

Penn Political Review

2013 Media Kit and Advertising Opportunities | www.pennpoliticalreview.org

OVERVIEW

Penn Political Review is the University of Pennsylvania's *primary outlet* for *political thought*. It has been publishing *twice every semester* for the past 10 years. We are committed to *bipartisanship*, and we welcome all thoughts and ideas *regardless of political orientation*. Articles cover a plethora of issues, ranging from *popular political debate* to matters concerning the *local community*. If you wish to advertise with us, we have a variety of options ranging from full-page ads to corner prints.

DISTRIBUTION

- Stocked 24/7 at *four distribution racks* at some of the *highest traffic locations* around campus
- Magazines are delivered to mailboxes of every *political science, history, economics and international relations* professor at the University of Pennsylvania
- Distributed at about a dozen *local shops and eateries* as well as other nearby universities
- Circulation of over **2,000** issues per print (and over **8,000** per year) that are all distributed to student and local affiliates

ADVERTISING COST & SIZING*

Advertising Attributes

Quarter Page: 4.25" x 2.75"

Half Page: 4.25" x 11"

Full Page: 8.5" x 11"

Back Page: 8.5" x 11"

Double Issue Contract

Quarter Page: \$275

Half Page: \$425

Full Page: \$625

Back Page: \$850

*All advertisements are in color.

READERSHIP

10,000 Undergraduates

9,800 Graduates

4,000 Faculty Members



The state of Pennsylvania's *preeminent student-run political publication* is the Penn Political Review. Past interviewees include *governors, UN Ambassadors, and CEO's*.

Single Issue Contract

Quarter Page: \$150

Half Page: \$225

Full Page: \$350

Back Page: \$450

Flyer Insert: \$575

Quadruple Issue Contract

Quarter Page: \$500

Half Page: \$800

Full Page: \$1200

Back Page: \$1600

BUYING YOUR AD

To advertise, contact our team at joinppr@gmail.com

"PPR is more than a magazine. It's a platform for intelligent student thought and opinion."