HARVARD ALUMNI ARE LEADERS IN Politics, Sports, Film, Technology, Food, Business, The Arts, and more...

#1 RANKINGS Among Competitive Set in:

**Arts:**
- Art auctions
- Ballet/Dance Performances
- Classical music concerts
- Gallery exhibits
- Live opera performances
- Live theater performances

**Travel:**
- 5+ Vacations
- Stay at luxury/boutique hotel

**Real Estate:**
- Move/relocate

**Auto:**
- Vehicle represents who they are
- Buy the same brand again

**Food:**
- Have wine cellar at home

**Luxury:**
- Attended a trunk show
- Overnight and day spas

**Home:**
- Redecorate
- Employ an interior designer
- Attend a garden/home show

**Wellness:**
- Consider themselves fit
- Hike, swim, yoga, pilates, run/jog, scuba, sail, tennis

**Business:**
- Start a new business

**Leisure:**
- Own/buy a boat (power/sail)

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DEMOGRAPHICS

- Median Age: 54
- M/F: 51%/49%
- Average HHI: $355,183
- Average Net Worth: $2,344,063
- Average Value Principal Residence: $732,856

WHERE THEY LIVE

- 80,000 – New England
- 60,000 – Greater-Boston
- 20,000 – Cambridge
- 16,000 – Harvard faculty and staff

Contact us to request breakout by town, zipcode, or county.

For more info, contact Abby Shepard at 617-496-4032 or abby.shepard@harvard.edu
Please note: Each issue of Harvard2 contains editorial coverage of local arts and culture, history, cuisine, and the natural beauty of Cambridge, Boston, and beyond—as well as the topics listed above. Contact me to find out more about our issue-specific category discounts and frequency discounts.

For a sample, contact Abby Shepard at 617-496-4032 or abby_shepard@harvard.edu
Harvard Magazine offers exceptional VALUE - the ability to reach 78,000 engaged alumni (60,000 in Greater Boston) with the BEST CPM in our competitive set.

<table>
<thead>
<tr>
<th>Publication</th>
<th>Circ</th>
<th>% M/F</th>
<th>Average HHI</th>
<th>Read 4 of 4</th>
<th>Average Home Value</th>
<th>College Grad</th>
<th>Open Rate 4C Full Page</th>
<th>CPM</th>
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<tbody>
<tr>
<td>Harvard Magazine</td>
<td>79,201</td>
<td>51/49</td>
<td>$338,209</td>
<td>90%</td>
<td>$705,308</td>
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<td>Boston Magazine</td>
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<td>45/55</td>
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<td>71/29</td>
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<td>88%</td>
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<td>$481</td>
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</tbody>
</table>


Our Audience

- Average Net Worth Alum: $1,786,678
- Median HHI: $193,231
- Top Management/Chief: 35%
- Average HHI: $355,183

Whether looking to reach luxury brand consumers, top management executives, medical practitioners, family households, or art & design professionals, Harvard Magazine delivers.