

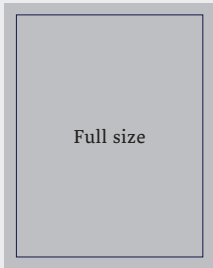
*Penn Nursing* magazine connects you with health care leaders—by the bedside, in the boardroom, on Capitol Hill, and anywhere else in the world that happens to concern the health of an individual, community, or entire population.

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	Mid-August	First week of September	October
Spring	First week of February	End of February	April

## 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**

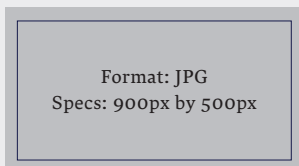
Inside Cover \$4,000

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.

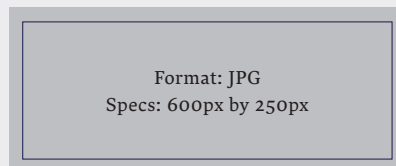
### Display Screen in Fagin Hall



**\$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 six years in a row
- Only Ivy League university to offer a BSN degree
- One of the top schools of nursing in NIH funding
- 58 standing faculty, 35 full-time lecturers
- World Health Organization Collaborating Center
- Most selective undergraduate program at Penn

## Alumni Facts

- 15,000 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

