriam notices. Thanks for producing such a high-quality, engaging, and enjoyable magazine! Excellent connection with my alma mater. Always happy to receive it!”

“This is really the only connection I have to the University. I enjoy reading it. Thanks.”
Reader Demographics

Affiliation

178,000 Alumni households
(Many households include multiple alumni, totaling a direct reach of more than 184,000 UVA graduates.)
Including:
• All Undergraduate Alumni residing in the U.S.
• All Graduate Alumni residing in Virginia
• All Contributing Members of the Alumni Association
• All Opt-in Graduate & International Alumni

179,000+
Total copies
circulated with each edition, reaching every state in the U.S.

38% of readers report that at least one other person reads their copy of Virginia Magazine

A TOTAL READERSHIP OF MORE THAN 250,000 PER ISSUE.

1,200 Faculty/Staff members

Location

10% West
3% Midwest
13% Southeast
70% Mid-Atlantic
4% Northeast

More than 100,000 recipients of UVA Magazine live in Virginia or D.C.
64% LIVE WITHIN 200 MILES OF UVA

Overall by Gender

47% 53%

Age & Gender

7% 70+
16% 20-29
15% 60-69
16% 50-59
18% 40-49
20% 30-39

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Reader Insights

**WELL-EDUCATED, AFFLUENT DECISION-MAKERS**

- **66%** of readers consider Virginia Magazine their best source of information about the University and its alumni.
- **64%** of readers keep their copy of Virginia Magazine for more than a month.
- **88%** of readers agree or strongly agree that Virginia Magazine strengthens their personal connection to the University.

95% of readers rate the magazine ‘excellent,’ or ‘good.’

Sources: University records; Virginia Magazine reader surveys; Figures rounded to the nearest thousand/percentile.
2024 Print Ad Rates

**STANDARD**

<table>
<thead>
<tr>
<th>1X</th>
<th>2X (-5%)</th>
<th>4X (-15%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2-pg. Spread</td>
<td>$10,750</td>
<td>$10,215</td>
</tr>
<tr>
<td>Full Page</td>
<td>$6,310</td>
<td>$5,995</td>
</tr>
<tr>
<td>½ Page (Horiz.)</td>
<td>$4,870</td>
<td>$4,630</td>
</tr>
<tr>
<td>½ Page (Horiz., Vert.)</td>
<td>$3,550</td>
<td>$3,375</td>
</tr>
<tr>
<td>¼ Page (Vert.)</td>
<td>$2,560</td>
<td>$2,430</td>
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**SPECIAL POSITIONS**

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<tr>
<th>1X</th>
<th>2X (-5%)</th>
<th>4X (-15%)</th>
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<tbody>
<tr>
<td>Page 1, Last Page</td>
<td>$6,940</td>
<td>$6,590</td>
</tr>
<tr>
<td>Cover 2</td>
<td>$9,190</td>
<td></td>
</tr>
<tr>
<td>Cover 3</td>
<td>$8,420</td>
<td></td>
</tr>
<tr>
<td>Cover 4</td>
<td>$10,090</td>
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</table>

**NON-PROFIT RATES**

<table>
<thead>
<tr>
<th>1X</th>
<th>2X (-5%)</th>
<th>4X (-15%)</th>
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</thead>
<tbody>
<tr>
<td>2-pg. Spread</td>
<td>$9,675</td>
<td>$9,190</td>
</tr>
<tr>
<td>Full Page</td>
<td>$5,680</td>
<td>$5,400</td>
</tr>
<tr>
<td>½ Page (Horiz.)</td>
<td>$4,380</td>
<td>$4,160</td>
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<tr>
<td>½ Page (Horiz., Vert.)</td>
<td>$3,195</td>
<td>$3,035</td>
</tr>
<tr>
<td>¼ Page (Vert.)</td>
<td>$2,305</td>
<td>$2,190</td>
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**Print Production Schedule**

<table>
<thead>
<tr>
<th>SEASON</th>
<th>Reserve Space*</th>
<th>Ad Deadline</th>
<th>In-Home Date**</th>
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<tbody>
<tr>
<td>SPRING</td>
<td>12/15/23</td>
<td>1/19/24</td>
<td>March</td>
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<tr>
<td>SUMMER</td>
<td>3/8/24</td>
<td>4/12/24</td>
<td>June</td>
</tr>
<tr>
<td>FALL</td>
<td>6/7/24</td>
<td>7/12/24</td>
<td>September</td>
</tr>
<tr>
<td>WINTER</td>
<td>9/6/24</td>
<td>10/11/24</td>
<td>December</td>
</tr>
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* 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 10 business days.

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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](http://uvamagazine.org) for approximately one month following the e-mail’s distribution.

### TIER 1
- One (1) issue: $1,500
- Two (2) issues: $2,900
- Four (4) issues: $5,600
- Eight (8) issues: $10,800
- Twelve (12) issues: $15,600

### TIER 2
- One (1) issue: $1,200
- Two (2) issues: $2,300
- Four (4) issues: $4,400
- Eight (8) issues: $8,400
- Twelve (12) issues: $12,000

### TIER 3
- 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

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**Production Schedule**

<table>
<thead>
<tr>
<th>Month</th>
<th>Reserve Space</th>
<th>Finalized Artwork Due</th>
<th>Email Delivery</th>
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<tr>
<td>JANUARY</td>
<td>11/17/23</td>
<td>12/15/23</td>
<td>1/2/24</td>
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<tr>
<td>FEBRUARY</td>
<td>12/15/23</td>
<td>1/23/24</td>
<td>2/6/24</td>
</tr>
<tr>
<td>MARCH</td>
<td>1/9/24</td>
<td>2/20/24</td>
<td>3/5/24</td>
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<tr>
<td>APRIL</td>
<td>2/16/24</td>
<td>3/15/24</td>
<td>4/2/24</td>
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<tr>
<td>MAY</td>
<td>3/22/24</td>
<td>4/23/24</td>
<td>5/7/24</td>
</tr>
<tr>
<td>JUNE</td>
<td>4/19/24</td>
<td>5/21/24</td>
<td>6/4/24</td>
</tr>
<tr>
<td>JULY</td>
<td>5/17/24</td>
<td>6/18/24</td>
<td>7/2/24</td>
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<tr>
<td>AUGUST</td>
<td>6/21/24</td>
<td>7/23/24</td>
<td>8/6/24</td>
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<tr>
<td>SEPTEMBER</td>
<td>7/19/24</td>
<td>8/13/24</td>
<td>9/3/24</td>
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<tr>
<td>OCTOBER</td>
<td>8/16/24</td>
<td>9/17/24</td>
<td>10/1/24</td>
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<tr>
<td>NOVEMBER</td>
<td>9/20/24</td>
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**OUR EMAILS CIRCULATED TO MORE THAN 280,000+ ALUMNI, PARENTS & STUDENTS EACH ISSUE IN 2023**

**AVERAGE OPEN RATE OF 46%**

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Ad sizing guide

TWO-PAGE SPREAD

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

FULL PAGE

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

FRACTIONALS

- ½ Page Vertical
  - 2.25in x 4.75in
- ½ Page Horizontal
  - 7.25in x 4.75in

FRACTIONALS

- ½ Page Vertical
  - 2.25in x 9.625in
- ½ Page Horizontal
  - 4.75in x 4.75in

COVER 4

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

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.

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

Digital Ads

Virginia Magazine website ad
610 x 200 pixels

Virginia Magazine website ad
540 x 450 pixels
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.

**SINGLE (ACTUAL SIZE)**

2.25in x 1.125in

$1,700/year for non-members of the UVA Alumni Association

$2,400/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

$4,400/year for life members of the UVA Alumni Association

100% of your ad space is prominently displayed within the Class Notes section.

*Virginia Magazine* is available at hotels and airports throughout the U.S., Australia, Canada, the U.K., France, Germany, and Japan.

**ALUMNI IN BUSINESS**

Serving the UVA community since 1981

**Serving the UVA community since 1981**

**Less than 2 cents PER FIVE HOUSEHOLDS!**

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