



ADVERTISE IN WVU MAGAZINE

Reach more than 170,000 consumers across the U.S.

OUR READERS. YOUR CUSTOMERS.

WVU Magazine is the main way that West Virginia University, the state's flagship public University, connects with alumni and donors.

The majority of our readers are **COLLEGE EDUCATED** and have a mean weekly earnings of \$1,227.

**according to the Bureau of Labor Statistics, 2015*

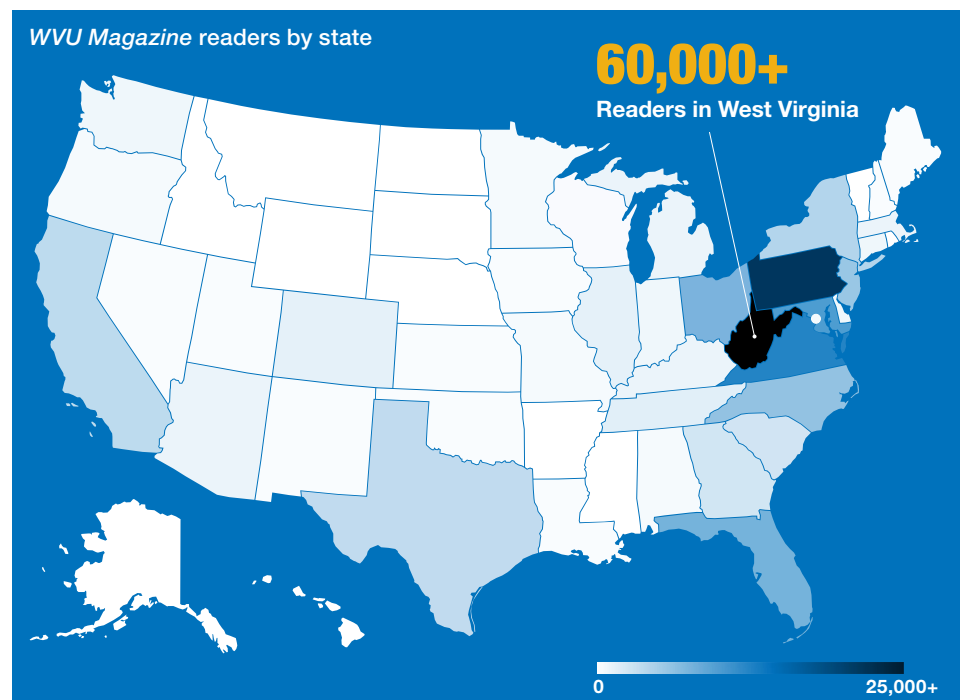
- 74% read all or most of every issue
- 68% spend at least 30 minutes reading an issue
- 69% of readers share a story or issue

- 20% checked out an advertiser
- 20% extremely or very likely to patronize an advertiser
- 47% somewhat likely to patronize an advertiser

Our most responsive readers of the print magazine are **45 AND OLDER.**

Their interests:

ATHLETICS
SCIENCE AND TECHNOLOGY
ARTS AND CULTURE
HEALTH AND HEALTHCARE
BUSINESS AND INDUSTRY



AD INFORMATION

ADVERTISING RATES (Color)

Outside Back Cover	\$4,240.00
Inside Front/Back Cover	\$3,175.00
Full Page	\$2,950.00
1/2 Page	\$1,925.00
1/4 Page	\$1,175.00
1/8 Page	\$600.00

Discount rates available for multiple ad buys.
Contact us for more info.

WVU Magazine prints three times a year:
Spring (April) — the research issue —
Summer (July) and Fall (October).

2020 DEADLINES

SPRING	Ad Reservations Due: Nov. 18 Ad Art Due: Nov. 18 Publication: March 16
SUMMER	Ad Reservations Due: March 30 Ad Art Due: March 30 Publication: July 27
FALL	Ad Reservations Due: July 13 Ad Art Due: July 13 Publication: Nov. 9

PRODUCTION

All print ads should be submitted as a CMYK
PDF with a resolution of 300 dpi.

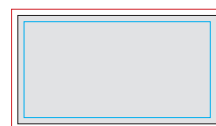
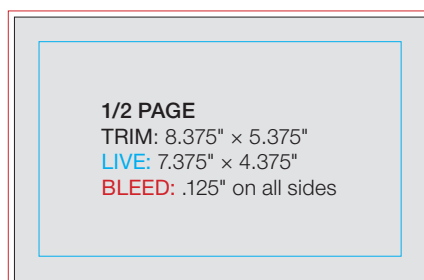
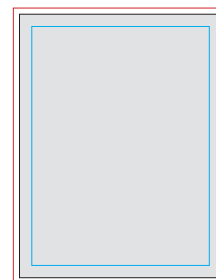
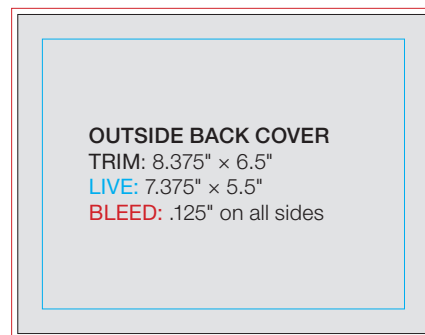
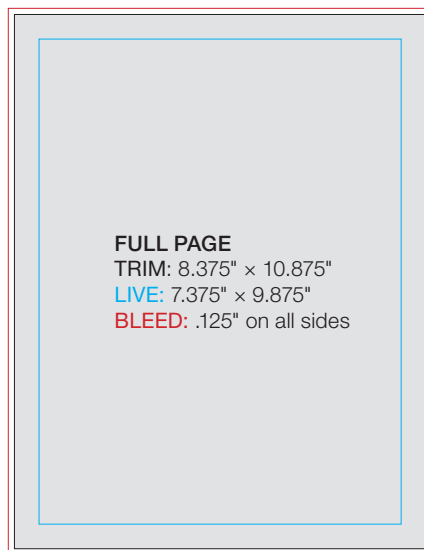
CONTACT

Diana Mazzella

Phone: 304-293-6998

Email: diana.mazzella@mail.wvu.edu

West Virginia University
PO Box 6530
Morgantown, WV 26506-6530



COMING SOON!

Ask us about our digital advertising opportunities.

