HARVARD ALUMNI ARE LEADERS IN Politics, Sports, Film, Technology, Food, Business, The Arts, and more...

#1 RANKINGS Among Competitive Set in:

Arts:  • Art auctions  • Ballet/Dance Performances  • Classical music concerts  • Gallery exhibits  • Live opera performances  • Live theater performances

Travel:  • 5+ Vacations  • Stay at luxury/boutique hotel

Real Estate:  • Move/relocate

Auto:  • Vehicle represents who they are  • Buy the same brand again

Food:  • Have wine cellar at home

Luxury:  • Attended a trunk show  • Overnight and day spas

Home:  • Redecorate  • Employ an interior designer  • Attend a garden/home show

Wellness:  • Consider themselves fit  • Hike, swim, yoga, pilates, run/jog, scuba, sail, tennis

Business:  • Start a new business

Leisure:  • Own/buy a boat (power/sail)

DEMOGRAPHICS

- Median Age: 54
- M/F: 51%/49%
- Average HHI: $355,183
- Average Net Worth: $2,344,063
- Average Value Principal Residence: $732,856

WHERE THEY LIVE

- 80,000  – New England
- 60,000  – Greater-Boston
- 20,000  – Cambridge
- 16,000  – Harvard faculty and staff

Contact us to request breakout by town, zipcode, or county.

For more info, contact Abby Shepard at 617-496-4032 or abby_shepard@harvard.edu
Harvard Magazine offers exceptional VALUE - the ability to reach 78,000 engaged alumni (60,000 in Greater Boston) with the BEST CPM in our competitive set.

<table>
<thead>
<tr>
<th>Publication</th>
<th>Circ</th>
<th>% M/F</th>
<th>Average HHI</th>
<th>Read 4 of 4</th>
<th>Average Principle Home Value</th>
<th>College Grad</th>
<th>Open Rate 4C Full Page</th>
<th>CPM</th>
</tr>
</thead>
<tbody>
<tr>
<td>Harvard Magazine</td>
<td>79,201</td>
<td>51/49</td>
<td>$338,209</td>
<td>90%</td>
<td>$705,308</td>
<td>100%</td>
<td>$10,420</td>
<td>$132</td>
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<tr>
<td>Boston Magazine</td>
<td>82,394</td>
<td>45/55</td>
<td>$216,000</td>
<td>83%</td>
<td>$495,000</td>
<td>78%</td>
<td>$23,860</td>
<td>$290</td>
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<td>Boston Common</td>
<td>50,000</td>
<td>48/52</td>
<td>$200K+ (94%)</td>
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<td>$17,500</td>
<td>$350</td>
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<tr>
<td>BBJ</td>
<td>20,772</td>
<td>71/29</td>
<td>$257,000</td>
<td>65%</td>
<td>$524,000</td>
<td>88%</td>
<td>$10,000</td>
<td>$481</td>
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</tbody>
</table>


Our Audience

- Average Net Worth Alum: $1,786,678
- Median HHI: $193,231
- Top Management/Chief: 35%
- Average HHI: $355,183

Whether looking to reach luxury brand consumers, top management executives, medical practitioners, family households, or art & design professionals, Harvard Magazine delivers.

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