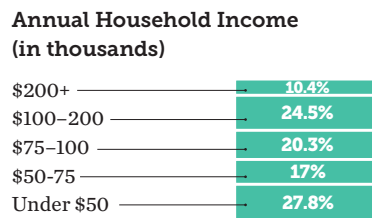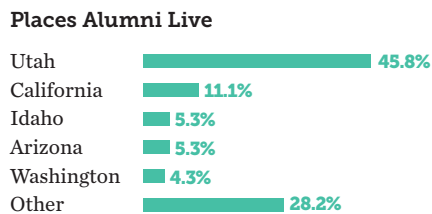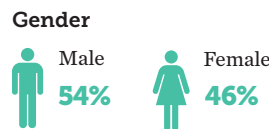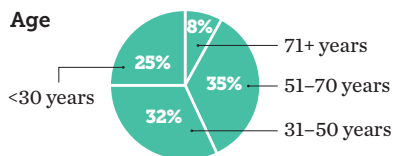# BYU | MAGAZINE

WITH MORE THAN 220,000 COPIES distributed each quarter and total readership of about 400,000, *BYU Magazine* is a powerful tool for reaching a targeted market of Brigham Young University alumni, donors, students, and friends. With engaging features, lively news, and useful columns, *BYU Magazine* extends the learning, happenings, and spirit of BYU far and wide.
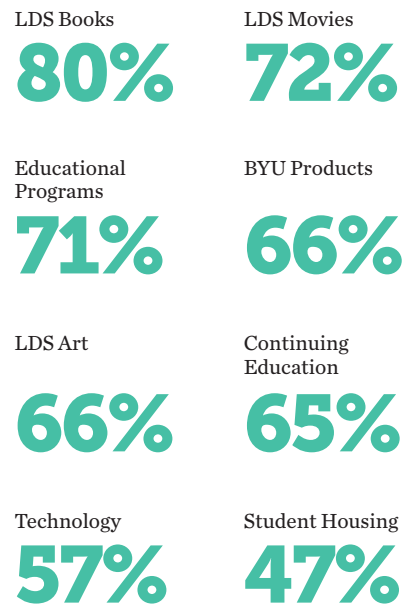
Readers trust *BYU Magazine* (in a recent survey 93 percent said entirely or very much), read a lot (76 percent read half or more), and enjoy what they read (94 percent said the quality was excellent or good). What's more, 59 percent of readers say ads in *BYU Magazine* are very or somewhat useful to them.

Each issue contains a limited number of full-page ads that are educationally or BYU-related. To learn more about advertising or to place an insertion order, contact Andrea Christensen at 801-422-1965 or andrea_christensen@byu.edu.

READER DEMOGRAPHICS

Age
- 8% — 71+ years
- 25% — <30 years
- 35% — 51–70 years
- 32% — 31–50 years

Gender
- Male 54%
- Female 46%

Places Alumni Live
- Utah — 45.8%
- California — 11.1%
- Idaho — 5.3%
- Arizona — 5.3%
- Washington — 4.3%
- Other — 28.2%

Annual Household Income (in thousands)
- $200+ — 10.4%
- $100–200 — 24.5%
- $75–100 — 20.3%
- $50-75 — 17%
- Under $50 — 27.8%

Religious Affiliation
LDS

99%

Primary Occupation
- Employed full-time — 59%
- Stay-at-home parent — 13%
- Retired — 10%
- Employed part-time — 8%
- Other — 10%

READER INTEREST IN DIFFERENT KINDS OF ADS
(VERY/SOMEWHAT INTERESTED)

Category	Percent
LDS Books	80%
LDS Movies	72%
Educational Programs	71%
BYU Products	66%
LDS Art	66%
Continuing Education	65%
Technology	57%
Student Housing	47%

RATES

	Base rate	2x rate	4x rate
Full Page	$6,675	$6,350	$6,025
Inside Front Cover	$7,650	$7,300	$6,900
Inside Back Cover	$7,350	$7,000	$6,625

Frequency discounts are per calendar year. Two-page spread advertisements are available for double the rates listed above. One spread counts as two pages toward a frequency discount.

E-mail andrea_christensen@byu.edu or call 801-422-1965 for on-campus rates.

PUBLICATION SCHEDULE AND DEADLINES

Issue	Reservations*	Materials	Mailing**
Winter '16	Oct. 2	Nov. 20	January
Spring '16	Nov. 30	Feb. 19	April
Summer '16	Feb. 26	May 20	July
Fall '16	May 27	Aug. 19	October

*No cancellations after the reservations deadline.

**BYU Magazine is scheduled for distribution early in the month specified, but due to variability in the printing schedule, the magazine's mailing class, and postal delays, actual delivery may vary by location. Advertisers should plan for magazine distribution sometime in the month specified.