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**

<table>
<thead>
<tr>
<th>Issue</th>
<th>Reservation Due</th>
<th>Artwork Due</th>
<th>Magazine Drop</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fall 2019</td>
<td>August 16, 2019</td>
<td>September 6, 2019</td>
<td>October 2019</td>
</tr>
<tr>
<td>Spring 2020</td>
<td>February 3, 2020</td>
<td>February 24, 2020</td>
<td>April 2020</td>
</tr>
</tbody>
</table>

---

**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

---

**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
  - Format: JPG
  - Specs: 900px by 500px

- **Alumni e-Newsletter**
  - **$1,000 per send**
  - (sent once per month, subject to availability)
  - Ads are incorporated into the newsletter between editorial sections
  - Format: JPG
  - Specs: 600px by 250px

---

www.nursing.upenn.edu
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
<table>
<thead>
<tr>
<th>Age Range</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>20-29</td>
<td>8.66%</td>
</tr>
<tr>
<td>30-39</td>
<td>19.41%</td>
</tr>
<tr>
<td>40-49</td>
<td>15.26%</td>
</tr>
<tr>
<td>50-59</td>
<td>22.69%</td>
</tr>
<tr>
<td>60-69</td>
<td>18.99%</td>
</tr>
<tr>
<td>70+</td>
<td>14.99%</td>
</tr>
</tbody>
</table>

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

Alumni Population
High Density regions

Mid-Atlantic 64%
Midwest 7%
Northeast 9%
West 11%
South 9%