Here. Now. UCLA. >>

UCLA Magazine is a quarterly, published jointly by UCLA and the UCLA Alumni Association. With every issue, UCLA Magazine reaches an estimated total readership of more than 300,000 alumni, donors, friends and business leaders who all share a strong affinity for UCLA. >> 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

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

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

**Will invest in:**
- Stocks, bonds, mutual funds in next 12 months
- Owns common or preferred stock

**Age:** Has celebrated his/her 50th birthday

**Favorite restaurant:**
- California Pizza Kitchen

**Lives:** Somewhere in California

**Education:** Completed post-graduate study with a degree

**Works:** As an executive or professional

**Favorite car:**
- Lexus

**Favorite retail store:**
- Nordstrom
OUR ADVERTISERS

Bank of America

WINDSTAR CRUISES
180° From Ordinary

HOTEL Bel-Air

AMERICAN CRUISE LINES

LEXUS

KAPLAN

Liberty Mutual

UNIVERSITY CREDIT UNION

The Ritz-Carlton

Mercedes-Benz

stamps.com

Viking River Cruises

LA INC. The Los Angeles Convention and Visitors Bureau

Partial Client List
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
- $143,000 average household income

EDUCATION - Our readers are well-informed.
- 98% earned undergraduate degrees
- 58% earned postgraduate degrees

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
- 72% visit museums
- 60% attend live theater

INVESTMENTS - Our readers are savvy.
- 89% own investment portfolios
- 65% own mutual funds
- 54% own common or preferred stock

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

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.

- **Trim Size:** 8 3/4” x 10 7/8”
- **Live Area:** 7 3/4” x 9 3/4”
- **Bleed:** Add 1/8” to all sides (9” x 11 1/8” minimum)
- **Screen:** 133 recommended
- **Color:** CMYK

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 2010-11 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