

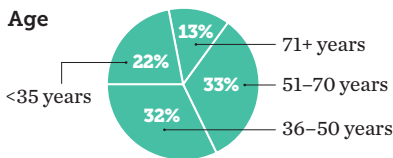
WITH NEARLY 240,000 COPIES distributed each quarter and total readership of about 400,000, *Y Magazine* is a powerful tool for reaching a targeted market of Brigham Young University alumni, donors, students, and friends. With engaging features, lively news, and useful columns, *Y Magazine* extends the learning, happenings, and spirit of BYU far and wide.

Readers trust *Y Magazine* (in a recent survey 91 percent said entirely or very much), read a lot (62 percent read half or more), and enjoy what they read (91 percent said the quality was excellent or good). What's more, 49 percent of readers say ads in *Y 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 Mike Walker at 801-422-1964 or mike_walker@byu.edu.

READER DEMOGRAPHICS

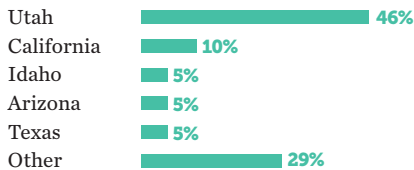
Age



Gender



Places Alumni Live



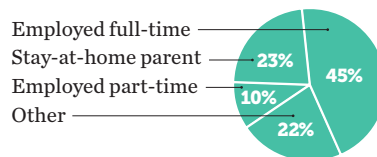
Annual Household Income (in thousands)



Religious Affiliation



Primary Occupation



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

LDS Books

83%

LDS Movies

77%

Educational Programs

83%

BYU Products

76%

LDS Art

79%

Continuing Education

80%

Technology

61%

Arts and Culture

66%

RATES

| | Base rate | 2x rate | 4x rate |
|-------------------|-----------|----------|---------|
| Full Page | \$7,075 | \$6,765 | \$6,400 |
| Opposite Contents | \$7,460 | \$7,075 | \$6,710 |
| Inside Back Cover | \$7,800 | \$7,425 | \$7,025 |
| Back Cover | \$10,600 | \$10,100 | \$9,550 |

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

PUBLICATION SCHEDULE AND DEADLINES

| Issue | Reservations* | Materials | Mailing** |
|--------|---------------|-----------|-----------|
| Winter | Oct. 12 | Nov. 21 | January |
| Spring | Jan. 4 | Feb. 15 | April |
| Summer | April 4 | May 16 | July |
| Fall | July 4 | Aug. 15 | October |

*No cancellations after the reservations deadline.

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

BYU TODAY is a twice-monthly email newsletter that is sent out to alumni and non-student campus employees. The average email is delivered to approximately 330,000 recipients with a better than 40-percent open rate.

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 Mike Walker at 801-422-1964 or mike_walker@byu.edu.

RATES

| Placement | Base rate | 6x rate | 12x rate |
|-----------|-----------|---------|----------|
| Top | \$650 | \$600 | \$550 |
| Middle | \$600 | \$550 | \$500 |
| Bottom | \$550 | \$500 | \$450 |

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 Mike Walker (mike_walker@byu.edu) as the month approaches for specific send dates.

MATERIALS DEADLINE

Materials are due one week before the scheduled send date.

AD DIMENSIONS

