

STANFORD

M A G A Z I N E

ENGAGE WITH THE STANFORD COMMUNITY
2027

STANFORD magazine — AT A GLANCE

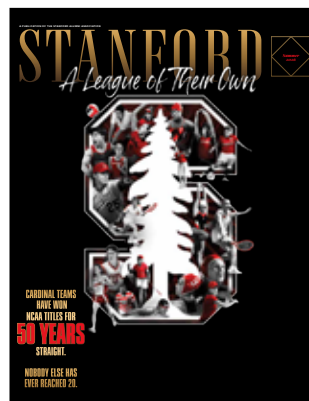
Mission: STANFORD magazine is the national publication of the Stanford community and affiliated with one of the top-rated universities in the country. It is the principal link between the University and its graduates. With exceptional, award-winning design and editorial content, the quarterly magazine 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 (print subscribers): 227,592

STANFORD magazine is a premier advertising platform that reaches a sophisticated audience across diverse categories including financial/investment, corporate image, retirement, healthcare, travel, and recruitment.



ADVERTISING CONTACT: mag.ads@alumni.stanford.edu

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—providing an excellent foundation for business branding and relationship building.

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.

Reach Stanford's engaged alumni network through our targeted email newsletters. Available as standalone digital buys or bundled with print advertising for comprehensive campaign coverage.

Stanford Digital Newsletters

• The Loop

Twice a month, all alumni and parents of current undergraduate students receive "The Loop," a curated e-newsletter featuring meaningful Stanford stories you can enjoy at your convenience.

Reach: 165,971 twice per month

Loop Results and Average CTR (2026)

3.4M impressions with an average CTR of 1.42%

• Stanford Where You Live (SWYL)

A monthly e-newsletter delivering curated content and local events to alumni based on their geographic region.

Available regions include:

Los Angeles, Orange County, Monterey, San Diego, Bay Area Peninsula/South Bay, East Bay, San Francisco/Marin, Sacramento/Stockton, New York, Rockies, Oregon, Washington State, Washington D.C., Chicago, Texas, New England, Asia, Europe

Combined regional reach: 151,988

Regional reach varies. Contact mag.ads@alumni.stanford.edu

SWYL Results and Average CTR (2026)

1.5M impressions with an average CTR of 2.94%

Stanford alumni, staff, employees, and affiliates can showcase their work in two dedicated sections, one featuring published authors and one highlighting podcasters.

Authors' Showcase

\$545 package includes:

- A full-color photo of your book cover
- Your book title, your name, and class year/Stanford affiliation
- A brief description of your book

Learn more about Authors' Showcase at <https://alu.ms/authors>

Podcast Spotlight

\$1,025 package includes:

- A full-color photo of your podcast cover art
- Podcast title, your name, and class year/Stanford affiliation
- QR code
- A brief description of your podcast

Learn more about Podcast Spotlight at <https://alu.ms/podcasts>

Stanford Authors' Showcase

A SPECIAL ADVERTISING SECTION FEATURING BOOKS BY THE STANFORD COMMUNITY

Cookimprove: Fresh Foundations
By Tucker Herber, '07

Cookimprove introduces a transformational approach to cooking through visually driven frameworks. Examine the anatomy of dishes from vibrant salads to savory crisps and shakshuka, then adapt to improvise your own. Learn to balance flavor, layer textures, and cook with intention using what you have on hand. For curious cooks who crave freedom and form. Think like a chef, trust your instincts.

A Year of Kites: Traditions Around the World
By Monisha Bajaj, '98, '98 MA

Kites have been flown for nearly 3,000 years by people all over the world. In *A Year of Kites*, readers take a journey through kite-flying traditions—from Greece to Guatemala, from China to Capetown, from Pakistan to Poland—to discover how communities fly kites in twelve unique places as a way to honor gods and ancestors, to bring good fortune, to celebrate milestones, and to join communities together.

Strategic Compensation and Talent Management: Lessons for Managers (2nd edition)
By Joel Delvino, MA '96, PhD '02

How organizations pay people shapes who they attract and how they perform. This book offers a strategic framework for designing pay systems that motivate talent and support long-term goals. Topics include incentives, promotion, negotiation, regulation and compliance, executive pay, and compensation across sectors—for leaders navigating growth, competition, and change.

Hopeful Prayerlike Structures
By Julie Hill, MS '02

This book is a collection of poems written from 1982 to 2018. Stanford alum Ellen Diamond, '99, acclaims: "Julie Anne Hill writes with a heartfelt sincerity that is rare and deeply endearing. It's honest, open, and profound. She captures the beauty of nature, the joy of friendship, and the calm of enduring love. Her voice is warm and reflective, offering healing and hope in the everyday." Available at Barnes and Noble and on Amazon.

The Whispered Shout
By David J. Pontzer, MS '78

Are you longing for certainty and peace in the messy ambiguity of life? This book addresses the fundamental questions of why we exist and what our lives are meant for. From the perspective of an engineer, enjoy this humorous life-changing account of Pontzer's journey and the many practical discoveries made along the way. Read it, and you will hear God's secrets in your own story.

The Many Lives of Michal K.
By Martin Canoy

A coming-of-age novel of Jewish resistance and survival during World War II in Poland. In 1939, fourteen-year-old Michal Klein flees the Nazi invasion with his family, only to endure persecution, loss, and exile under the occupation, joining Jewish partisans. He becomes hardened by violence but also falls in love, carrying his quest for revenge through the chaos of postwar Europe to the New World.

Quests: Flash Fiction Stories
By William Calton, PhD '77

Professor Calton presents a diverse collection of flash fiction characters in tales that reveal subtle moments when lives change to inspire creativity, spanning suburban teens avenging terrorism, healing depression with curiosity, consequences of superpowers, and more. Each story is brief, but emotionally deep, showing the quiddance of bravery, mourning, loving, trusting, and choosing wisely. Published by The Seventh Quarry Press, Watika. Purchase on Amazon.com.

Adventures At Sea (or ship happens)
A collection of true stories
By Terrence Malina, '53

About half a century years at Stanford and the USS Shields, 1949 to 1957.

These stories describe the adventures (and misadventures) of Malina and his classmates at Stanford and on the USS Shields—summer cruises, and his shipmates on the USS Shields—amazing tales about the US Navy and an ever-changing crew of young sailors and officers.

TO ADVERTISE YOUR BOOK IN THE NEXT OUTDOORS' SHOWCASE, EMAIL US AT [MAG.ADS@ALUMNI.STANFORD.EDU](mailto:mag.ads@alumni.stanford.edu)

PODCAST SPOTLIGHT

THE FUTURE OF MEDICINE
Evan A. Ashley, MB ChB, DPhil
YouTube, Apple, Spotify, Amazon Music, and everywhere else you get your podcasts

We bring you into conversation with the thought leaders who are reshaping how we understand disease, deliver care, and imagine what's possible in human health. This show is built around the extraordinary speakers who join us for Medicine Grand Rounds—one of the longest-running and most respected forums in academic medicine.

Our guests include world-renowned physicians, scientists, innovators, and policy leaders from across the globe, as well as the remarkable faculty at Stanford. Together, they represent the full spectrum of modern biomedical discovery from breakthrough therapeutics and cutting-edge genomics, to health equity, digital health, global health, neuroscience, AI, and the re-design of care systems.

ECON TO GO
Stanford Institute for Economic Policy Research (SIEPR)
Host: Neale Mahoney, MA, PhD '11
Apple, Spotify, Amazon, YouTube

Econ To Go brings Stanford economics into your everyday life—served with a side of coffee. Hosted by Neale Mahoney, the TC Wiggins Professor of Economics and Trieste Director of the Stanford Institute for Economic Policy Research (SIEPR), the show takes you on a walk across campus with leading thinkers as they unpack the ideas that shape the economy, business, and public policy. Each episode features researchers and practitioners whose insights will sharpen your perspective and shift the way you see the world. From AI and productivity to monetary policy and college sports, you'll hear lively conversations on issues that matter. Smart, curious, and conversational—it's Stanford economics, to go.

THE PORTIA PROJECT®
M.C. Sungalia, BA
Apple, Spotify, iHeart, Amazon Music, Podcast Republic

The Portia Project podcast aims to inspire the next generation of women lawyers and leaders through storytelling. With over 250 episodes featuring influential women, including judges, law firm partners, in-house counsel, thought leaders, and nonprofit and community leaders, the podcast has been recognized for its impact and innovation. The podcast has been downloaded nearly 90,000 times, placing it in the Top 1% of podcasts and among Feedspot's top Women in Law and Judicial podcasts worldwide. The creator and host, M.C. Sungalia, who handles high-impact appellate cases across the country and has helped craft protections for women and girls and cutting-edge legal standards in the emerging field of space law, has herself been named one of the top 100 women lawyers in California by the Daily Journal for nearly two decades and in 2025 among Lawdigger's 500 Leading Litigators in America.

IMAGINE A WORLD
Knight-Hennessy Scholars
Available whenever you get your podcasts

Discover the Knight-Hennessy Scholars community of graduate students spanning all seven Stanford schools. In each episode, scholars talk with scholars about the world they imagine and what they are doing to bring it to life.

The alumni edition of Imagine A World features Knight-Hennessy scholars who have graduated from Stanford and are creating the world they imagine.

Knight-Hennessy Scholars is a fully endowed, multidisciplinary leadership development program for graduate students at Stanford University. The application to join the 2027 cohort will open in summer 2026.

Shine a spotlight on your podcast—advertise with us and reach a highly engaged audience that's ready to listen. > Email mag.ads@alumni.stanford.edu

PRINT ADVERTISING RATES

4-COLOR	1x	2x	4x
Full page	\$9,166	\$8,710	\$8,246
2/3 page	\$7,044	\$6,694	\$6,339
1/2 page	\$6,350	\$6,032	\$5,713
1/3 page	\$5,756	\$5,469	\$5,177
1/6 page	\$3,580	\$3,400	\$3,220
1/12 page	\$1,522	\$1,470	\$1,421
COVER 2 & 3	\$9,856	\$9,363	\$8,763
COVER 4	\$13,096	\$12,439	\$11,786

DIGITAL ADVERTISING RATES

The Loop Newsletter

\$3,900 per placement

Stanford Where You Live Newsletter

\$3,100 per placement

SPECIAL ADVERTISING SECTIONS

Authors' Showcase

\$545 per book

Podcasts

\$1,025 per podcast

ADVERTISING CONTACT: mag.ads@alumni.stanford.edu

Winter 2027

Space Reservation:	Nov 3, 2026
Materials:	Nov 13, 2026
Date to Readers:	Jan 11 - Jan 16, 2027

Spring 2027

Space Reservation:	Feb 9, 2027
Materials:	Feb 19, 2027
Date to Readers:	Apr 5 - Apr 11, 2027

Summer 2027

Space Reservation:	May 4, 2027
Materials:	May 14, 2027
Date to Readers:	Jun 28 - Jul 3, 2027

Autumn 2027

Space Reservation:	Aug 3, 2027
Materials:	Aug 13, 2027
Date to Readers:	Sep 27 - Oct 2, 2027

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%

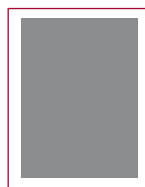
CONTACT US
stanford.magazine@stanford.edu
for technical questions
and to submit materials

AD DIMENSIONS:



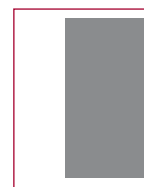
FULL PAGE SPREAD

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.



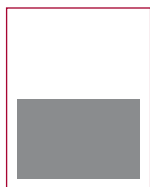
FULL PAGE

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.



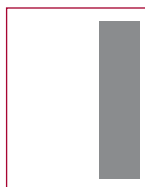
2/3-PAGE

5" W x 9.6667" H



1/2-PAGE HORIZONTAL

7.5833" W x 4.8333" H



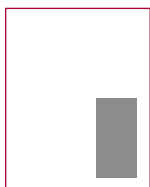
1/3-PAGE VERTICAL

2.4167" W x 9.6667" H



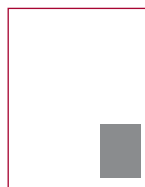
1/3-PAGE SQUARE

5" W x 4.8333" H



1/6-PAGE

2.4167" W x 4.8333" H

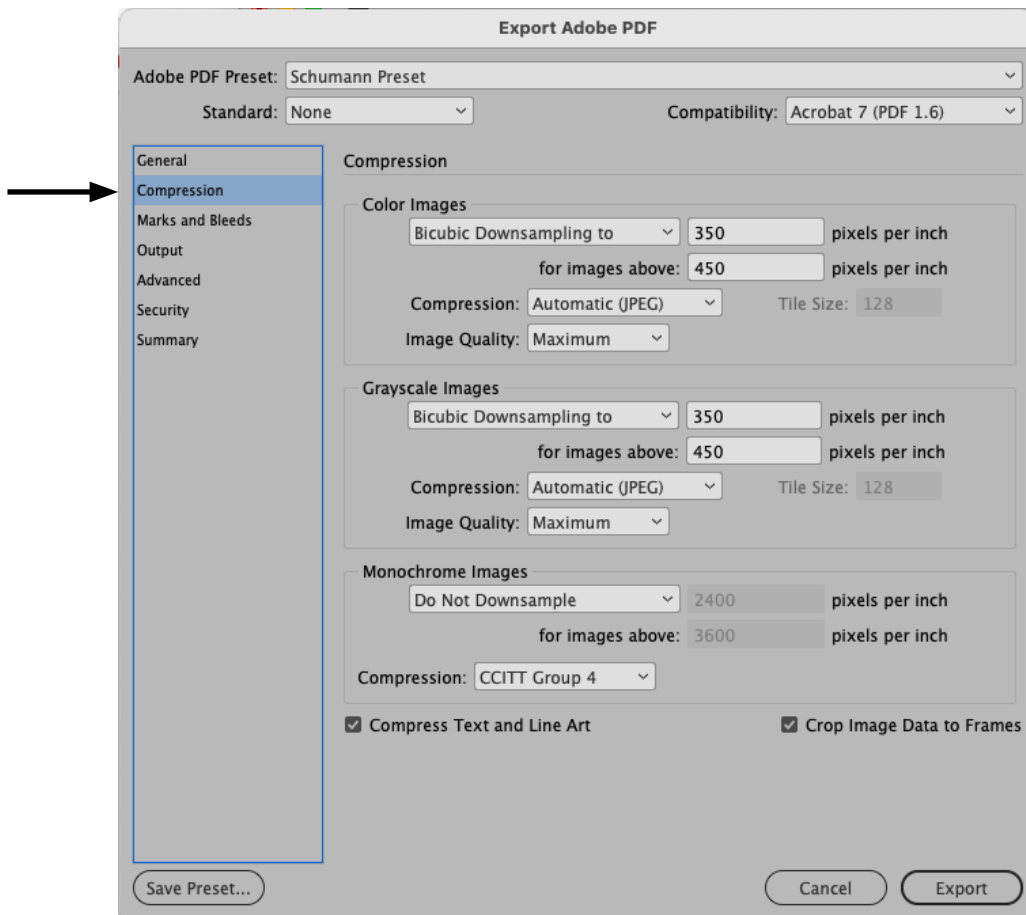
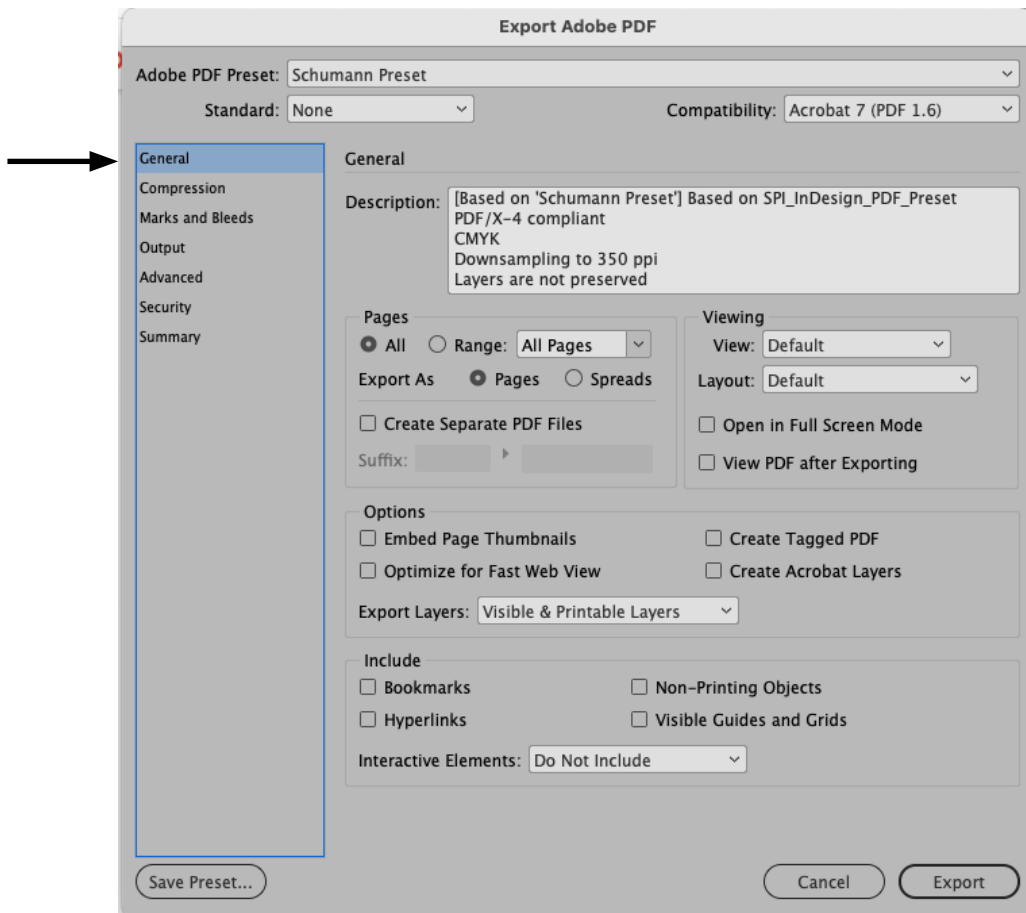


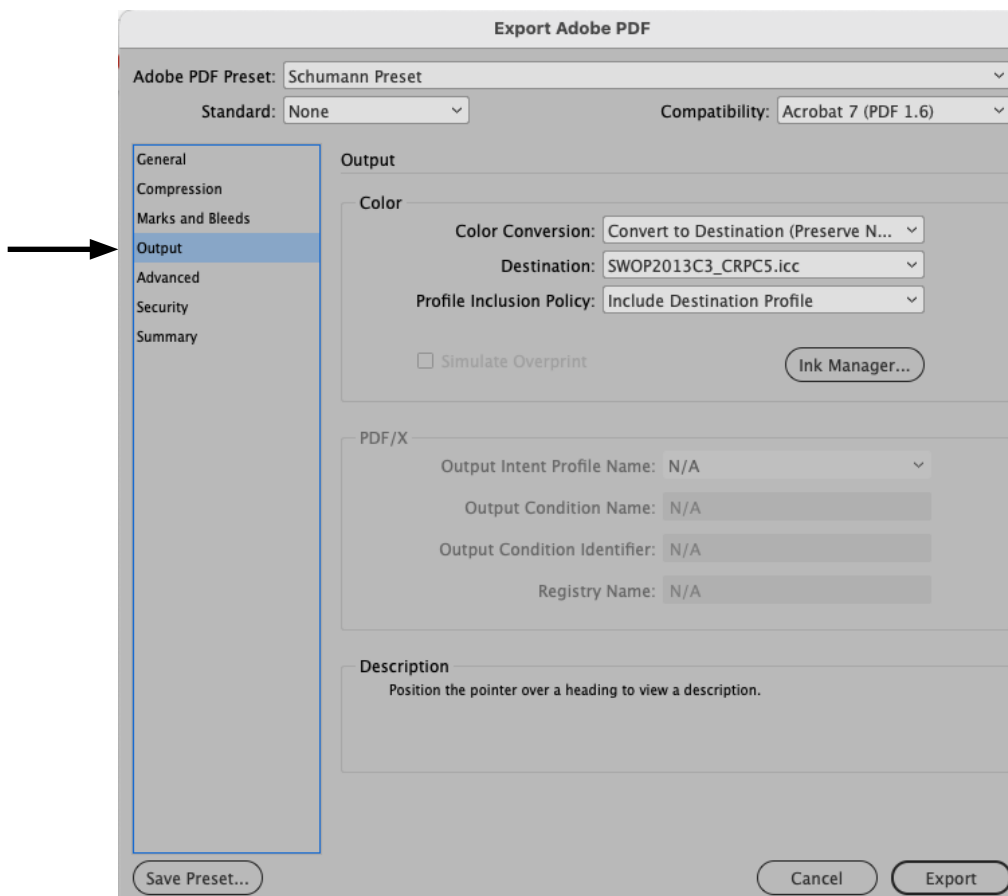
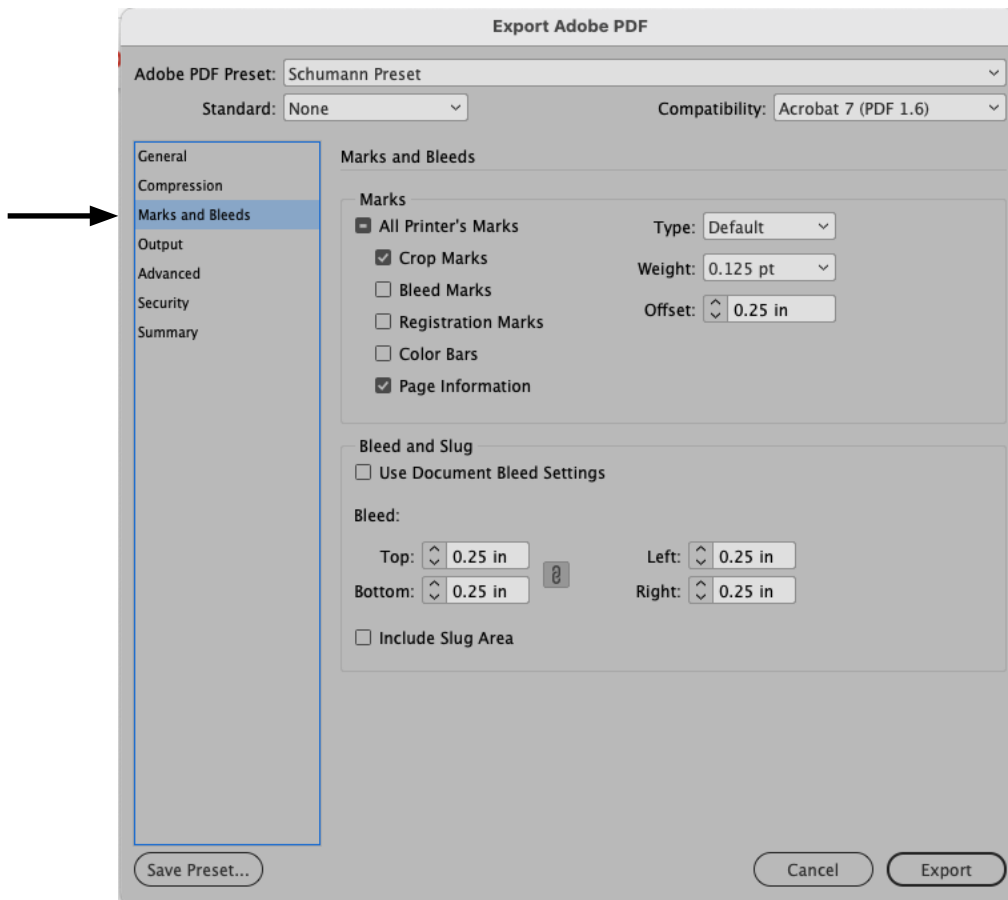
1/12-PAGE

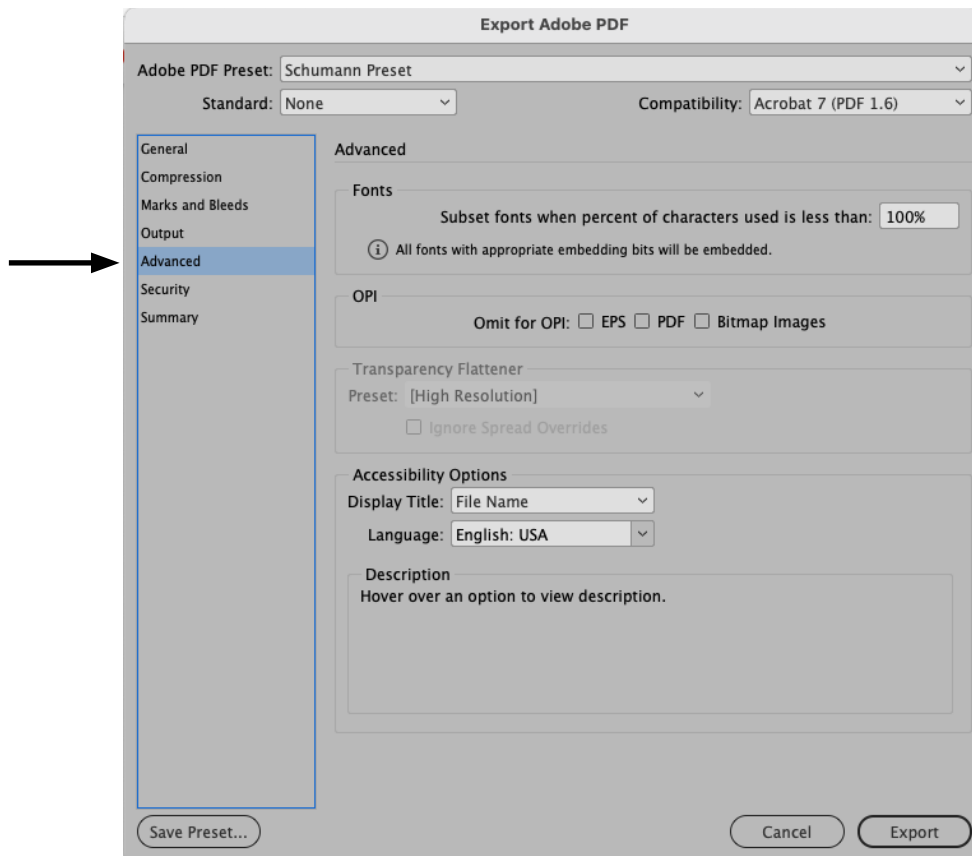
2.4167" W x 2.35" H

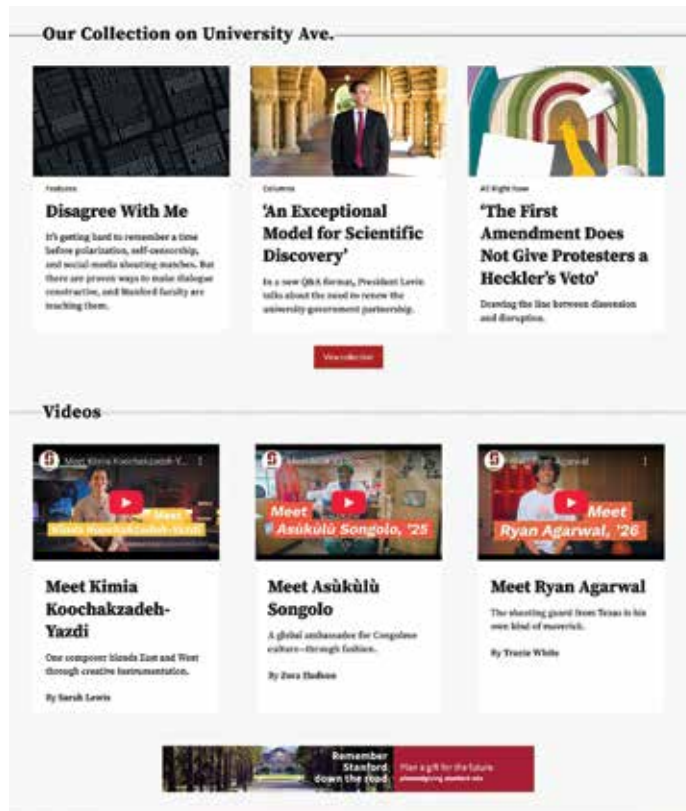
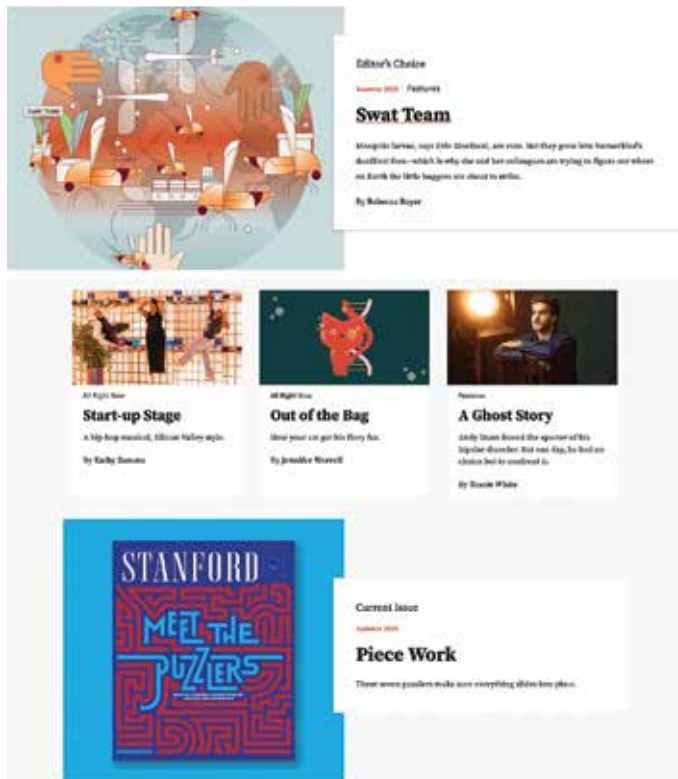
ADVERTISING CONTACT: mag.ads@alumni.stanford.edu

Please follow these PDF export settings from Adobe InDesign (see five screenshots below).
Tip for regular clients: Consider creating a Stanford preset for future use.
IMPORTANT: Partial-page ads should NOT include crop marks or bleed.









BANNER

Width: 728px

Height: 90px

SQUARE

Width: 300px

Height: 250px

- File types: .jpg or .jpeg or .png or .gif
- File size maximum: 50K
- Provide a destination URL for clickable links, including tracking parameters
- Animation needs to be under 1MB and can support infinite plays

FOR TECHNICAL QUESTIONS AND TO SUBMIT MATERIALS, EMAIL US AT
stanford.magazine@stanford.edu

General Requirements

- Provide both desktop and mobile versions when submitting ads
- Preferred file format: Compressed .jpg under 1MB

Desktop Ad Specs

- Dimensions: 1140 x 364px
- Text requirements:
 - Minimum font size: 34pt
 - Call-to-action text: 48pt minimum
 - Design tip: Test readability by resizing to 570 x 182px in your design tool
 - Why the large size: Final image is 1140 x 364px for retina display quality, but displays at 570 x 182px in actual email

Mobile Ad Specs

- Dimensions: 600 x 500px
- Text requirements:
 - Minimum font size: 34pt
 - Call-to-action text: 48pt minimum
 - Design tip: Test readability by resizing to 300 x 250px in your design tool
 - Why the large size: Final image is 600 x 500px for retina display quality, but displays at 300 x 250px in actual email

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