

# STANFORD

M A G A Z I N E

YOUR LINK TO LOYALTY AND LEADERSHIP

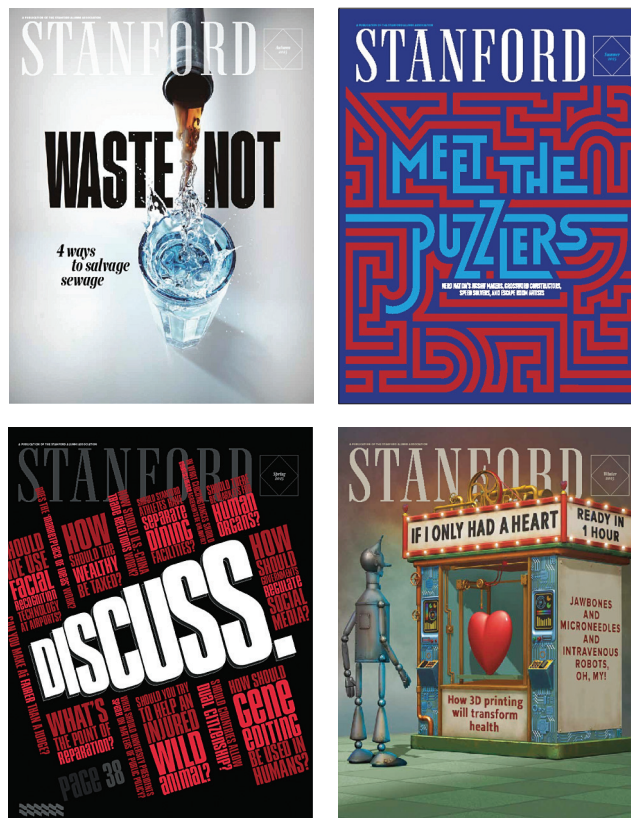
**Mission:** STANFORD magazine is the national publication of the Stanford community and affiliated with one of the top-rated universities in the country. It is the principal link between the University and its graduates. With exceptional, award-winning design and editorial content, the quarterly magazine addresses key national and global issues in politics, technology, economics, medicine, education, and more.

**Distribution:** The magazine is distributed to all alumni of Stanford's seven schools—Education, Engineering, Graduate School of Business, Humanities & Sciences, Stanford Law School, School of Medicine, and the Stanford Doerr School of Sustainability—as well as parents of undergraduates, faculty, senior staff, and donors.

**Frequency:** 4x/year

**Rate Base:** 206,576

A sought-after arena for your advertising message, STANFORD magazine carries a wide range of advertising categories including financial/investment, corporate image, retirement, healthcare, travel, and recruitment.



## Affluent-Educated-Leaders-Homeowners-Active-Experienced-Loyal

STANFORD magazine reaches over 200,000 of the world's leading professionals. From the twentysomething start-up crowd to corporate CEOs, from big cities to small towns, from college students to retirees, STANFORD magazine serves up a unique market. The magazine engages readers, and they are exceptionally loyal—a perfect environment in which to brand your business and build a valuable relationship.

### Household Income

Over \$185,000 per year:	76%
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### Market Value of Primary Residence

\$750,000 - \$999,000:	22%
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\$1 million - \$2.49 million:	38%
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\$2.5 million - 3.5 million:	30%
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\$4 million or more:	10%
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### Approx. Total Net Worth of Household

\$500,000 - \$749,999:	9%
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\$750,000 - \$999,999:	11%
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\$1 million - \$4.99 million:	45%
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\$5 million or more:	19%
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### Gender

Men:	60%
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Women:	40%
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### Age

Under 30:	10%
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30-39:	19%
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40-49:	22%
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50-59:	23%
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60-69:	16%
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70 and older:	5%
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### Readership

80% of our readers spend more than 80 minutes reading each issue. There is a magazine pass along rate of an additional 1-2 readers per copy.

STANFORD magazine — **ADVERTISING RATES (Net)**

<b>4-COLOR</b>	<b>1x</b>	<b>2x</b>	<b>4x</b>
Full page	\$8,899	\$8,456	\$8,008
2/3 page	\$6,839	\$6,499	\$6,154
1/2 page	\$6,165	\$5,856	\$5,547
1/3 page	\$5,588	\$5,310	\$5,026
1/6 page	\$3,476	\$3,301	\$3,126
1/12 page	\$1,478	\$1,427	\$1,380
COVER 2 & 3	\$9,569	\$9,090	\$8,508
COVER 4	\$12,715	\$12,077	\$11,443

ADVERTISING CONTACT: [mag.ads@alumni.stanford.edu](mailto:mag.ads@alumni.stanford.edu)

### Winter 2026

Space Reservation:	Nov 4, 2025
Materials:	Nov 14, 2025
Date to Readers:	Jan 7 - Jan 12

### Spring 2026

Space Reservation:	Feb 10, 2026
Materials:	Feb 20, 2026
Date to Readers:	Apr 6 - Apr 11

### Summer 2026

Space Reservation:	Apr 28, 2026
Materials:	May 8, 2026
Date to Readers:	Jun 22 - Jun 27

### Autumn 2026

Space Reservation:	Aug 4, 2026
Materials:	Aug 14, 2026
Date to Readers:	Sep 28 - Oct 3

## Contract Conditions

- Advertising orders are final and may not be cancelled once submitted.
- Positioning of advertisements is at the discretion of publisher.
- All advertisements are accepted and published entirely on the representation that advertiser or agency is authorized to publish entire contents and subject matter thereof.
- For all ads published, advertiser and agency will indemnify and hold publisher harmless from and against any loss or expense arising out of publication of such advertisements, including, without limitation, those resulting from claims or suits of libel, violation of right of privacy, plagiarism or copyright infringement.
- In consideration of publisher's reviewing for acceptance, or acceptance of, any advertising for publication, advertiser or agency agrees not to make promotional or merchandising reference to Stanford magazine in any way except with the express permission of publisher for each use.
- Publisher reserves the right to reject or cancel any advertising for any reason at any time.
- No conditions, printed or otherwise, appearing on contracts, orders or copy instruction, that conflict with publisher's policies will be binding on publisher.

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# STANFORD magazine — PRINT AD SPECIFICATIONS

Please submit a PDF and review the following requirements:

- Distinguish your file with the **ADVERTISER'S NAME** (e.g., avoid "Stanford ad")
- Photos and graphics **MUST** be at least 300 ppi, CMYK or grayscale.
- **NO** RGB IMAGES
- **NO** PMS SPOT COLORS
- **FLATTEN** TRANSPARENCIES
- **DO NOT USE 4-COLOR BLACK FOR BODY TEXT: MAKE SURE IT'S C:0%; M:0%; Y:0%; K:100%**

## CONTACT

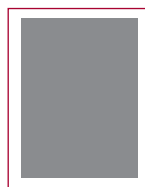
Pam Gorelow at  
(650) 725-0672 or  
[pgorelow@stanford.edu](mailto:pgorelow@stanford.edu)  
for technical questions  
and to submit materials

## AD DIMENSIONS:



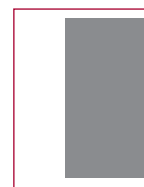
### FULL PAGE SPREAD

trim size: 18" W x 10.875" H  
bleed size: 18.5" W x 11.375" H  
safe (live) area: 16.5833" W x 9.6667" H  
Supply artwork in single pages with  
0.25" bleed on all four sides.  
Please allow at least 1/2" of space  
from trim for ad content.



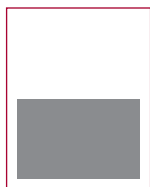
### FULL PAGE

trim size: 9" W x 10.875" H  
bleed size: 9.5" W x 11.375" H  
(for bleed, add 0.25" bleed on all sides)  
safe (live) area: 7.5833" W x 9.6667" H  
Please allow at least 1/2" of space  
from trim for ad content.

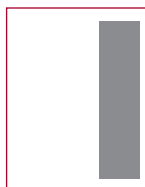


### 2/3-PAGE

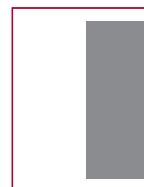
5" W x 9.6667" H



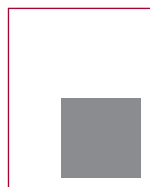
**1/2-PAGE  
HORIZONTAL**  
7.5833" W x 4.8333" H



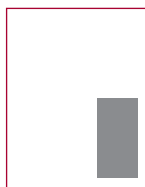
**1/3-PAGE  
VERTICAL**  
2.4167" W x 9.6667" H



**1/2-PAGE  
VERTICAL**  
3.7083" W x 9.6667" H



**1/3-PAGE  
SQUARE**  
5" W x 4.8333" H



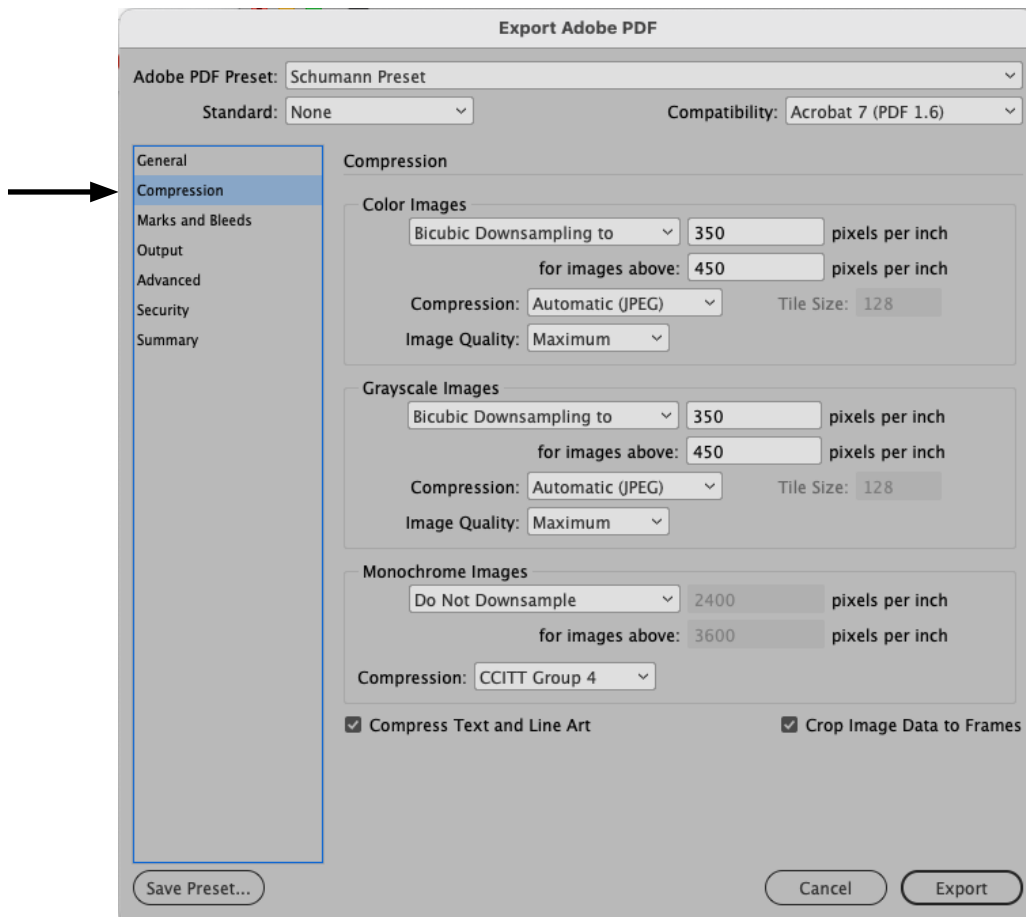
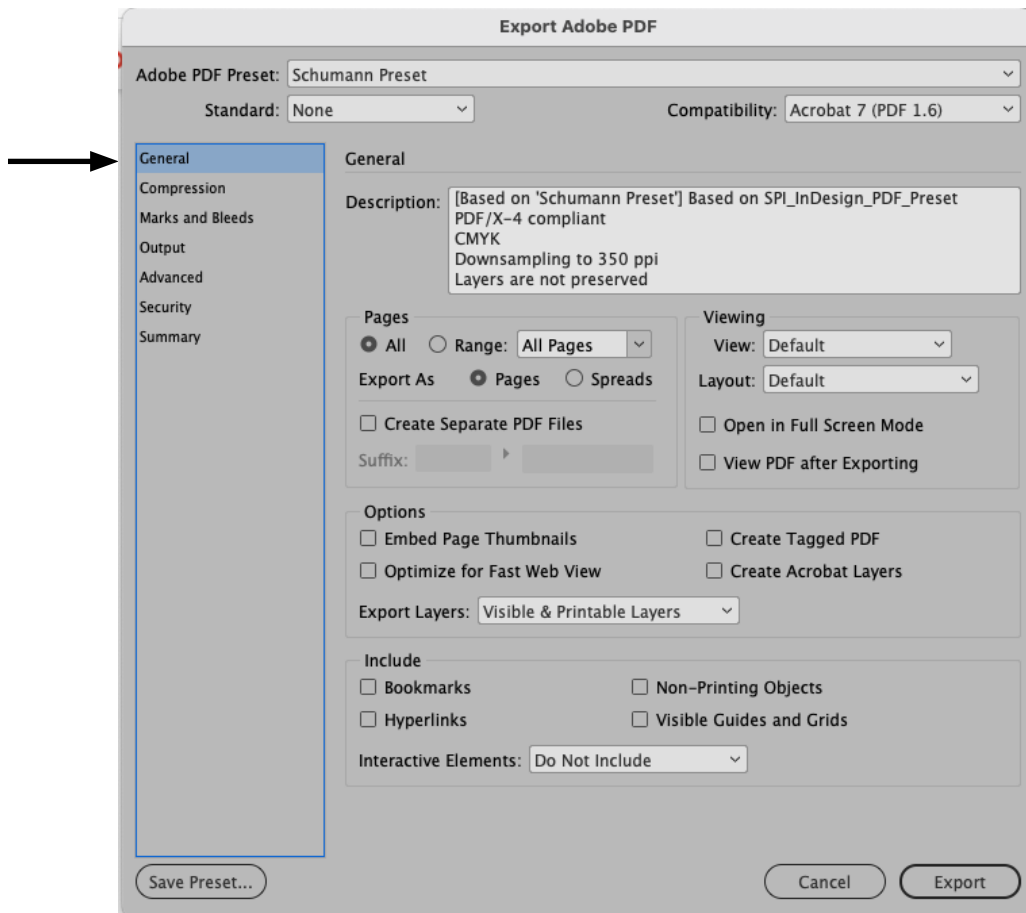
**1/6-PAGE**  
2.4167" W x 4.8333" H

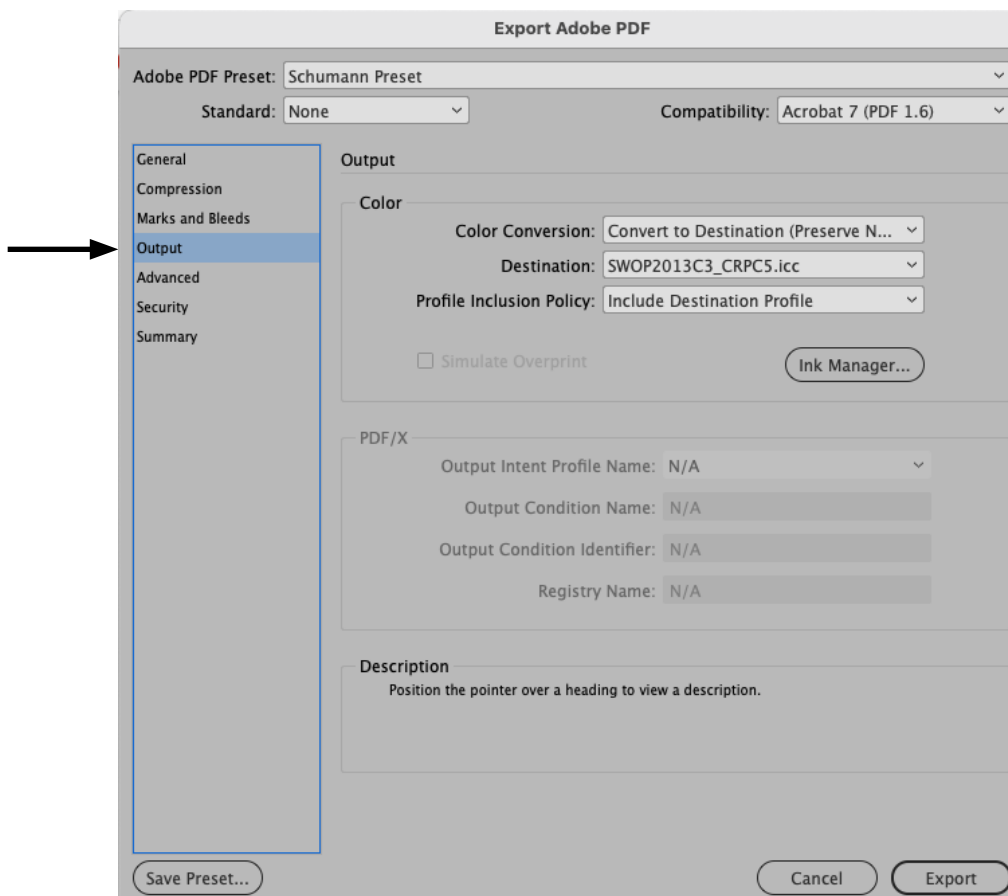
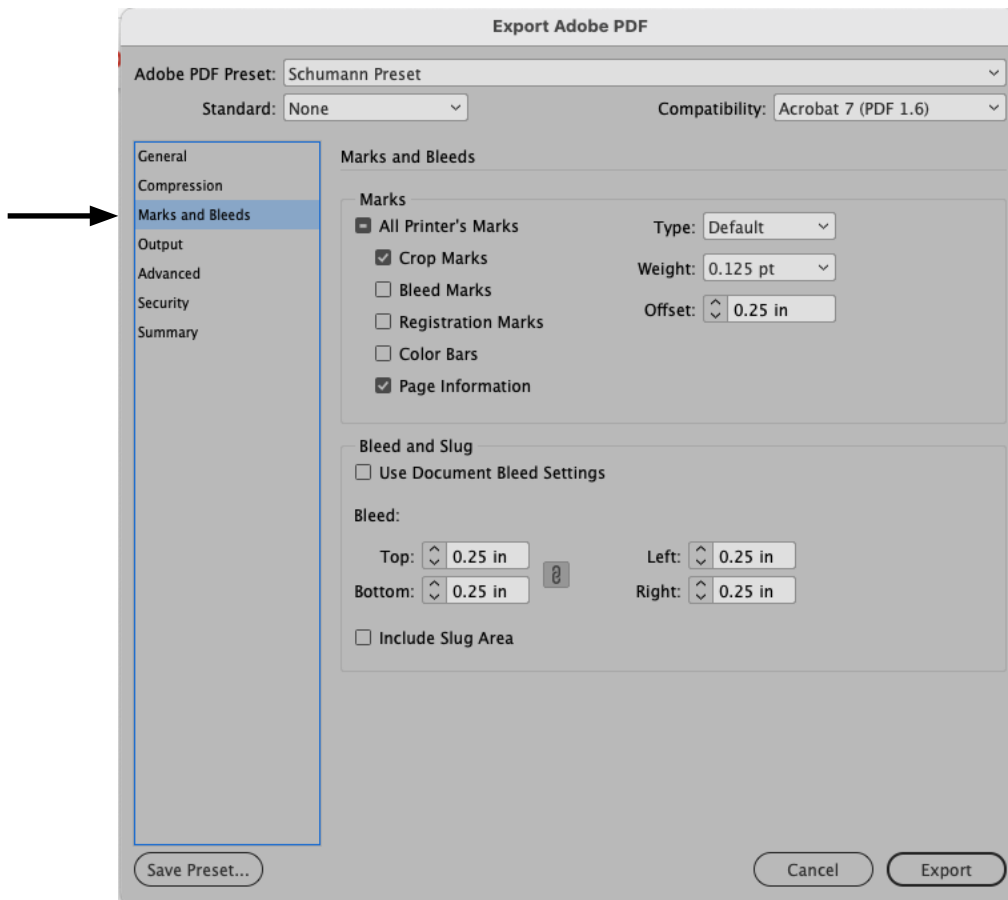


**1/12-PAGE**  
2.4167" W x 2.35" H

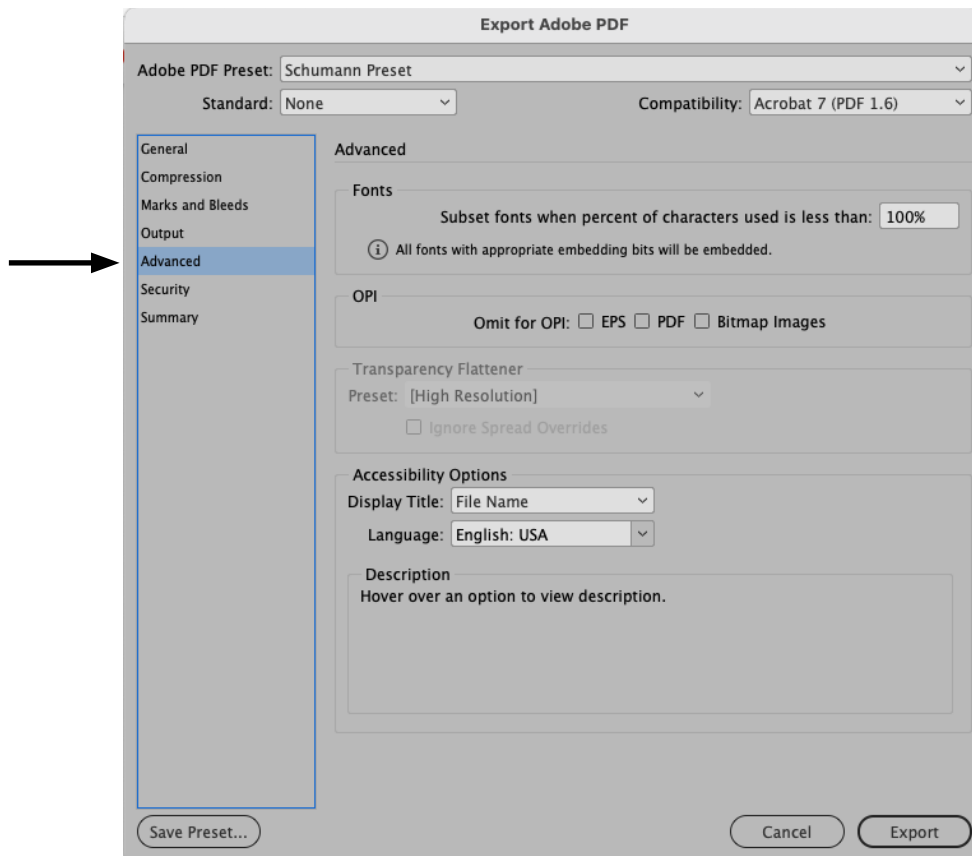
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Please use the settings in the following five screen shots when exporting your PDF. If you are a regular Stanford magazine client you might want to make a Stanford preset for your PDFs. **PLEASE NOTE:** If you are submitting a partial-page ad, please **DO NOT** include crop marks or bleed. Thank you!










## STANFORD magazine — WEB AD SPECIFICATIONS




Editor's Choice  
Summer 2025 Features

### Swat Team

Mosquito larvae, says Erin Mordecai, are cute. But they grow into humankind's deadliest foes—which is why she and her colleagues are trying to figure out where on Earth the little buggers are about to strike.

By Rebecca Beyer




All Right Now

### Start-up Stage

A hip-hop musical, Silicon Valley style.

By Kathy Zonana




All Right Now

### Out of the Bag

How your cat got his fiery fur.

By Jennifer Worrell




Features

### A Ghost Story

Andy Dunn feared the specter of his bipolar disorder. But one day, he had no choice but to confront it.

By Tracie White




Current Issue  
Summer 2025

### Piece Work

These seven puzzlers make sure everything slides into place.


### Our Collection on University Ave.



Features

### Disagree With Me


It's getting hard to remember a time before polarization, self-censorship, and social-media shouting matches. But there are proven ways to make dialogue constructive, and Stanford faculty are teaching them.



Columns

### 'An Exceptional Model for Scientific Discovery'

In a new Q&A format, President Levin talks about the need to renew the university-government partnership.




All Right Now

### 'The First Amendment Does Not Give Protesters a Heckler's Veto'

Drawing the line between dissension and disruption.

[View collection](#)


### Videos



Meet Kimia Koochakzadeh-Yazdi

One composer blends East and West through creative instrumentation.


By Sarah Lewis



Meet Asùkùlù Songolo

A global ambassador for Congolese culture—through fashion.


By Zora Hudson



Meet Ryan Agarwal

The shooting guard from Texas is his own kind of maverick.

By Tracie White



Remember Stanford down the road. Plan a gift for the future. [plannedgiving.stanford.edu](#)

### BANNER

Width: 728px  
Height: 90px

### SQUARE

Width: 300px  
Height: 250px

- File types: .jpg or .jpeg or .png or .gif
- File size maximum: 50K
- Please provide url destination on any clickable links with any necessary parameters to help advertiser for tracking purposes.

## FOR TECHNICAL QUESTIONS AND TO SUBMIT MATERIAL

**Pam Gorelow, Production Manager**  
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[pgorelow@stanford.edu](mailto:pgorelow@stanford.edu)

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