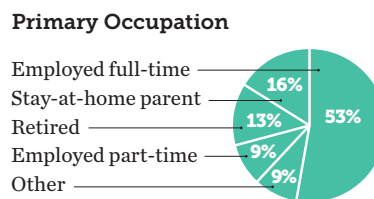
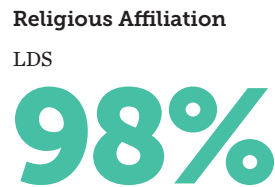
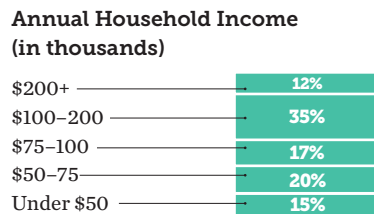
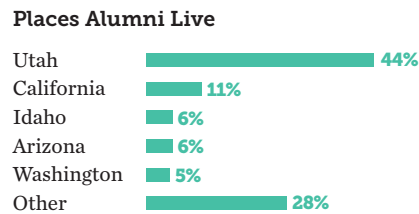
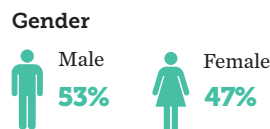
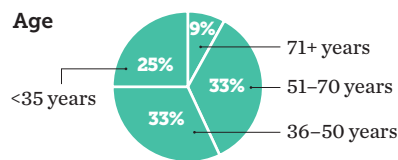


WITH MORE THAN 225,000 COPIES distributed each quarter and total readership of about 400,000, *BYU Magazine* is a powerful tool for reaching a targeted market of Brigham Young University alumni, donors, students, and friends. With engaging features, lively news, and useful columns, *BYU Magazine* extends the learning, happenings, and spirit of BYU far and wide.

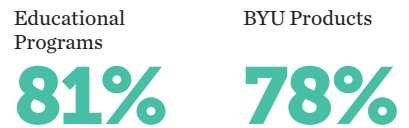
Readers trust *BYU Magazine* (in a recent survey 94 percent said entirely or very much), read a lot (66 percent read half or more), and enjoy what they read (94 percent said the quality was excellent or good). What's more, 59 percent of readers say ads in *BYU Magazine* are very or somewhat useful to them.

Each issue contains a limited number of full-page ads that are primarily educationally or BYU-related. All ads are subject to publisher's discretion. To learn more about advertising or to place an insertion order, contact Peter Gardner at 801-422-1963 or peter_gardner@byu.edu.

READER DEMOGRAPHICS



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



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 peter_gardner@byu.edu or call 801-422-1963 for on-campus rates.

PUBLICATION SCHEDULE AND DEADLINES

Issue	Reservations*	Materials	Mailing**
Winter '18	Oct. 13	Nov. 17	January
Spring '18	Jan. 5	Feb. 16	April
Summer '18	April 6	May 18	July
Fall '18	July 6	Aug. 17	October

*No cancellations after the reservations deadline.

**Due to variability in the printing schedule, the magazine's mailing class, and postal delays, actual delivery date may vary by location. Advertisers should plan for magazine distribution sometime in the month specified.

BYU TODAY is a twice-monthly, mobile-responsive email newsletter that is sent out to alumni and non-student campus employees. The average email is delivered to approximately 370,000 recipients and is opened by 52,502 unique readers.

In a recent survey, 80 percent of readers said the quality of *BYU Today* is good or excellent, and 77 percent said the newsletter helps them feel connected to BYU.

Each issue has up to four advertising slots. To reserve ad space, contact Peter Gardner at 801-422-1963 or peter_gardner@byu.edu.

RATES

Placement	Base rate	6x rate	12x rate
Top	\$600	\$550	\$500
Middle	\$550	\$500	\$450
Bottom	\$500	\$450	\$400

PUBLICATION SCHEDULE

For the most part, the newsletter will be sent the first and third week of each month, though some months will vary depending on other timing considerations. Contact Peter Gardner (peter_gardner@byu.edu) as the month approaches for specific send dates.

MATERIALS DEADLINE

Materials are due one week before the scheduled send date.

AD DIMENSIONS

