



2024 MEDIA KIT

Magazine, digital,
and sponsorship
opportunities

The Best Way
To Reach UVA



The Alumni Association can connect you to the ideal UVA audience...

Since 1838, The University of Virginia Alumni Association has taken pride in it's many worthwhile and enjoyable programs. In addition to publishing Virginia Magazine, we act as host of Class Reunions, Young Alumni Reunions, Homecomings and Football Weekend events. The Alumni Association provides valuable services and scholarships to alumni and their families including admission advisement and career counseling. We are also home to the UVA Fund, which supports student organizations and to the Jefferson Trust, which works to enhance the University's innovative initiatives. We have direct reach to alumni, students, faculty and parents. Let us help cultivate a relationship for you.

OPPORTUNITIES WITH THE ALUMNI ASSOCIATION:

VIRGINIA
MAGAZINE

UVA V ALUMNI
Reunions

V
FOOTBALL
WEEKENDS
at ALUMNI HALL

YAR
YOUNG ALUMNI REUNIONS

UVA
BAW
BLACK ALUMNI
WEEKEND

juntos
A Gathering for Latinx & Hispanic UVA Alumni

Sponsorship Opportunities



Football Weekends

Be a part of this family-oriented tailgate each home UVA football game day at Alumni Hall. The tailgates feature live bands, local brews, kids' activities, food, drinks and college football action projected on several big-screens throughout the event space. Sponsors may enjoy on-site presence and the opportunity to present a branded giveaway. Sponsors are also represented on targeted e-mails to UVA alumni and community throughout the football season, and may receive additional exposure through our media partnerships.

KEY AUDIENCE:

- Sports fans and engaged alumni

FACTS & FIGURES

- Directly promoted to 40,000+
- Average tailgate attendance: 400



Class Reunions

Held the first two weekends in June, UVA Class Reunions enables alumni to reconnect with classmates and friends while enjoying time in Charlottesville through meaningful and fun programming. Class Reunions sponsorship provides extensive reach to alumni segments and their families. Sponsorship value includes logo and links in emails sent for nine months prior to the events, as well website presence. Partners may use unique messaging for each weekend, which are divided by graduation year.

KEY AUDIENCE:

- Graduates celebrating 5th-50th(+) Reunion years

FACTS & FIGURES

- Extensively marketed to 30,000+
- May 31-June 2, 2024; June 7-9, 2024



Young Alumni Reunions

Directly reach the three most-recently graduated classes through Young Alumni Reunions. Held every year on the Saturday evening of Homecomings Weekend, UVA's youngest alumni gather in Charlottesville for dancing, photo booth, and late-night food and drink. Sponsorship includes exposure on communication leading up to the event, as well as potential event presence.

KEY AUDIENCE:

- Alumni from three most-recently graduated classes

FACTS & FIGURES

- Promoted to 12,000+ alumni
- Homecomings Weekend, 2024

Sponsorship Opportunities (cont.)



Black Alumni Weekend

This biennial celebration at the University of Virginia began in 1985 as an admission recruiting effort hosted by the Walter Ridley Scholarship Committee. Since its inception, BAW has created much excitement among alumni and students and continues to do so today through its educational lectures, career networking opportunities and social activities. BAW is one of the nation's premier alumni programs, bringing more than 1,500 alumni and friends back to Grounds to reconnect with each other and the University.

KEY AUDIENCE:

- Black alumni

FACTS & FIGURES

- 13,000+ Invitees
- April 19-20, 2024



Juntos

Juntos is a biennial celebration of the UVA Latinx and Hispanic community, with the inaugural weekend taking place on April 14-15, 2023. Fellow alumni and current students came together on Grounds for talks and panel discussions, dinner and dancing, and more. The weekend's programming and events are created by committee of alumni volunteers and highlighted alumni stories and accomplishments, showcased DEI initiatives on Grounds, and provided opportunities for connection between alumni, students, and the broader University community.

KEY AUDIENCE:

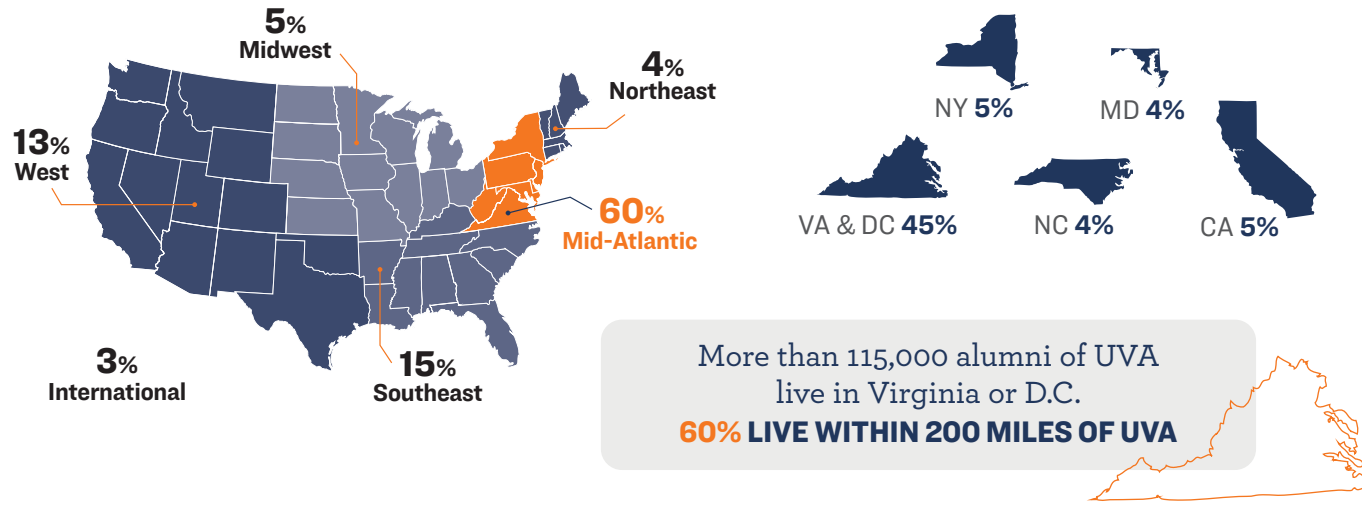
- Latinx alumni

FACTS & FIGURES

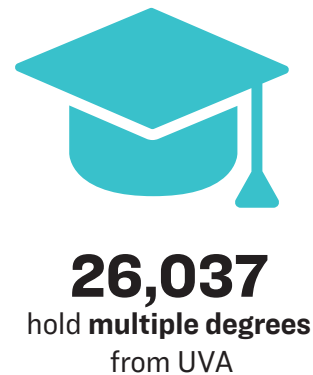
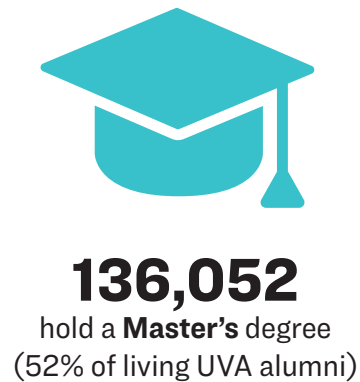
- Next event: Spring, 2025

Alumni Demographics

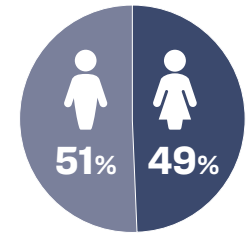
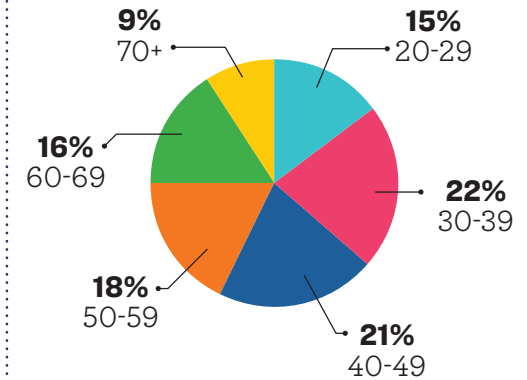
Location



Well-educated & affluent



Age & Gender



Overall by Gender

263,000+
Total Living Alumni

All Alumni Email

The All Alumni Newsletter is exclusively sent to alumni of the University of Virginia, giving a quarterly update on Alumni Association happenings.

EMAIL AD
1200 x 400 pixels

1 TIER 1
One (1) issue \$1,200
All Four (4) issues \$4,400

2 TIER 2
One (1) issue \$1,100
All Four (4) issues \$4,000

OUR EMAILS CIRCULATED TO MORE THAN
150,000+ ALUMNI
EACH ISSUE

OUR ALL-ALUMNI
NEWSLETTERS HAVE
AN AVERAGE
OPEN RATE OF **46%**

Production Schedule

| | Reserve Space | Finalized Artwork Due | Email Delivery |
|---------------|---------------|-----------------------|----------------|
| SPRING | 2/2/24 | 3/1/24 | Late March |
| SUMMER | 5/3/24 | 5/31/24 | Late June |
| FALL | 8/2/24 | 8/30/24 | Late September |
| WINTER | 11/1/24 | 11/29/24 | Dec./Jan. |

ALUMNI NEWSLETTER

MARCH 2023

UVA ALUMNI ASSOCIATION

Dear Hoos,

One of the most frequent comments I hear from alumni is, "I didn't know the Alumni Association did that!" It is often followed by the question, "So...what else do you do?"

This newsletter is part of our answer. We know you are busy – and Spring is especially busy – so we've highlighted some Alumni Association announcements and upcoming activities below.

At minimum, my guess is that one quick scroll through the content will reveal something new and exciting about what we do. At best, my hope is that this newsletter inspires you to strengthen your connection to our alumni community.

Of course, I'd be remiss if I didn't ask: Did you know the Alumni Association did all of this?

Hope to see you on Grounds or virtually soon.

Lily West

Lily West (Darden '12)
President & CEO

1200px



400px



35

\$1.4m
AWARDED

JEFFERSON TRUST

Ridley Scholarship Program
We are incredibly honored to celebrate the Ridley Scholarship Program's 35th anniversary this year. The 2023 scholar selection weekend is March 30-April 1 and we will welcome four new students for the 2023-24 school year, bringing the amount of current Ridley scholars up to 17. [Visit the Ridley website](#) for more information.

The Jefferson Trust
The Jefferson Trust had a banner year, awarding almost \$1.4 million to 14 new projects and programs. Sustainability was a key theme this year, as well as community engagement, student experience, and cutting-edge research. [Visit the Trust's website](#) to learn more about the 2022-23 grant recipients!

YOUR AD HERE

Upcoming Events

Alumni Career Services March Drop-In — March 23
Whether you're looking for a new career path or want to improve your professional skills, ACS can help! Have your questions addressed by UVA Alumni Career Services Director Liz Sprouse. The event is free and open to all alumni. [Register for the ACS March Drop-In now!](#)

Membership Bingo — April 13
Contributing members join us for a virtual bingo night Thursday, April 13 featuring chances to win various prizes and connect with fellow alumni. Watch your email for the official invitation coming soon! Not a member but love bingo and winning fun prizes? [Become a member today!](#)

Alumni Career Services Email

The Alumni Career Services Email series provides career advice and resources to alumni ages 18-65.

The one ad position offers great exposure to a year-long presenting partner.

EMAIL AD
1200 x 300 pixels

1

YEAR-LONG PARTNER

All Four (4) issues \$8,000


OUR EMAILS CIRCULATED TO MORE THAN
120,000+ ALUMNI
EACH ISSUE

OUR CAREER
NEWSLETTERS HAVE
AN AVERAGE
OPEN RATE OF
46%

Production Schedule


| | Reserve Space | Finalized Artwork Due | Email Delivery |
|---------------|---------------|-----------------------|----------------|
| SPRING | 2/2/24 | 3/15/24 | April |
| SUMMER | 5/3/24 | 6/14/24 | July |
| FALL | 8/2/24 | 9/20/24 | October |
| WINTER | 11/8/24 | 12/13/24 | January, 2025 |

Alumni Career Services NEWS
Summer 2023



If you are considering a job search, career transition, or graduate school in 2023, Alumni Career Services is here to help! We offer [resources](#) on interviewing, networking, job loss, assessing your skills, and more, as well as help with [graduate school planning](#). Our individual career coaching sessions are free for alumni who are Contributing Members. [Become a Contributing Member](#) and join the community of people who share a passion for the place you once called home.

Read on for more information on how you can level up your professional development in the coming months.




**30% OFF
ON ASSESSMENTS**

Strong Interest Inventory® (SII®) Assessment

Do you want to get ahead in your career and better match your interests with your work? Contributing Members receive 30% off the Strong Interest Inventory® Assessment through August 31 or while supplies last.

Visit our website to [learn more about the SII](#). Assessments are offered in conjunction with our 1:1 advising services, available to Contributing Members only.



APN Virtual Networking: Let's Network!

Join fellow alumni for our upcoming APN networking sessions!

[Government & Public Service](#)
Thursday, August 17, 3-4 p.m. ET

[Finance](#)
Thursday, August 24, 3-4 p.m. ET

Resources

Central Virginia Partnership for Economic Development
Interested in returning to Central Virginia for the next stage of your career? The Central Virginia Partnership for Economic Development (CVPED) is a regional organization that exists to create new jobs and investment in Central Virginia. Visit [LivingCentralVA.org](#) to learn about CVPED's talent attraction and retention efforts. If you're looking for job opportunities, check out their ["Find a Job"](#) feature or connect with CVPED's Talent Director Katie Dulaney at kdulaney@centralvirginia.org.

Wahoo Connect
Meet and network with fellow alumni this summer by joining [Wahoo Connect](#)! Wahoo Connect is the online network where UVA alumni can connect with fellow Hoos over shared affinities and expand their networks. Check out our professional development resources for new grads, career groups, and more.

Are You Hiring?
If you're hiring, we can help you tap into the UVA alumni network! Post your jobs on our alumni-exclusive job board, [UVAAlumniJOBS](#), or contact Angela Antenucci at aa9eb@virginia.edu for information on how best to connect with alumni talent.


We hope you found this newsletter helpful. We want to hear from you: send questions, thoughts or feedback to alumniCareers@virginia.edu. See you in the next edition.

This newsletter is sponsored by:


YOUR AD HERE


1200px

300px



Join **Wahoo Connect** — Our Online UVA Community



 UVA ALUMNI ASSOCIATION

For partnership opportunities contact **KATIE FEAGANS 434.243.9022 | [KFEAGANS@VIRGINIA.EDU](mailto:kfeagans@virginia.edu)**

VIRGINIA MAGAZINE

THE BEST WAY TO REACH UVA

Published by the **University of Virginia Alumni Association** since 1901, *Virginia Magazine* has one of the highest per-issue circulations among university magazines in the country. Each issue

**DIRECT REACH TO
185,000+
ALUMNI & FACULTY**

of the quarterly *Virginia Magazine* includes intriguing feature articles, covering all aspects

of the University and is proudly displayed on coffee tables. *Virginia Magazine* is the distinguished recipient of **33 industry honors in the past five years.**



WHAT THE READERS HAVE TO SAY...

"This is the **only magazine I read cover to cover every month** — I love getting it in the mail and think it does a great job of keeping me in the loop about what's happening in Charlottesville. Keep up the great work!"

"I really enjoy *Virginia Magazine*. It is probably my favorite publication that I get at home and it NEVER goes unread."

"In the printed version, I **enjoy looking at the advertisements for historical properties.**"

"I read *Virginia Magazine* cover-to-cover, although I always start at the back with Class Notes and In Memoriam notices. Thanks for producing such a high-quality, engaging, and enjoyable magazine! Excellent connection with my alma mater. Always happy to receive it!"

"This is really **the only connection I have to the University.** I enjoy reading it. Thanks."

Reader Demographics

VIRGINIA
MAGAZINE

Affiliation

178,000 Alumni households

(Many households include multiple alumni, totaling a direct reach of more than 184,000 UVA graduates.)

Including:

- All Undergraduate Alumni residing in the U.S.
- All Graduate Alumni residing in Virginia
- All Contributing Members of the Alumni Association
- All Opt-in Graduate & International Alumni

1,200 Faculty/Staff members

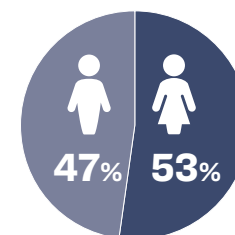
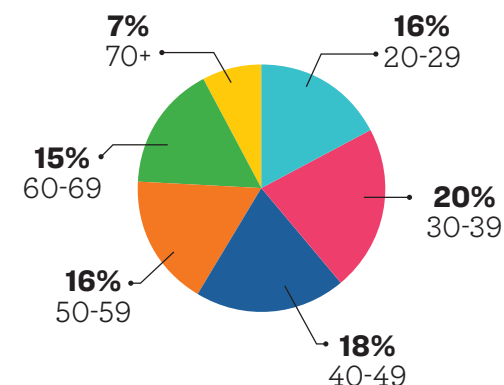
179,000+ Total copies

circulated with each edition, reaching every state in the U.S.

38% of readers report that at least one other person reads their copy of Virginia Magazine

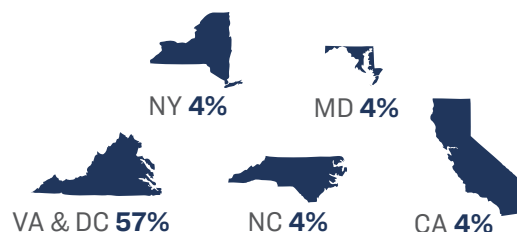
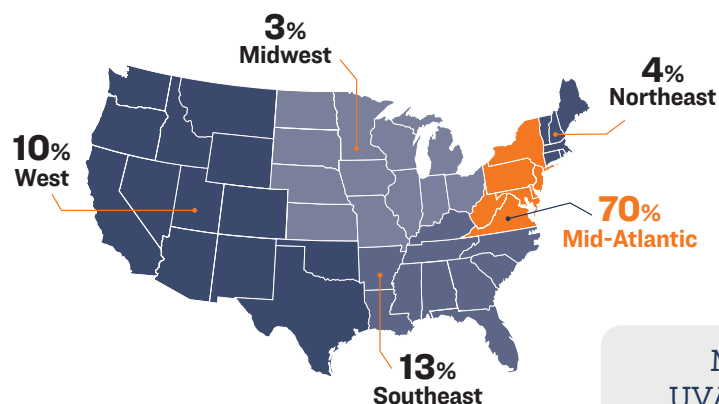
A TOTAL READERSHIP OF MORE THAN 250,000 PER ISSUE.

Age & Gender



Overall by Gender

Location



More than 100,000 recipients of UVA Magazine live in Virginia or D.C.
64% LIVE WITHIN 200 MILES OF UVA

Reader Insights

VIRGINIA
MAGAZINE



WELL-EDUCATED, **AFFLUENT** DECISION-MAKERS

 **66%**

of readers consider Virginia Magazine their best source of information about the University and its alumni.

 **64%**

of readers keep their copy of Virginia Magazine for more than a month.

 **88%**

of readers agree or strongly agree that Virginia Magazine strengthens their personal connection to the University.

95%

of readers rate the magazine 'excellent,' or 'good.'



Sources: University records; Virginia Magazine reader surveys; Figures rounded to the nearest thousand/percentile.

2024 Print Ad Rates

VIRGINIA
MAGAZINE



| STANDARD | 1X | 2X (-5%) | 4X (-15%) |
|--------------------------|-----------|---------------------|----------------------|
| 2-pg. Spread | \$10,750 | \$10,215 | \$9,140 |
| Full Page | \$6,310 | \$5,995 | \$5,365 |
| ½ Page (Horiz.) | \$4,870 | \$4,630 | \$4,140 |
| ⅓ Page (Horiz., Vert.) | \$3,550 | \$3,375 | \$3,020 |
| ¼ Page (Vert.) | \$2,560 | \$2,430 | \$2,180 |
| SPECIAL POSITIONS | 1X | 2X (-5%) | 4X (-15%) |
| Page 1, Last Page | \$6,940 | \$6,590 | \$5,900 |
| Cover 2 | \$9,190 | \$8,700 | \$7,810 |
| Cover 3 | \$8,420 | \$8,000 | \$7,160 |
| Cover 4 | \$10,090 | \$9,590 | \$8,580 |
| NON-PROFIT RATES | 1X | 2X (-5%) | 4X (-15%) |
| 2-pg. Spread | \$9,675 | \$9,190 | \$8,225 |
| Full Page | \$5,680 | \$5,400 | \$4,830 |
| ½ Page (Horiz.) | \$4,380 | \$4,160 | \$3,725 |
| ⅓ Page (Horiz., Vert.) | \$3,195 | \$3,035 | \$2,715 |
| ¼ Page (Vert.) | \$2,305 | \$2,190 | \$1,960 |

Print Production Schedule

| | Reserve Space* | Ad Deadline | In-Home Date** |
|--------|----------------|-------------|----------------|
| SPRING | 12/15/23 | 1/19/24 | March |
| SUMMER | 3/8/24 | 4/12/24 | June |
| FALL | 6/7/24 | 7/12/24 | September |
| WINTER | 9/6/24 | 10/11/24 | December |

* Date represents the final day reservations will be accepted. We strongly recommend making reservations 6-12 months in advance.

** In-Home Date is best estimation. The date may vary based on press issues, U.S. Postal Service, etc. Advertisers will be notified if it is anticipated the date will vary by more than 10 business days.



Sample of full page ad

10% off for first-time advertisers

- 15% agency discount on display ads for recognized ad agencies (not applicable to digital or special section ads).
- 2x & 4x frequency discounts applied to purchases made within one year's time.
- Ads are billed after the issue comes out and are due net 30 days.
- Special position print pages are not eligible for a non-profit discount

Digital Package

With the digital package, you will receive an ad in the *Virginia Magazine* monthly e-mail, as well as an ad on uvamagazine.org for approximately month following the e-mail's distribution.

EMAIL AD
610 x 200 pixels

ONLINE AD
540 x 450 pixels

TIER 1

| | |
|--------------------|----------|
| One (1) issue | \$1,500 |
| Two (2) issues | \$2,900 |
| Four (4) issues | \$5,600 |
| Eight (8) issues | \$10,800 |
| Twelve (12) issues | \$15,600 |

TIER 2

| | |
|--------------------|----------|
| One (1) issue | \$1,200 |
| Two (2) issues | \$2,300 |
| Four (4) issues | \$4,400 |
| Eight (8) issues | \$8,400 |
| Twelve (12) issues | \$12,000 |

TIER 3

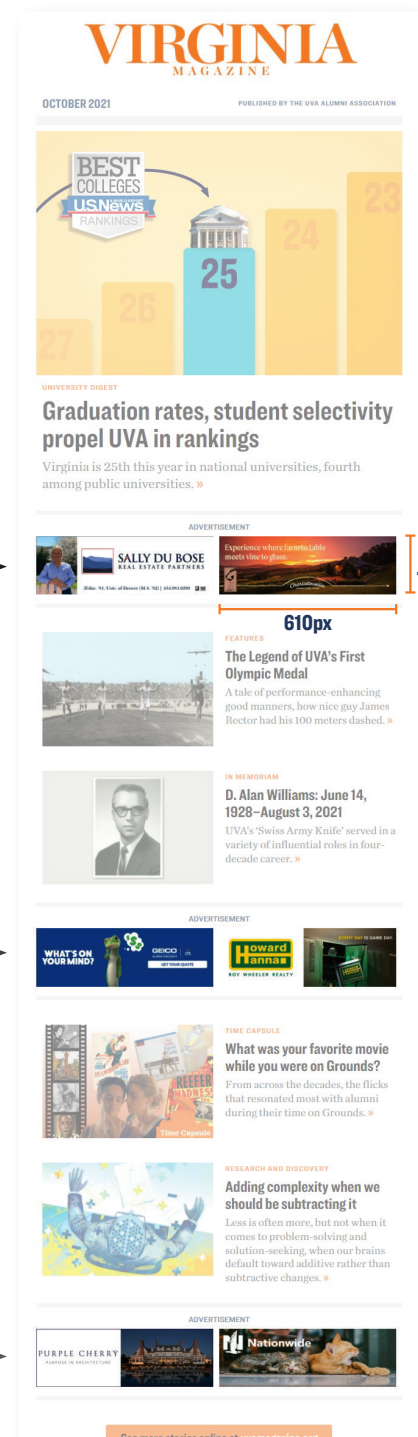
| | |
|--------------------|---------|
| One (1) issue | \$1,000 |
| Two (2) issues | \$1,900 |
| Four (4) issues | \$3,600 |
| Eight (8) issues | \$6,800 |
| Twelve (12) issues | \$9,600 |

Production Schedule

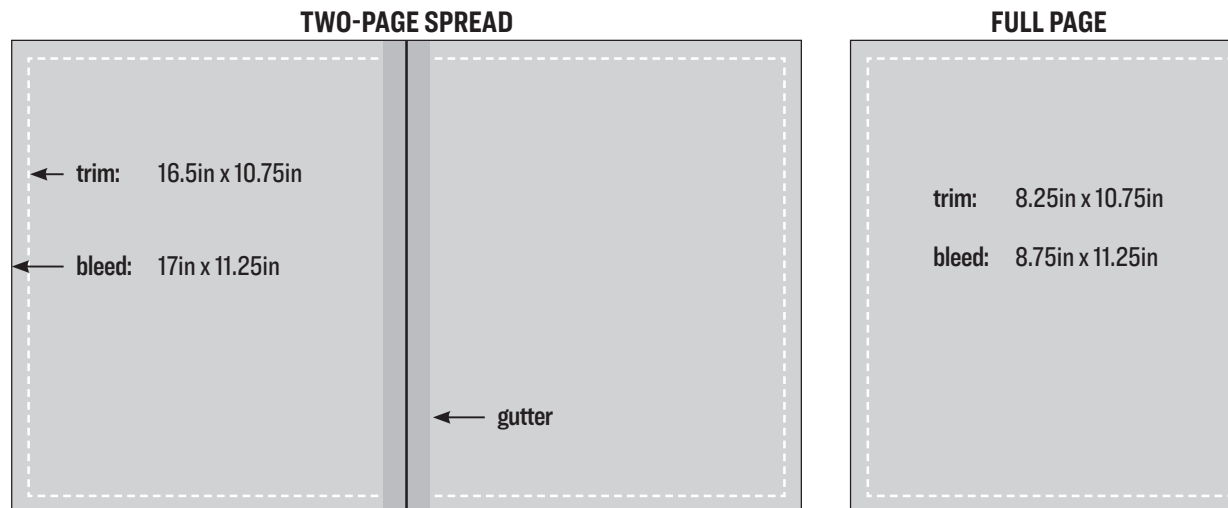
| | Reserve Space | Finalized Artwork Due | Email Delivery |
|-----------|---------------|-----------------------|----------------|
| JANUARY | 11/17/23 | 12/15/23 | 1/2/24 |
| FEBRUARY | 12/15/23 | 1/23/24 | 2/6/24 |
| MARCH | 1/9/24 | 2/20/24 | 3/5/24 |
| APRIL | 2/16/24 | 3/15/24 | 4/2/24 |
| MAY | 3/22/24 | 4/23/24 | 5/7/24 |
| JUNE | 4/19/24 | 5/21/24 | 6/4/24 |
| JULY | 5/17/24 | 6/18/24 | 7/2/24 |
| AUGUST | 6/21/24 | 7/23/24 | 8/6/24 |
| SEPTEMBER | 7/19/24 | 8/13/24 | 9/3/24 |
| OCTOBER | 8/16/24 | 9/17/24 | 10/1/24 |
| NOVEMBER | 9/20/24 | 10/22/24 | 11/5/24 |
| DECEMBER | 10/18/24 | 11/19/24 | 12/3/24 |

OUR EMAILS CIRCULATED
TO MORE THAN
280,000+
ALUMNI, PARENTS &
STUDENTS EACH ISSUE IN 2023

AVERAGE
OPEN RATE OF **46%**



Ad sizing guide



SUBMITTING ARTWORK

- All print ads should be submitted as a **CMYK PDF** with a resolution of at least **300 dpi**.
- All digital ads should be submitted as a **PNG or JPG** with a resolution of **300 dpi**. (PNG for text heavy ads, JPG for image-heavy ads)
- All ads can be emailed to: kfeagans@virginia.edu

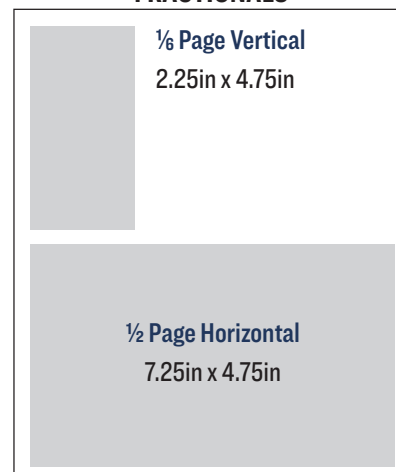
NOTE: On ALL ads with bleeds, there should NOT be any live art within .5in /3p0 of trim or gutter.

Digital Ads

Virginia Magazine website ad
610 x 200 pixels

Virginia Magazine website ad
540 x 450 pixels

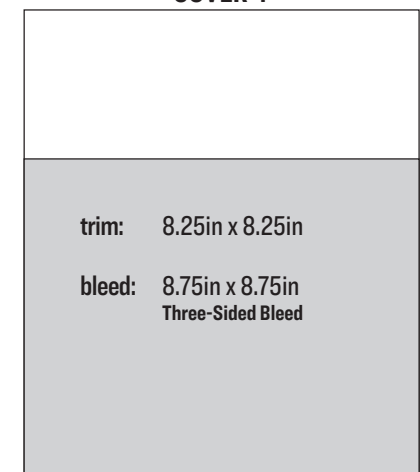
FRACTIONALS



FRACTIONALS



COVER 4



NOTE: All fractional ads are placed in the Class Notes section. Full page special positions may be available. *Inquire for rates.*

Alumni in Business ads

A special advertising section in *Virginia Magazine* is available just for alumni. This incredibly affordable option is a great way to grow your clientele within the UVA community. Your ad will be prominently displayed within the Class Notes section.

Free ad design is available for this section. A minimum commitment of four consecutive issues is recommended.

SINGLE (ACTUAL SIZE) 2.25in x 1.125in

\$1,700/year for non-members of the UVA Alumni Association

\$1,500/year for life members of the UVA Alumni Association

DOUBLE (ACTUAL SIZE) 2.25in x 2.35in

\$2,700/year for non-members of the UVA Alumni Association

\$2,400/year for life members of the UVA Alumni Association

Less than 2 cents
PER FIVE HOUSEHOLDS!

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VIRGINIA MAGAZINE

Robert "Bob" Sell (Col '75 L/M) taught management for five years at Elmira College in New York after retiring in 2009 from a 30-year career at Corning Inc. He is now a commissioned ruling elder (lay pastor) in the Presbyterian Church (U.S.A.).

John Attanasio (Col '76 L/M) published *Politics and Capital: Auctioning the American Dream* (Oxford) in May 2018. The book explores five ideas the author considers critical to addressing problems besetting the American political and economic systems. 📖

Paul Honeycutt (Com '77 L/M) received the Silver Beaver Award, the council-level distinguished service award of the Boy Scouts of America, in February 2018. He has volunteered with his current troop for 14 years and serves as scoutmaster. He lives in San Diego, California. 📖

Barbara Olcott Malone (Nurs '77 L/M) is an assistant professor at the University of Colorado College of Nursing.

Bill Nelson (Educ '79, '83, Med '87 L/M) received the 2018 Air Force Hero of Military Medicine Award in May 2018. The Heroes of Military Medicine Awards honor individuals who have distinguished them-

selves through excellence and selfless dedication to advancing military medicine and enhancing the lives and health of the nation's wounded. 📖

'80s

Susan Brownell (Col '82), professor of anthropology at the University of Missouri-St. Louis, co-authored *The Anthropology of Sport: Bodies, Borders, Biopolitics* (University of California). The book explores how sport both shapes and is shaped by the social, cultural, political and historical contexts in which we live. 📖

Robert C. Hauhart (Grad '82), a professor in the department of society and social justice at Saint Martin's University, has published his fifth book, a co-edited volume of literary essays titled *European Writers in Exile* (Lexington Books/Rowman and Littlefield). His monograph, *The Lonely Quest* (Routledge/Taylor and Francis), an analysis of the relation of self and society in 21st-century America, will appear later this year.

Kate Heilpern (Col '82) has accepted the position of senior vice president

and chief operating officer of New York-Presbyterian/Weill Cornell Medical Center. Heilpern recently served as the Ada Lee and Pete Correll Professor and Chair of the Department of Emergency Medicine at the Emory University School of Medicine.

Kennedy Smith (Arch '82) was recently named to the list of the 100 Most Influential Urbanists by Planetizen, an urban planning website. The list, which includes entries from the past 2,500 years, also includes Thomas Jefferson.

Fritz R. Franke (Com '83 L/M) published his second novel from the Savor Project series, *Terlokya* (PathBinder), which follows Chris Gates after he is extracted from Earth and finds himself responsible for saving all of mankind. 📖

Linda Fisher Thornton (Col '83 L/M), author of 7 *Lenses: Learning the Principles and Practices of Ethical Leadership* (Leading in Context), was named to the list of top 100 leadership speakers for 2018 by *Inc.* Thornton is the CEO of Leading in Context. 📖

Pam Miller Calary (Col '84 L/M) moved to Charlottesville and began a new position

ALUMNI IN BUSINESS A Special Advertising Section for Alumni

Jason E. Dodd B.A., J.D.
Realtor (COL '89)
Luxury Home Specialist
Norfolk / Virginia Beach
757-472-8798
www.JasonEDodd.com
Re/Max Central 📞

Coastal Living in WILMINGTON, NC
Paula Perkins
Broker/REALTOR®
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GRADUATE SCH. OF EDU '74
PPERKINS.INTRACOASTALREALTY.COM

Stanley F. Birch, Jr. (Col '67)
United States Circuit Judge (Ret.)
Mediator, Arbitrator,
Appellate Consultant
JAMS Atlanta • 404.566.2157
jamsadr.com/birch

SAT/ACT PREP
For aspiring Hoos
The Hunt Course
Brent Mayo
www.huntprograms.com
1-866-425-7656
Brent Mayo (Curry '75, LM) Director

SEND US YOUR UPDATES ONLINE OR BY EMAIL:
www.uvamagazine.org/classnotes
alumnews@virginia.edu

Steve Beams (Col '81)
Broker/Owner
Beachfront & Golf Homes
From \$300,000 to over \$3,000,000
954-298-0029
SteveBeams@gmail.com
COASTAL LIVING REALTY
Covering Florida
From Ft. Lauderdale to Vero Beach

PAM HARRINGTON EXCLUSIVES
Real Estate Sales & Rentals
Pam Harrington
800-845-6066
pamharringtonexclusives.com

TOMMY BRANNOCK (COM '79)
Loring Woodruff Real Estate Associates
Phone 434-977-4005
Mobile 434-981-1486
tbrannock@me.com
www.loringwoodruff.com
Serving the UVA community since 1981