



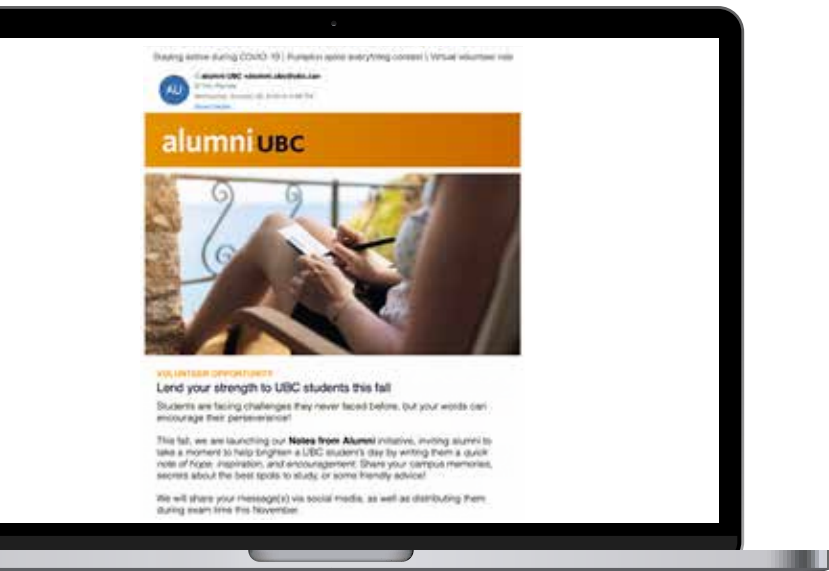
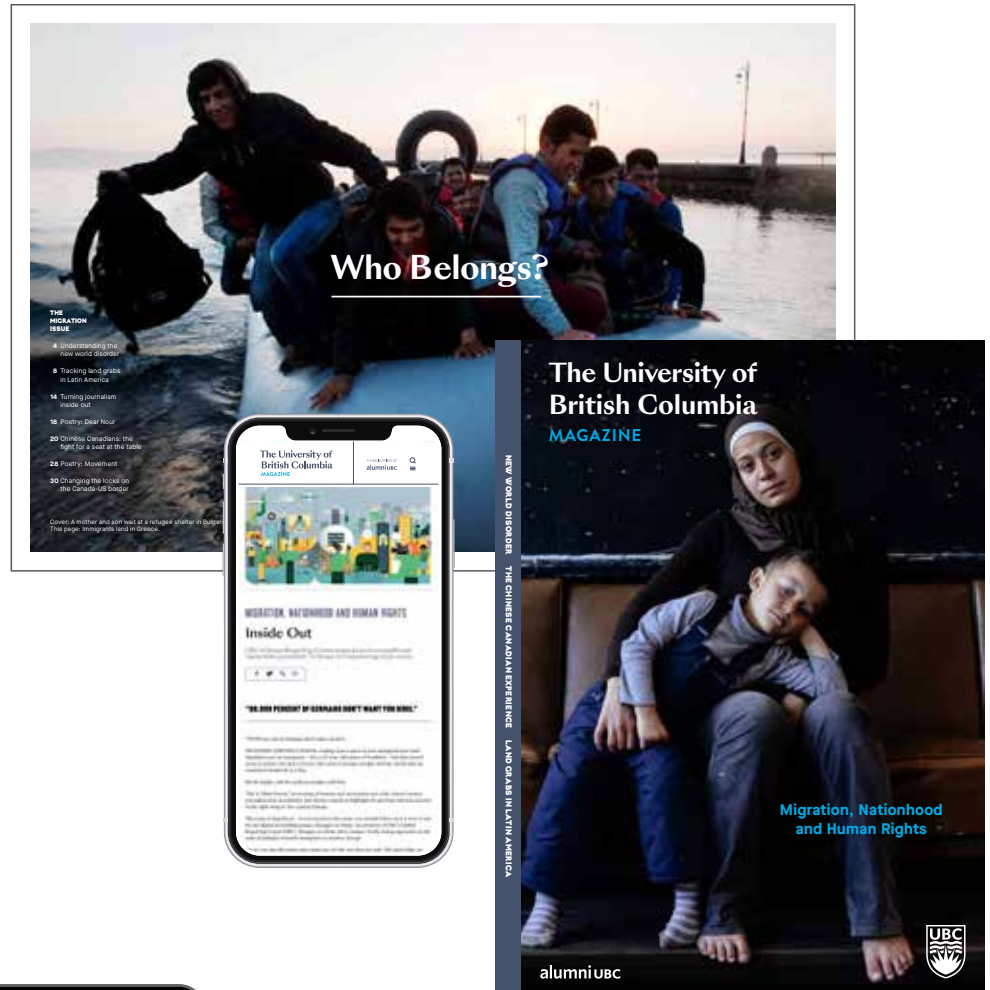
alumniUBC
Advertising & Sponsorship
Rate Kit 2025

When you advertise with *alumni UBC*, you are creating change - in your community and in the lives of students and alumni. You are supporting more than your brand campaign. You are helping foster dialogue that advances society.



UBC Magazine

The University of British Columbia Magazine is a print and online publication for UBC alumni. It offers an informed and unique UBC lens on key social issues, and reflects the ingenuity and community spirit of an ever-evolving university. The print edition is distributed twice per year while the digital newsletter brings engaging content to our alumni on a monthly basis.



alumni UBC Newsletters

The **Programs and Events** newsletter highlights upcoming webinars, in-person events, educational opportunities, and benefits and services for the alumni community.

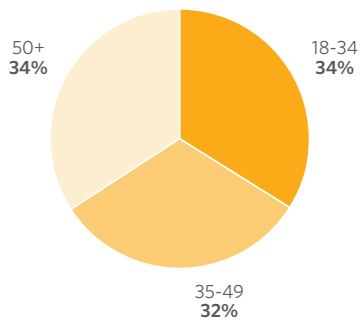
Our Audience

UBC alumni live and work in more than 140 countries around the world. They are innovators, entrepreneurs, scientists, artists, community builders, and advocates. It's a global network of well-connected, educated and influential individuals that we are proud to call our alumni family.

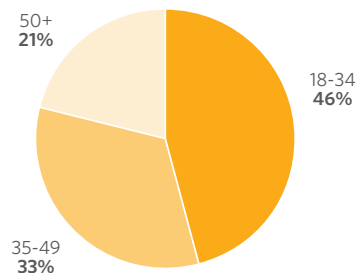
Audience Breakdown

BY AGE

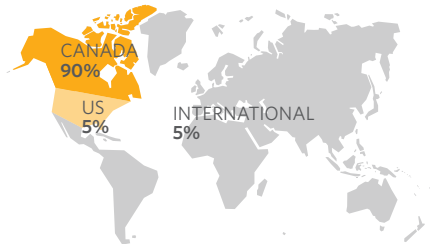
Print



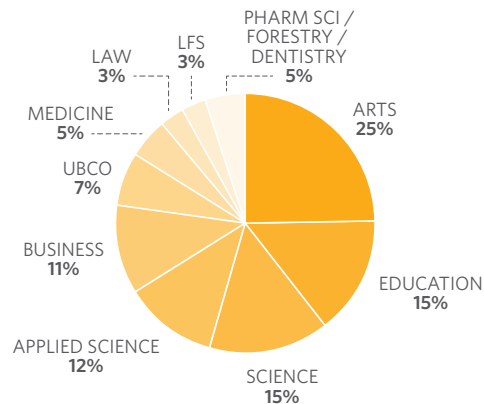
Digital



BY REGION



BY FACULTY



Circulation

UBC Magazine - print	2 issues per year	190,000
UBC Magazine - website	updated weekly	estimated 15,000 impressions per month
UBC Magazine - email newsletter	12 issues per year	170,000 subscribers
Programs and events newsletter	25 issues per year	170,000 subscribers

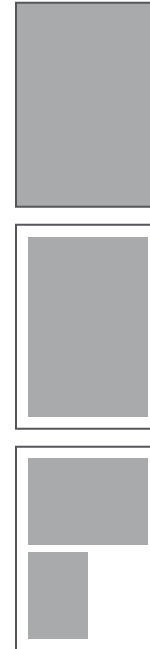
UBC Magazine

SIZES

Outside back cover*	8 x 10.75"	\$6,000
Inside back cover*	8 x 10.75"	\$5,500
Inside full page*	6.5 x 9.25"	\$4,800
Half page	6.5 x 4.5"	\$3,000
Quarter page	3.125 x 4.5"	\$2,200

*bleed ads: include 0.125" on all edges, keep all logos/text at least 0.5" away from all edges

Pricing for inserts and Presenting Sponsor position of a feature section available on request.



Digital Advertising

1 MONTH AD PACKAGE

1x UBC Magazine email ad	
1x Programs and Events email ad	
1x month website ads	\$1,650

3 MONTH AD PACKAGE

3x UBC Magazine email ads	
3x Programs and Events email ads	
3x months website ads	\$4,950

website

The University of British Columbia alumniUBC

Leaderboard | 728 x 90px

Big box
300 x 250px

Big box
300 x 250px

Mobile
leaderboard
320 x 50px

Big box
300 x 250px

Big box
300 x 250px

mobile

email

Print and Digital Package

Half page print ad	
3x UBC Magazine email ads	
3x Programs and Events email ads	
3x months website ads	\$7,950

Distribution Timeline

UBC Magazine

UBC Magazine Email Newsletter

Programs & Events Newsletter

JANUARY

MON	TUE	WED	THU	FRI	SAT	SUN
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	29	29	30	31		

FEBRUARY

MON	TUE	WED	THU	FRI	SAT	SUN
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28		

MARCH

MON	TUE	WED	THU	FRI	SAT	SUN
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
						31

APRIL

MON	TUE	WED	THU	FRI	SAT	SUN
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

MAY

MON	TUE	WED	THU	FRI	SAT	SUN
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

JUNE

MON	TUE	WED	THU	FRI	SAT	SUN
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
						30

JULY

MON	TUE	WED	THU	FRI	SAT	SUN
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

AUGUST

MON	TUE	WED	THU	FRI	SAT	SUN
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

SEPTEMBER

MON	TUE	WED	THU	FRI	SAT	SUN
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

OCTOBER

MON	TUE	WED	THU	FRI	SAT	SUN
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

NOVEMBER

MON	TUE	WED	THU	FRI	SAT	SUN
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

DECEMBER

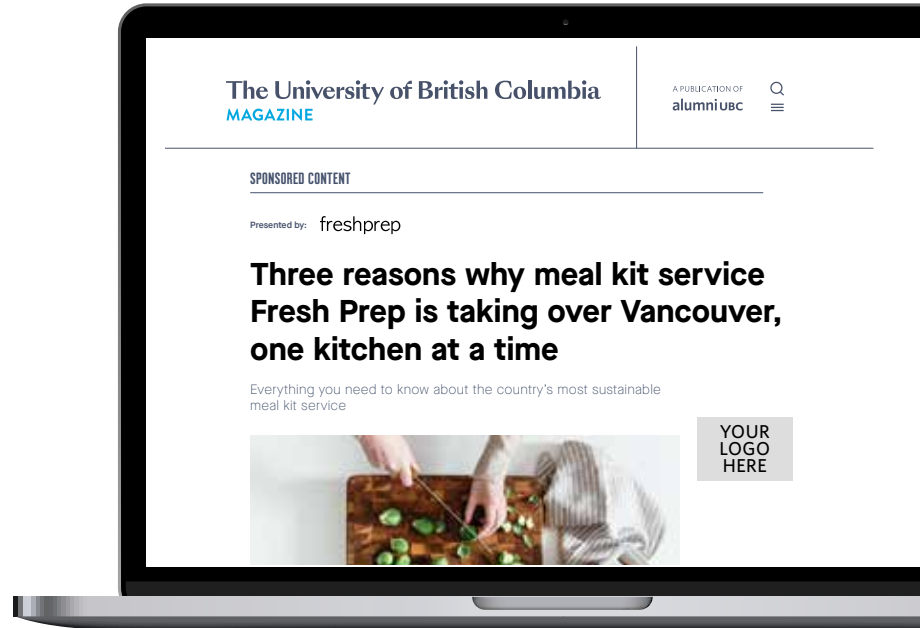
MON	TUE	WED	THU	FRI	SAT	SUN
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

**All dates are accurate as of rate kit release.
On occasion, alterations may be required and advertisers will be notified of any changes.*

Sponsorship Opportunities

alumni UBC is known for offering engaging educational content. We have a range of webinar series, a dynamic career development program and a mix of virtual and live events for alumni in our key markets and we would welcome the opportunity to align your business with ours as a sponsor of our programming. We can help with recruitment, education, volunteerism and general brand awareness goals.

All partnership packages are customized.



Native Advertising

Do you have a story to tell? The *alumni UBC* team would be happy to work with you to create customized content that blends your company's brand with the *alumni UBC* voice.

\$7,250

1 x Full page UBC Magazine print ad

1 x Native ad article in UBC Magazine email newsletter

6 months website ads

Final approval rests with the *alumni UBC* editorial team.

UBC Magazine email newsletter placement will link to an ad page on magazine.alumni.ubc.ca

Maximum two native advertising placements per magazine issue. Run dates are May and November each year to align with print magazine issue.

alumni UBC is known for offering engaging content. From our award winning publication, UBC Magazine, to virtual educational series, and new digital channels featuring articles and insights from UBC researchers and experts, we act as a trusted source of information for alumni and the community at large.

We invite you to join us in aligning your brand with our expertise, as we launch UBC Magazine SPOTLIGHT, a six month themed series of print and digital content. As a sponsor of this series your brand will be promoted to our subscribers in the following ways:

UBC Magazine

- Logo featured on the introductory page of the themed section
- One full page colour ad in the themed section

UBC Magazine Digital

magazine.alumni.ubc.ca and UBC Magazine email newsletters

- Presenting sponsor recognition on theme section homepage of website, on all themed article pages, and in monthly email newsletters
- 6 months of website advertising
- Promotion on the first social media post related to the themed content

UBC Magazine SPOTLIGHT Event

- Presenting sponsor recognition on all marketing collateral before, during and after a themed content event
- Option to provide welcome remarks and/or introduce hosts and speakers

Total investment for the UBC Magazine SPOTLIGHT marketing package is \$15,000. Additional events and communications touchpoints can be added to enhance this package.

AUDIENCE DATA:

UBC Magazine
190,000 subscribers

Digital Newsletters
170,000 subscribers

Virtual Event Attendees
Avg. 1,000 - 2,500 /event

Website
Avg. 15,000 impressions /month

UPCOMING THEMES & DATES:

May 2025 - October 2025
Democracy

November 2025 - April 2026
Healthy Aging