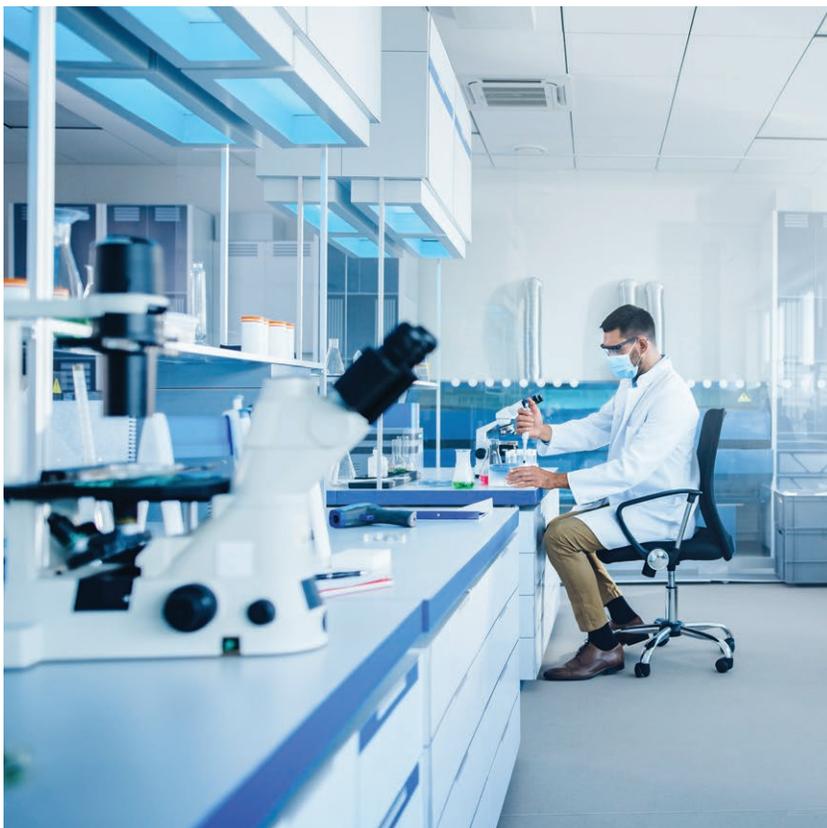


**PRIVATE UNIVERSITY PRODUCTS AND NEWS**

# Media Guide 2023

**CONNECTING ADVERTISERS WITH DECISION-MAKERS  
AT PRIVATE COLLEGES AND UNIVERSITIES**

PUPN MAGAZINE delivers your product information to over 26,000 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.

Engaging readers through both print and digital mediums, PUPN 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.

# readership breakdown

7766

**EXECUTIVE-LEVEL MANAGEMENT**

Presidents, Provosts, Vice Presidents, and Associate Provosts

4936

**FACILITY DIRECTORS/PLANNERS**

including Head of Maintenance, Head of Facilities, and Physical Plant

4544

**DIRECTORS AND COACHES**

Athletic Directors, Associate Directors, Assistant Directors, and Head Coaches

4214

**OTHER ADMINISTRATORS**

Deans, Academic Program Directors, and Department Heads

3892

**IT DIRECTORS AND LEADERS**

640

**GENERAL PURCHASING**

2000

4000

6000

8000

## EDITORIAL CALENDAR 2023

ISSUE	ART DUE	FEATURE(S)	TECHNOLOGY	ON CAMPUS
<b>NOV</b>	10/17/22	Construction	HVAC and Energy Efficiency	Labs and Research Facilities
<b>DEC</b>	11/15/22	Security and Signage	Presentation Technologies and Equipment	Residence Hall Furniture and Equipment
<b>JAN</b>	12/15/22	Buyer's Guide	Innovative Technologies	Maintenance Equipment and Supplies
<b>FEB</b>	1/16/23	Flooring, Labs, and Research Facilities plus Architectural Design	Media Center Furnishings and Technology	Lighting and Security Systems
<b>MARCH</b>	2/15/23	Sports & Fitness Facilities and Student Rec	Energy Management, Green Maintenance, and Cleaning	Auditoriums and Performance Arts
<b>APRIL</b>	3/15/23	Exterior Aesthetics and Landscaping	Green Technologies and Energy Efficiency	Signage, Lighting, and Aquatic Facilities
<b>MAY</b>	4/14/23	Gyms and Athletic Facilities	Building Accessories and Restroom Facilities	Fire & Life Safety and Security
<b>JUNE</b>	5/15/23	Classroom Furniture, Accessories and Showcase of Excellence	Communications Equipment and Services	Student Rec and Fitness Centers
<b>JULY</b>	6/15/23	Auditoriums and Performing Arts	Audio Video and Presentation Products	Windows, Doors, and Roofing
<b>AUG</b>	7/14/23	Athletic Equipment	Building Environments and Facilities	Labs and Research Facilities
<b>SEP</b>	8/15/23	Dean's List Awards & Dining Halls	Security Technologies and Services	Outdoor Recreation and Exteriors
<b>OCT</b>	9/15/23	Administration Areas & Campus Service Vehicles	Exterior Equipment and Landscaping	Flooring and Building Facilities
<b>NOV</b>	10/16/23	Construction	HVAC, Energy Efficiency, and Air Quality	Labs and Research Facilities
<b>DEC</b>	11/15/23	Security and Signage	Presentation Technologies and Equipment	Residence Facilities & Classroom Furniture



# 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.

ONLINE ADS	AD RATE	AD SIZE
BANNER	\$1000/month	728px x 90px
SPOTLIGHT SQUARE	\$500/month	180px x 150px
BILLBOARD SQUARE	\$1200/month	300px x 250px
TARGETED SKYSCRAPER	\$2400/month	300px x 600px
ISSUE SPONSORSHIP	\$1800	n/a
VENDOR DIRECTORY	\$600/year	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.

PRINT RATES & AD SPECS	1X RATE	3X RATE	6X RATE	12X RATE	AD SIZE
FULL PAGE	\$3,200	\$2,805	\$2,510	\$2,215	trim size: 8.375" x 10.875" bleed size: 8.625" x 11.125"
TWO PAGE SPREAD	\$6,100	\$5,420	\$4,840	\$4,260	trim size: 16.75" x 10.875" bleed size: 17" x 11.125"
1/2 PAGE ISLAND	\$2,150	\$1,875	\$1,700	\$1,525	4.875" x 7.875"
1/2 PAGE	\$1,900	\$1,635	\$1,470	\$1,305	horizontal: 7.75" x 4.875" vertical: 3.75" x 10.2"
1/3 PAGE	\$1,550	\$1,230	\$1,110	\$990	square: 4.875" x 4.875" vertical: 2.25" x 10.2"
1/4 PAGE SQUARE	\$1,200	\$983	\$890	\$798	3.75" x 4.875"
INSIDE FRONT	\$4,200	\$3,720	\$3,420	n/a	trim size: 8.375" x 10.875" bleed size: 8.625" x 11.125"
INSIDE BACK	\$3,700	\$3,270	\$2,940	n/a	trim size: 8.375" x 10.875" bleed size: 8.625" x 11.125"
BACK COVER	\$4,600	\$4,080	\$3,660	\$3,250	trim size: 8.375" x 8.75" bleed size: 8.625" x 9"

\*All other details can be found at [pupnmag.com/advertisers](http://pupnmag.com/advertisers)

# 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.

## LAB & RESEARCH FACILITIES

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

## SPORTS & FITNESS

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

## LANDSCAPING & EXTERIOR SPACES

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

## 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.

## FLOORING

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

## SAFETY & SECURITY

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

## CONSTRUCTION & PLANNING

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

## LEADERSHIP SPEAKS

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



# unique opportunities

## 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.

**2023 Dean's List Award Winners**

<p><b>COLLABORATION TABLES</b></p> <p>Since 1997, SMARTdesks has pioneered the field of collaboration furniture. From active learning to hybrid conferencing, SMARTdesks brings collaborative workspaces to life. All furniture integrates power and data connectivity into the workspace for optimal technology accessibility. Offering both standard and customizable collaboration furniture options, SMARTdesks enables you to work intelligently.</p> <p><a href="http://www.smartdesks.com">www.smartdesks.com</a></p>	<p><b>POOL ACCESS EQUIPMENT</b></p> <p>School branding shouldn't stop at pool access equipment. That's why the Scout Excel Pool Lift from Aqua Creek Products is designed to fit almost any pool profile, and comes in a myriad of custom colors! Built with castles in Montana, all Aqua Creek Pool Lifts are backed by the best warranties in the industry.</p> <p><a href="http://www.aquacreekproducts.com">www.aquacreekproducts.com</a></p>	<p><b>OUTDOOR FURNITURE</b></p> <p>Kay Park Recreation offers a large selection of park and playground equipment and commercial-grade site furnishings, including outdoor tables, grills, benches, trash containers, drinking fountains, planters, umbrellas, bollards, shade canopies, and bike racks. They have a complete line of benches and grills, as well as some outdoor athletic equipment.</p> <p><a href="http://www.kaypark.com">www.kaypark.com</a></p>	<p><b>WET FLOOR SAFETY</b></p> <p>Dr-Dek's anti-slip, self-draining surface keeps wet floors dry. It's perfect in pool areas, showers, locker rooms and barefoot walkways. Made from anti-microbial anti-grit vinyl to help control bacteria, mold and mildew. Just snap the "3" x "12" interlocking tiles together to form a surface of any length, width, or shape. For samples and more information, visit our website or call 1-800-348-2398.</p> <p><a href="http://www.dr-dek.com">www.dr-dek.com</a></p>
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## SHOWCASE OF EXCELLENCE

To be featured in the June 2023 issue.

**GREENHOUSES**  
FOR ANY CLIMATE, ANY CROP

**Premier Learning Environments**

**Best Practices for Keeping Students Safe**  
A Guide to Campus Security

**Coachline**  
UNPARALLELED COMFORT + STYLE  
LEASE PURCHASE CLOSERS FOR MONTH

## PRODUCT SHOWCASES

Can be included with select advertising packages.

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**NAC Super SAM<sup>®</sup> 125**

Whether you're in an apartment, dormitory, hotel, multi-level building, media room or a classroom, peace and quiet is possible.

Super SAM<sup>®</sup> 125 sound abatement membrane ensures you won't have to hear it all believe it!

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## 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.

**BRICK PAVERS**  
ENHANCING TRADITION

**GREEN ALTERNATIVES TO LANDSCAPING**

**SECURITY PLUS AESTHETICS**  
CAMPUS CLEAN-UP

**LANDSCAPES & EXTERIORS**

**ESSENTIAL PRODUCTS**  
FOR CAMPUS AQUATIC FACILITIES

MAINTAINING THE PERFECT BALANCE IN UNIVERSITY POOLS



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