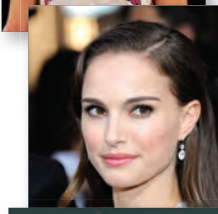


HARVARD

MAGAZINE

Harvard² READER DEMOGRAPHICS



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)

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

HARVARD

MAGAZINE

Harvard² Editorial & Planning CALENDAR



JAN-FEB ISSUE [Winter]

- Health & Wellness
- Finance & Legal
- Planning for the New Year

Space Deadline: 11/15/2018

Ad Copy Due: 11/20/2018

** Ask about our Wellness & Financial Discounts*



MAR-APR ISSUE [Spring]

- Spring
- weddings & luxury retail
- educational enrichment

Space Deadline: 1/15/2019

Ad Copy Due: 1/22/2019

** Ask about our wedding/lux retail & education discount*



MAY-JUN ISSUE [Graduation]

- real estate
- Commencement & Reunion Guide
- HSBA Shopping Guide

Space Deadline: 3/15/2019

Ad Copy Due: 3/20/2019

** Ask about our real estate & local retail discount*



JUL-AUG ISSUE [Summer]

- Commencement wrap-up
- outdoor dining
- Summer trips & activities

Space Deadline: 5/15/2019

Ad Copy Due: 5/20/2019

** Ask about our summer dining & activities discount*



SEP-OCT ISSUE [Fall]

- back-to-school
- museums & the arts
- Head of the Charles

Space Deadline: 7/15/2019

Ad Copy Due: 7/22/2019

** Ask about our museums & non-profit discount*



NOV-DEC ISSUE [Holiday]

- Holiday shopping
- Harvard/Yale football wrap-up
- HSBA Shopping Guide

Space Deadline: 9/16/2019

Ad Copy Due: 9/20/2019

** Ask about our luxury retail & travel discount*

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

Harvard² Competitive SNAPSHOT



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.

Publication	Circ	% M/F	Average HHI	Read 4 of 4	Average Principle Home Value	College Grad	Open Rate 4C Full Page	CPM
Harvard Magazine	79,201 6x	51/49	\$338,209	90%	\$705,308	100%	\$10,420	\$132
Boston Magazine	82,394 12x	45/55	\$216,000	83%	\$495,000	78%	\$23,860	\$290
Boston Common	50,000 6x	48/52	\$200K+ (94%)	n/a	n/a	n/a	\$17,500	\$350
BBJ	20,772 52x	71/29	\$257,000	65%	\$524,000	88%	\$10,000	\$481

Source: 2014 Mendelsohn Affluent Survey, Ivy League Magazine Network

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.

For more info, contact Abby Shepard at 617-496-4032 or abby_shepard@harvard.edu