PRIVATE UNIVERSITY PRODUCTS AND NEWS

PUPNMAG.COM

MEDIA GUIDE 2020

CONNECTING ADVERTISERS WITH DECISION-MAKERS AT PRIVATE COLLEGES AND UNIVERSITIES

PUPN MAGAZINE delivers your product information to over 25,000 college and university decision-makers at all levels: presidents, provosts, deans, department heads, athletic directors, facility managers, and other school-wide directors.

A FOCUSED MARKETING STRATEGY

Unlike other magazines, *Private University Products and News* is solely focused on the concerns of private colleges and universities. Rather than addressing the needs of a variety of audiences, and covering topics with a broad brush, we are intently focused on serving the distinct needs of one market. We know what data and details they find useful, and we supply that information each month. Additionally, by featuring the faculty members of these colleges—and building relationships with each university's administration, faculty, and staff—we have become the most trusted and respected magazine within this niche audience.

READERSHIP BREAKDOWN BY CATEGORY	
Executive-level Management (Presidents, Provosts, Vice Presidents, Associate Provosts)	7766
Other Administrators (Deans/Academic Program Directors/Department Heads)	4214
Facility Directors/Planners (including Head of Maintenance, Head of Facilities/Physical Plant)	4936
Athletic Directors/Associate Directors/Assistant Directors/Head Coaches	4544
IT Directors/Leaders	3892
General Purchasing	640

Engaging readers through both print and digital mediums, PUPN MAG is focused on the specific interests and concerns of department heads, staff, faculty, and administrators of exclusive private colleges and universities. From cover to cover, all editorial features, advertisements, product showcases, and case studies are relevant to our readership. University leaders and decision-makers at these institutions set their own budgets; even when money grows tight in some educational venues, these campuses continue to wield purchasing power. Additionally, the leaders of these institutions are constantly expanding their campus amenities to remain competitive in recruitment and retention, as well as to maintain their elite status among educational facilities.

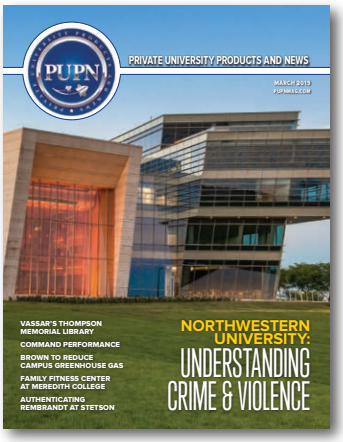
EDITORIAL CALENDAR 2020

ISSUE	ARTWORK DUE	FEATURE(S)	TECHNOLOGY	ON CAMPUS
November	10/14/19	Construction	HVAC/ Energy Efficiency	Exterior Equipment & Landscaping
December	11/11/19	Security/Signage	Projection/Whiteboard/ Presentation Technologies	Residence Hall Furniture and Equipment
January	12/13/19	Buyer's Guide	Innovative Technologies	Maintenance Equipment & Supplies
February	1/13/20	Carpet and Flooring/ Labs/Research Facilities	Library & Media Center Furnishings & Technology	Lighting & Electrical Systems
March	2/10/20	Sports and Fitness Facilities	Energy Management/ Green Maintenance	Auditoriums/ Performance Arts
April	3/9/20	Exterior Aesthetics/ Landscaping	Green Technologies/ Energy Efficiency	Signage, Lighting, & Aquatic Facilities
May	4/13/20	Gyms & Athletic Facilities	Building Accessories/ Restroom Facilities	Fire & Life Safety/Security
June	5/15/20	Classroom Furniture/ Accessories/Showcase of Excellence	Communications Equipment & Services	Student Life Centers/ Library Furnishings
July	6/13/20	Auditoriums/ Performing Arts	AV Projection & Presentation Products	Windows/Doors & Roofing
August	7/17/20	Athletic Equipment	Building Environments/ Facilities	Labs/Research Facilities
September	8/14/20	Dean's List Awards & Dining Halls	Security Technologies and Services	Outdoor Recreation/ Exteriors
October	9/14/20	Administration Areas/ Campus Service Vehicles	Exterior Equipment & Landscaping	Carpet/Flooring
November	10/12/20	Construction	HVAC/Energy Efficiency/ Industrial Fans	Labs/Research Facilities
December	11/16/20	Security/Signage	Projection/Whiteboard/ Presentation Technologies	Residence Hall & Classroom Furniture

FEATURES

Monthly features offer in-depth coverage and on-site applications of products and services these facilities implement in order to continue their mission of providing educational and facility amenities that are second-to-none. Editorial pieces also offer practical applications, case studies, and reports on the ways these elite college campuses are upgrading their facilities to provide an exceptional campus experience for their students and faculty.

Your unique message can be integrated with trusted, pertinent and reliable editorial. In addition, you may have the option to pair your advertising message with powerful advertorial in the form of a product showcase.



REACH YOUR AUDIENCE ACROSS MULTIPLE PLATFORMS

Deliver your product information across multiple media platforms, which starts with your advertisement in both print and digital versions of the magazine. Digital issue advertisements are live linked with your contact information or multiple webpages connected to a variety of products. Digital Options include billboard squares, leaderboard banners, spotlight squares, targeted skyscrapers, or exclusive issue sponsorship. We also offer a Vendor Directory listing, which is replicated under multiple vendor categories.

Several years of past issues are archived digitally at pupnmag.com, where visitors can also find a constantly growing and evolving community of products and services for private universities and colleges. Additionally, features are searchable through an on-site search engine, making it easy for visitors to find related articles or vendor categories by topic; digital ads can be targeted to those categories for both vendor directory listings and for articles.

PRINT RATES

	1x	3x	6x	12x
Full Page	3150	2755	2460	2165
Two Page Spread	6000	5320	4740	4160
1/2 Page Island	2100	1825	1650	1475
1/2 Page	1850	1585	1420	1255
1/3 Page	1500	1180	1060	940
1/4 Page	1150	933	840	748
Inside Front	4000	3520	3220	n/a
Inside Back	3500	3070	2740	n/a
Back Cover	4400	3880	3460	3050

MEDIA SPECS

	TRIM	BLEED
Full Page	8.375” x 10.875” (allow .5” for live area)	8.625” x 11.125”
Back Cover	8.375” x 8.75” (allow .5” for live area)	8.625” x 9”
Two Page Spread	16.75” x 10.875” (allow .5” for live area)	17” x 11.125”
1/2 Page Island	4.875” x 7.875”	n/a
1/2 Page Horizontal	7.75” x 4.875”	n/a
1/2 Page Vertical	3.75” x 9.875”	n/a
1/3 Page Square	4.875” x 4.875”	n/a
1/3 Page Vertical	2.25” x 9.875”	n/a
1/4 Page	3.75” x 4.875”	n/a

**All other details can be found at pupnmag.com/advertisers*

ONLINE AD RATES

Banner: $1000/month
Spotlight Square: $500/month
Billboard Square: $1200/month
Targeted Skyscraper: $2400/month
Issue Sponsorship: $1800
Vendor Directory: $600/year

ONLINE AD SPECS

Banner: 728px x 90px
Spotlight Square: 180px x 150px
Billboard Square: 300px x 250px
Targeted Skyscraper: 300px x 600px
Vendor Directory: Enhanced Storefront Listing

A Vendor Directory listing includes the company logo, contact information, a description of up to 150 words, and placement in up to four Marketplace categories.

REGULAR COLUMNS

PROFESSOR SPOTLIGHT

A personal look at the innovative teaching and scholarship taking place at the nation's finest private colleges and universities.

TEACHING & TECHNOLOGY

An examination of revolutionary digital tools used to enhance teaching and learning.

CONSTRUCTION & PLANNING

An on-site story featuring a university's construction project, including the challenges and resolutions.

SPORTS & FITNESS

A university case study or background information about developing or enhancing athletics, athletic facilities, or campus fitness centers.

SAFETY & SECURITY

Information about protecting students, faculty, and staff from a variety of threats: from ensuring bodily safety to protecting belongings and data.

SUSTAINABILITY & GREEN INITIATIVES

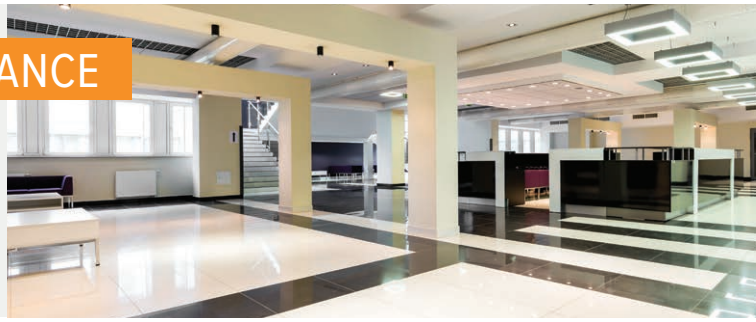
A university case study or background information about enhancing campus efforts to improve sustainability and energy efficiency.

ON-CAMPUS

Special stories shared by private colleges or universities about on-campus initiatives or programs.

FACILITIES & MAINTENANCE

Stories designed for facility directors or facility managers in mind, offering advice on choosing the best maintenance equipment for a variety of needs.

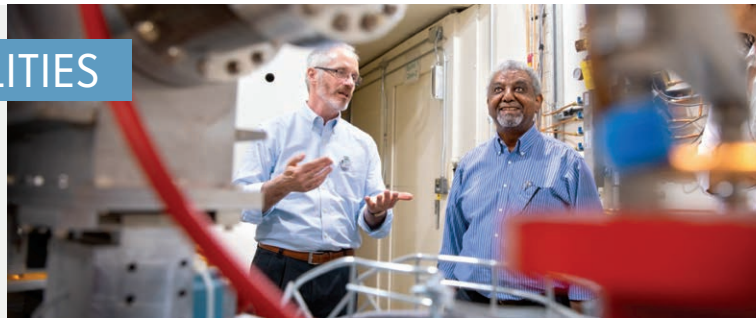


LANDSCAPING & EXTERIOR SPACES

Information focused on best landscaping practices, as well as the products designed to beautify exterior spaces.

LAB & RESEARCH FACILITIES

Stories featuring outstanding and innovative laboratories and research facilities, as well as the products that make those labs possible.



LEADERSHIP SPEAKS

Special pieces shared by leaders at private colleges and universities that address issues of education or campus culture.

FLOORING

Information about flooring options, covering a variety of concerns—from aesthetics to sustainability to safety.

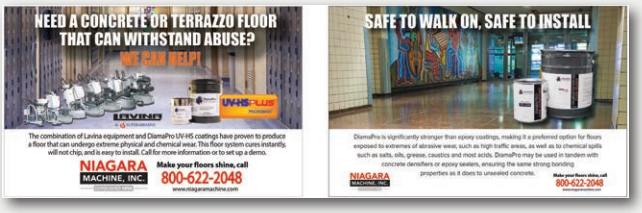
UNIQUE OPPORTUNITIES

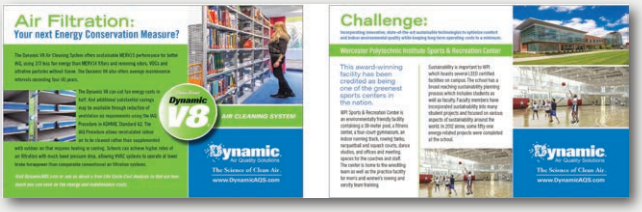
SHOWCASE OF EXCELLENCE

To be featured in the June 2020 issue.

PRODUCT SHOWCASES

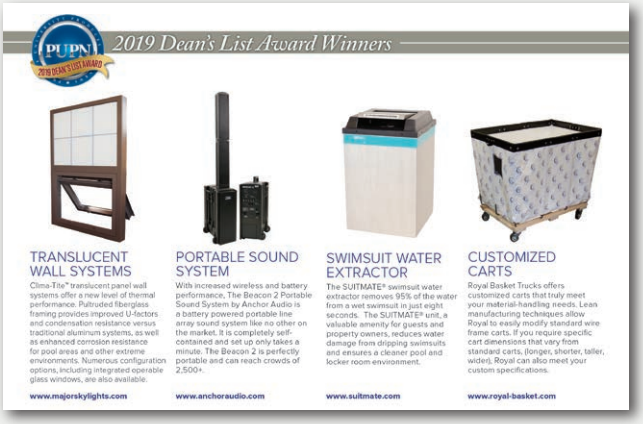
Can be included with select advertising packages.





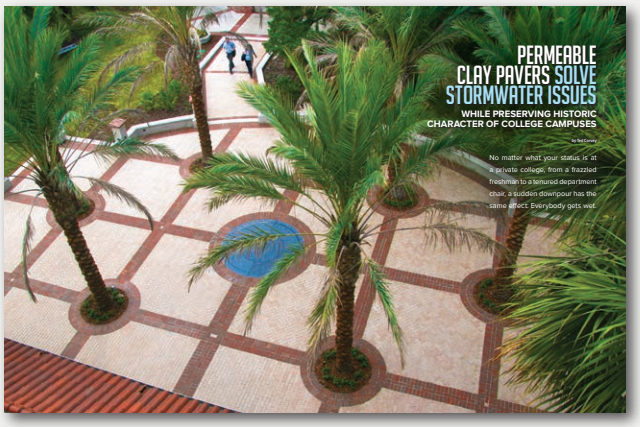
DEAN'S LIST AWARDS

Each year, the PUPN Board of Directors honors a selection of products that contribute to the mission of private colleges and universities in providing the finest facilities and services to their students, faculty, and staff.



SPECIAL DIGITAL ISSUES

Based on reader requests for more information or coverage, in relation to their interests and planning, we offer Special Digital Issues that are focused on a variety of topics at several points during the year.



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