Nearly two-thirds of our readers are more likely to purchase a product or service advertised in *UCLA Magazine*. Our magazine is an interactive pipeline to an affluent, upscale, brand-loyal and educated audience that owns homes, has investment portfolios, travels extensively and is more inclined to buy your products and services because of your ad in our magazine. Driven by responsible, in-depth journalism, seasoned with surprise and a lively exchange of ideas, *UCLA Magazine* reports on the diverse, vibrant world of UCLA and its impact on the larger world around it. We cover breakthrough research, inspirational people, the arts, sports and entertainment, all through the focus of one of the world’s premier institutions of higher learning.
UCLA MAGAZINE’S AVERAGE READER >>


Male: 55%
Female: 45%

Favorite lifestyle choices:
Read books, visit a museum, attend live theater

Age: Has celebrated his/her 50th birthday

Travel plans:
Europe and/or Hawaii in next 12 months

Average investment portfolio: $382,000
Average household income: $143,000
Net worth: Approximately $1 million

Will invest in stocks, bonds, mutual funds in next 12 months. Owns common or preferred stock

Favorite restaurant:
California Pizza Kitchen

Lives: Somewhere in California

Education: Completed postgraduate study with a degree

Works: As an executive or professional

Favorite car: Lexus

Favorite retail store:
Nordstrom

Meet Joe Bruin
OUR ADVERTISERS

Bank of America

WINDSTAR CRUISES
180° From Ordinary®

HOTEL Bel-Air
LOS ANGELES

HBO

AMERICAN CRUISE LINES

LEXUS

KAPLAN
TEST PREP AND ADMISSIONS

Liberty Mutual

UNIVERSITY CREDIT UNION

The Ritz-Carlton®

Mercedes-Benz

stamps.com®

LA INC. The Los Angeles Convention and Visitors Bureau
OUR READERS ARE MOVERS AND SHAKERS. 

*UCLA Magazine* reaches an estimated total quarterly readership of more than 300,000 alumni, donors, friends and business leaders who all share a strong affinity for UCLA. Our magazine is an interactive pipeline to an affluent, upscale, brand-loyal and educated audience that owns homes, has investment portfolios, travels extensively and is more inclined to buy your products and services because of your ad in our magazine.

### INCOME - Our readers are upscale and affluent.
- $1,000,000+ average net worth
- $382,000 average investment portfolio  
  6x the national avg.
- $143,000 average household income  
  2x the national avg.

### EDUCATION - Our readers are well-informed.
- 98% earned undergraduate degrees  
  3x the national avg.
- 58% earned postgraduate degrees  
  6x the national avg.

### READER LOYALTY - Our readers are brand-loyal.
- 86% read 3 of the last 4 issues
- 63% are more likely to purchase a product or service advertised in *UCLA Magazine*

### LIFESTYLE - Our readers are cultured.
- 91% read books  
  2x the national avg.
- 72% visit museums  
  5x the national avg.
- 60% attend live theater  
  4x the national avg.

### INVESTMENTS - Our readers are savvy.
- 89% own investment portfolios  
  3x the national avg.
- 65% own mutual funds  
  5x the national avg.
- 54% own common or preferred stock  
  5x the national avg.

### TRAVEL - Our readers are sophisticated and frequent travelers.
- 94% took a domestic trip in the last year  
  2x the national avg.
- 75% took a foreign trip in the last 3 years  
  3x the national avg.
- 28% took a cruise trip in the last 3 years  
  3x the national avg.

### Gender
- 55% Male
- 45% Female

### Location
- 81% California
- 7% West
- 6% South
- 4% Northeast
- 2% Midwest


*As indexed by MRI versus the general population of U.S. adults with Internet access.*
DIMENSIONS >>

BACK COVER
Trim: 8 3/4” x 8 7/8”
Bleed: add 1/8” to right side, left side and bottom

FULL PAGE COVER 2 & 3
Trim: 8 3/4” x 10 7/8”
Print Area: 7 3/4” x 9 3/4”
Bleed: add 1/8” to all sides

TWO-THIRDS PAGE
(two columns wide)
5” x 9 3/4”

ONE-SIXTH PAGE
(one column wide)
2 3/8” x 4 3/4”

ONE-HALF PAGE
(three columns wide)
7 3/4” x 4 3/4”

ONE-THIRD PAGE VERTICAL
(single column)
2 3/8” x 9 3/4”

ONE-THIRD PAGE ISLAND
(two columns wide)
5” x 4 3/4”

ADVERTISING RATES >>

135,000 circulation base rate. Published quarterly.

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Agency Discount: 15% of gross is commissionable only to advertising agencies.

Insert and gatefold: rates on request.

B&W and 2-color: rates on request.

DISCLAIMER

UCLA will review and approve all content and advertising graphics. Additionally, the University will copyedit all advertising and will advise the client if any changes are required.
PRODUCTION REQUIREMENTS >>

UCLA Magazine is printed by five-color web and is perfect-bound. Material specifications/SWOP standards apply.

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Final artwork should be submitted as a high-resolution PDF (at least 300 DPI). Files should be submitted on CD or via e-mail (up to 10 MB).

SCHEDULE FOR 2012-13 ISSUES >>

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>> UCLA MAGAZINE ALSO OFFERS BOUND-IN INSERTS. PLEASE CONTACT ADVERTISING SALES.

ADVERTISING INQUIRIES
UCLA Alumni Association
Magazine Advertising Sales
800-825-2586 toll-free
310-825-8678 fax
MagazineAdSales@UCLAlumni.net

MAIL INSTRUCTIONS
Insertion orders, checks and production materials should be addressed to:
Regents of UC
C/o Magazine Advertising Sales
James West Alumni Center
Box 953397
325 Westwood Plaza
Los Angeles, CA 90095-1397

By the Numbers

“We work with dozens of affinity marketing clients: industry leaders from financial services, automotive and insurance to travel, entertainment and hospitality.”

MAGAZINE.UCLA.EDU