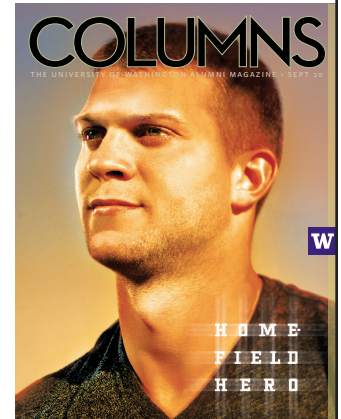
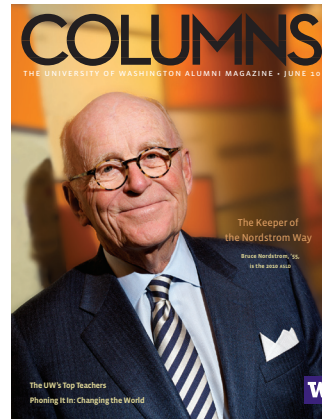
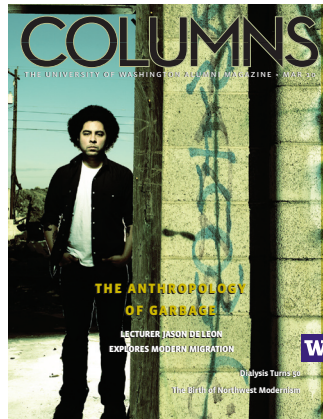
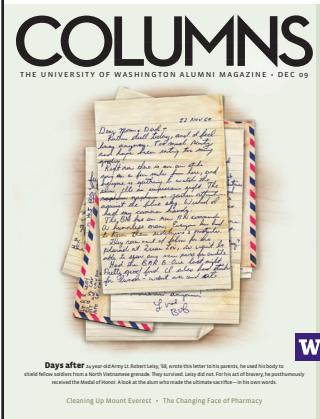


# COLUMNS



**W** Alumni  
ASSOCIATION

 sagacity

2011 Media Kit

UW *Columns* commands the largest, most educated, and affluent audience in Washington state.

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## Home Delivery to 221,000 active UW alumni

41

Median Age

\$96,000

Average Household Income

33%

Income Above \$100,000  
(72,930)

98% have a Bachelors Degree (216,580)

26% have a Masters Degree (57,460)

15% PhD/Post-Graduate Degree (33,150)

51% female 49% male

69% live in Washington (152,490)

63% live in Puget Sound (139,230)

### THE AWARDS:

#### Society of Professional Journalists

2010 | First Place, Cartoons and Illustrations,  
“Sneaker Swim” by Ken Shafer

#### Council for Advancement and Support of Education

2010 | Silver Award, Visual Design, cover design  
2010 | Bronze Award, Periodicals, Print General Interest Magazines

# Columns is a must-read to keep alumni connected.

UW *Columns* readers are involved and have highly positive feelings for the university and the businesses that support it.

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**52%** made a donation to UW in past 5 years (114,920)

**94%** read every issue (207,740)

**91%** have a positive or highly positive attitude toward the university (201,110)

**87%** of *Columns* readers say that *Columns* keeps them connected to what is happening at UW (192,270)

The mission of *Columns* magazine is to serve its readers – the alumni, donors and supporters of the University of Washington – by providing information of interest about the University, its former students and the alumni association. Through targeted content, *Columns* maintains and strengthens the bond between the University and its supporters.

# UW Columns 2011 Editorial Calendar

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Issue	Cover Story	Features	Dates	
<i>March</i>	<i>The Gaming Issue</i>	<ul style="list-style-type: none"><li>• Gaming for a Cure</li><li>• Alumni in Games</li><li>• Games People Play</li></ul>	Space Materials In Home	2/2/11 2/9/11 3/4/11
<i>June</i>	<i>Meet the New President</i>	<ul style="list-style-type: none"><li>• Teaching Awards</li><li>• Alumnus Summa Laude Dignatus</li><li>• I Ching: Philosophy Now</li></ul>	Space Materials In Home	4/29/11 5/6/11 6/1/11
<i>September</i>	<i>150 Things We Love About the UW</i>	<ul style="list-style-type: none"><li>• We're <i>The Daily</i></li><li>• One of Our Favorite Things</li></ul>	Space Materials In Home	7/27/11 8/3/11 8/26/11
<i>December</i>	<i>The Food &amp; Wine Issue</i>	<ul style="list-style-type: none"><li>• The Business of Food and Wine</li><li>• Alums in Food &amp; Wine</li></ul>	Space Materials In Home	10/19/11 10/26/11 11/18/11

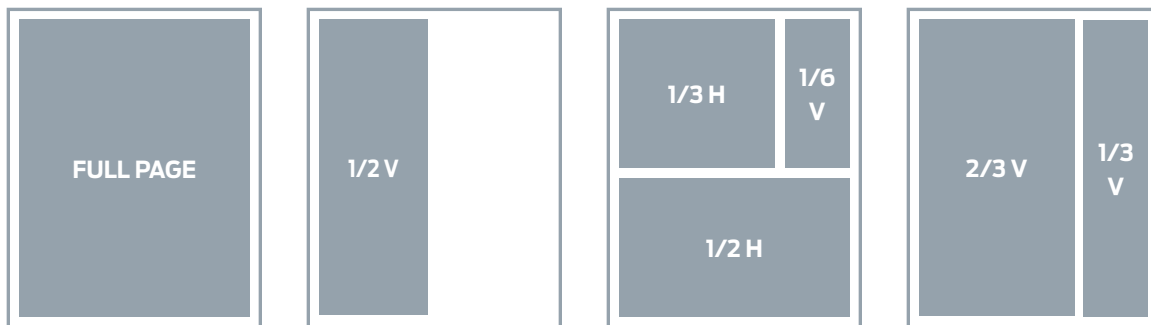
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\* All editorial content subject to change.

# UW Columns 2011 Net Ad Rates

Size	1x	2x	4x
Full Page	\$5,114	\$4,777	\$4,442
2/3 Page (V)	\$4,095	\$3,822	\$3,549
1/2 Page (H or V)	\$3,370	\$3,150	\$2,930
1/3 Page (H or V)	\$2,562	\$2,394	\$2,226
1/6 Page (V)	\$1,869	\$1,733	\$1,617
Back Cover	\$6,646	\$6,205	\$5,765
Inside Front	\$6,415	\$5,985	\$5,565
Inside Back	\$6,122	\$5,712	\$5,303

\* All ads to be printed 4-color.





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