

JOHNS HOPKINS MAGAZINE

Publisher
 Johns Hopkins Magazine
 Johns Hopkins Office of Communications
 3910 Keswick Rd., Suite N-2600
 Baltimore, MD 21211
hub.jhu.edu/magazine

Advertising
 Baltimore Magazine
 Stephanie Shapiro
 410-608-9880
sstephanie@baltimoremagazine.net



JOHNS HOPKINS MAGAZINE DELIVERS

- High-Quality Readership
- Broad Geographic Reach
- Compelling Storytelling
- Exceptional Shelf Life

WHO WE ARE

Johns Hopkins Magazine is the most honored university magazine in the country. It has been named best in the nation a record nine times by the Council for Advancement and Support of Education, and has won numerous CASE gold medals for staff writing.

Johns Hopkins Magazine provides more than 145,000 alumni, faculty, and friends with a way to stay engaged in the life of the university. Our readers like to be intellectually challenged—to be drawn into a lively debate of ideas and contemporary issues—and they look to the magazine as a source of continuing education. Since its founding over 70 years ago, our award-winning publication has built a reputation for in-depth, substantive, and balanced reporting on groundbreaking research, fascinating people, and issues important to the Johns Hopkins community and beyond.

Our readers are well educated and affluent. They are married, working professionals and are homeowners. They live locally (75,000 in the Baltimore–D.C. region), across the country, and around the world.

The print edition is sent for free to alumni, donors, faculty, staff, and parents of students.

VIEW JOHNS HOPKINS MAGAZINE AT hub.jhu.edu/magazine

OUR READERS

Circulation: 145,000
 (75,000 in Balto.–D.C. Metro area)

Median Age of Readers: 57

Male: 57%; **Female:** 43%

Married: 77%

Household Income: 89%
 over \$175,000

College Degree: 99%

Own Their Own Homes: 89%

Education/Highest Degree:

Bachelor's: 15%

Master's: 47%

Doctorate: 19%

MD/JDD/DDS: 18%

Other: 1%

Occupation:

Educator: 15%

Physician: 62%

Executive/Admin/Mgr/Dir/CEO: 11%

Johns Hopkins Readers Are Engaged:

98% of magazine recipients are readers

Of those:

71% read all issues

98% read at least one issue per year

2.5: Average readers per copy

*Readership survey results conducted by ORC International in 2017

Stephanie Shapiro
 Vice President of Sales
 Baltimore magazine

ADVERTISING SALES
 MANAGED BY

Baltimore
 MAGAZINE

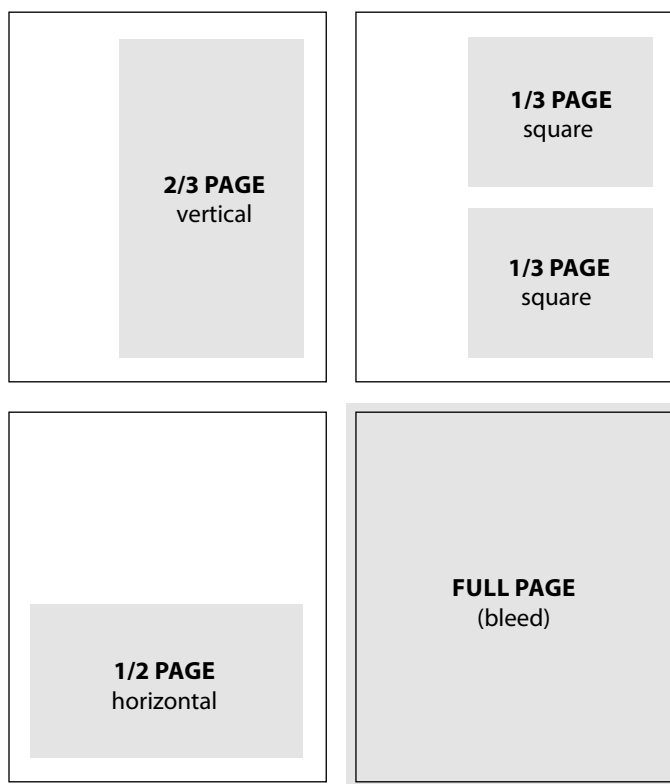
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SIZE SPECIFICATIONS (in inches)

	width	height
TRIM SIZE	8.375	x 10.625
FULL PAGE (Bleed)	8.625	x 10.875
LIVE MATTER AREA	7.875	x 10.125
TWO PAGE SPREAD (with Bleed)	17	x 10.875
BACK PAGE (4-Color/Full Bleed)	8.625	x 8
BACK PAGE (No Bleed)	8.375	x 7.875
TWO THIRDS PAGE	4.6	x 9.4167
HALF PAGE (Horizontal)	7.125	x 4.6042
THIRD PAGE (Square)	4.6	x 4.6042



SUBMITTING YOUR AD

Submit your camera-ready art to **Michelle Weinstein** at wmich@baltimoremagazine.net.

Please add "JHM_your company name_issue date_Ad size" in the subject line.

ADVERTISING RATES

ADVERTISING RATES - Effective through June 30, 2023.
 Published quarterly: Fall, Winter, Spring, and Summer

FULL COLOR

	1x/yr.	2x/yr.	3x/yr.	4x/yr.
FULL PAGE	\$3500	\$3015	\$2850	\$2450
2/3 PAGE	3100	2655	2415	2070
1/2 PAGE	2625	2250	2075	1775
1/3 PAGE	2410	2070	1600	1375

PREMIUM POSITIONS

	1-2x/yr.	3-4x/yr.
INSIDE FRONT COVER	\$4200	\$3620
INSIDE BACK COVER	4025	3465
BACK COVER	4375	3775
FIRST RIGHT HAND PAGE (Page 1)	4000	3550

PUBLICATION DATES

2023 Issues	Publication Month	Space Reservation Deadline	Final Ads Due
Spring 2023	March 2023	January 13, 2023	February 1, 2023
Summer 2023	May 2023	March 21, 2023	April 7, 2023
Fall 2023	August 2023	June 21, 2023	July 10, 2023
Winter 2023	November 2023	September 20, 2023	October 6, 2023

ACCEPTANCE

All advertising is subject to the publisher's approval. The advertiser agrees to indemnify and protect the publisher from loss or expense on claims or suits based on submitted advertising.

ARTWORK

Please create a PDF using the press-quality settings. All artwork should be 300 ppi at the size it is placed in the file. All color art must be CMYK. We do not guarantee color quality unless a color SWOP proof is received. Preferred rich black: 50/40/40/100 and small text should always be 100% black.

***NOTE: Microsoft Publisher, PowerPoint, and Word files are not accepted.**