

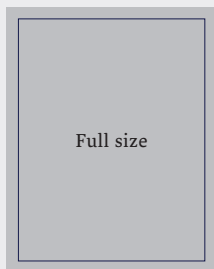
Penn Nursing magazine connects you with health care leaders—by the bedside, in the boardroom, on Capitol Hill, and anywhere else in the world that happens to concern the health of an individual, community, or entire population.

Published in print and on-line biannually, our magazine reaches not only our alumni, but also students, health-system employees and patients, government officials, and industry thought-leaders. As the number one nursing school in the world, Penn Nursing’s community is truly unrivaled.

Calendar

Issue	Reservation Due	Artwork Due	Magazine Drop
Fall 2019	August 16, 2019	September 6, 2019	October 2019
Spring 2020	February 3, 2020	February 24, 2020	April 2020

Print Ad Size



Rate per biannual issue

All measurements in inches

Ads are full page only

Circulation: 22,000

Crop: 7.85” w x 10” h

Bleed: 8.1” w x 10.25” h

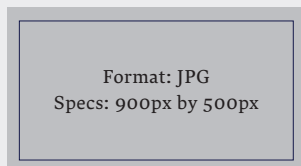
Inside Cover \$4,000

Full Page \$3,000

Digital Ad Options

In addition to your print ad, you can also purchase digital ad space on the four display screens in operation at the School as well as a banner ad in our monthly Alumni e-Newsletter.

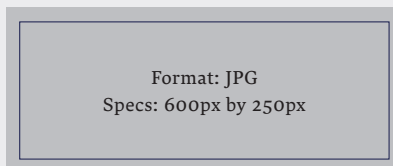
Display Screen in Fagin Hall



\$500 per month

Ads run across all four screens

Alumni e-Newsletter



\$1,000 per send

(sent once per month, subject to availability)

Ads are incorporated into the newsletter between editorial sections

School Facts

- #1 nursing school in the world four years in a row
- Only Ivy League university to offer a BSN degree
- #1 in NIH funding among schools of nursing
- 58 standing faculty, 35 full-time lecturers
- World Health Organization Collaborating Center
- Most selective undergraduate program at Penn

Alumni Facts

- 14,000 graduates and growing
- 90% of BSN graduates pursue an advanced degree
- 80 are graduates of the Wharton/Nursing dual-degree program
- Nearly 1000 hold leadership positions in their careers
- 32 serve as deans in higher education
- 26 hold C-suite positions

Audience (Circulation of 22,000)

- Penn Nursing Alumni
- Current and prospective students
- Parents
- Donors
- Industry leaders
- Government officials and legislators
- University of Pennsylvania Health System staff and patient populations

Alumni Age Stratification

20-29	8.66%
30-39	19.41%
40-49	15.26%
50-59	22.69%
60-69	18.99%
70+	14.99%

Alumni Distribution

Our alumni live and work in all 50 states and 51 countries around the world

69% live within 280 miles of Penn—from Boston, MA to Richmond, VA

52% live in the tri-state area of NJ, PA, DE

46% are in the Greater Philadelphia region

