Washington State Magazine's combination of journalistic excellence and engaged readership offers exceptional advertising value as a regional university magazine.

editorial mission

Washington State Magazine is the window on Washington State University—around the state and around the world—for more than 158,000 well-educated, multinational readers.

We tell Washington State’s stories. No matter what the issue of the day, it becomes our story, through the eyes and work of our people. We are serious about giving our readers the best possible reporting on science and academe. But we also like humor and sports, good food and wine, great photography and thoughtful essays. We tell the stories of our readers themselves, our alumni, through lively profiles.

We are Washington State’s magazine. We are about people and place, about great ideas and the good things in life, about doing good in and making sense of a fascinating world.

c o n t a c t :  w s m @ w s u . e d u  |  5 0 9 - 3 3 5 - 2 3 8 8
average total circulation: **158,000**  
QUARTERLY :: FULL COLOR :: 56 PAGES  
ALSO DISTRIBUTED THROUGH ALASKA AIRLINES AND AMTRAK

commitment to sustainability  
100% POST-CONSUMER WASTE RECYCLED PAPER  
PROCESSED CHLORINE-FREE  
= 60% LESS WATER USED THAN MOST OTHER PAPERS

digital versions  
WEB :: INTERACTIVE MAGAZINE :: E-NEWSLETTER :: VIDEOS

circulation + distribution  
A HIGHLY ACCLAIMED AND AWARD-WINNING PUBLICATION that is eagerly anticipated by graduates, donors, faculty, staff, and friends of Washington State University.
gender

Male: 51%
Female: 49%

age distribution

under 20: < 1%  
21–25: 6%  
26–30: 10%  
31–40: 20%  
41–50: 21%  
51–60: 22%  
61–70: 12%  
over 71: 9%

level of education (alumni)

Bachelor degree: 82%
Masters degree: 12%
Doctoral degree: 6%

market areas

Seattle/Tacoma/Olympia CSA: 35%
Portland (Vancouver) MSA: 11%  
(other Oregon: 1%)  
Tri-Cities/central Washington: 10%
Spokane/Coeur d’Alene: 10%  
(and adjacent counties)  
Pullman/Moscow: 6%  
(and adjacent counties)  
N. California: 4%  
S. California: 4%
other Idaho: 2%  
NY/New England: 2%  
Arizona: 2%  
Texas: 1%  
Washington DC: 1%
other US: 11%  
other int’l: < 1%

winter 2016

wood takes wing

The complex chemistry labs that will fuel the clean industries of tomorrow are growing in your backyard.

ALSO IN ISSUE: A place of healing waters — fallen from fame and nearly a ghost town — has recently rediscovered its pulse.

fall 2016

the spirit of ’25

How do you create national feeling? One solution turned out to be the campuses of American colleges.

ALSO IN ISSUE: The National Park Service has been telling the story of America for 100 years.

summer 2016

the pharmacist

Not an emergency and can’t get in to see a doctor? The pharmacist will see you now.

winter 2015

the drink that built a nation

Hard cider—a key component of the colonial economy—became practically forgotten in a state known for its apples. Enter the new cider makers.
Olympic athlete Bernard Lagat comes home

sports

Coug's behind the Seahawks
Women's rowing on the Snake River
NCAA record holder Rueben Mayes
Olympic athlete Bernard Lagat comes home

alumni profiles

Searching for Amelia Earhart's lost plane
Traveling the world for Homeland Security
Counting coffee beans in Costa Rica
### Ad Sizes

<table>
<thead>
<tr>
<th>Type</th>
<th>Width</th>
<th>Height</th>
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<tbody>
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<td>10.75&quot;</td>
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**Bleed Specifications:** Bleed ad dimensions above DO NOT include an additional .125" on all sides (required) which is trimmed away during magazine construction.

**Ad Grid Margins:** All type and graphics should reside .75" in from the trim, or .875" in from the bleed.

### Artwork Specs

Ads may be created using Adobe InDesign, Illustrator or Photoshop; you can submit a press-ready PDF saved from these applications.

All artwork should be produced using CMYK color mode and the US WEB Uncoated v2 color setting. Images should be at least 300 pixels per inch (at actual size); line art at least 1200ppi. Spot colors should be converted to CMYK equivalents and fonts, whenever possible, converted to outlines.

Setup for the above applications as well as PDF conversion instructions may be found at [magazine.wsu.edu/artwork](http://magazine.wsu.edu/artwork). Washington State Magazine is not responsible for the quality of any printed ad that does not conform to these specifications.

### Submission Instructions

Digital files may be submitted to the art director on a CD/DVD via FTP at filetransfer.wsu.edu (use jpxson@wsu.edu as the recipient's name), or by email (under 10MB) to jpxson@wsu.edu. Please include all pertinent insertion and contact information along with payment.
### Ad Rates

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Payment is due with ad submission.

Cancellations must occur on or before the space close date to not risk forfeit.

### Advertising Deadlines

<table>
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<tr>
<th>Issue</th>
<th>Space Close</th>
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<tr>
<td>August 2017 (Fall)</td>
<td>4/28/17</td>
<td>6/9/17</td>
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<tr>
<td>November 2017 (Winter)</td>
<td>7/28/17</td>
<td>9/1/17</td>
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<td>February 2018 (Spring)</td>
<td>10/27/16</td>
<td>12/8/16</td>
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<tr>
<td>May 2018 (Summer)</td>
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<td>3/16/17</td>
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Ads are placed at the discretion of the art department with attention to effectiveness and relationship to editorial and graphic content.

**Available On Request**

Inserts such as business reply cards, brochures and envelopes are priced separately from the above advertising rates.