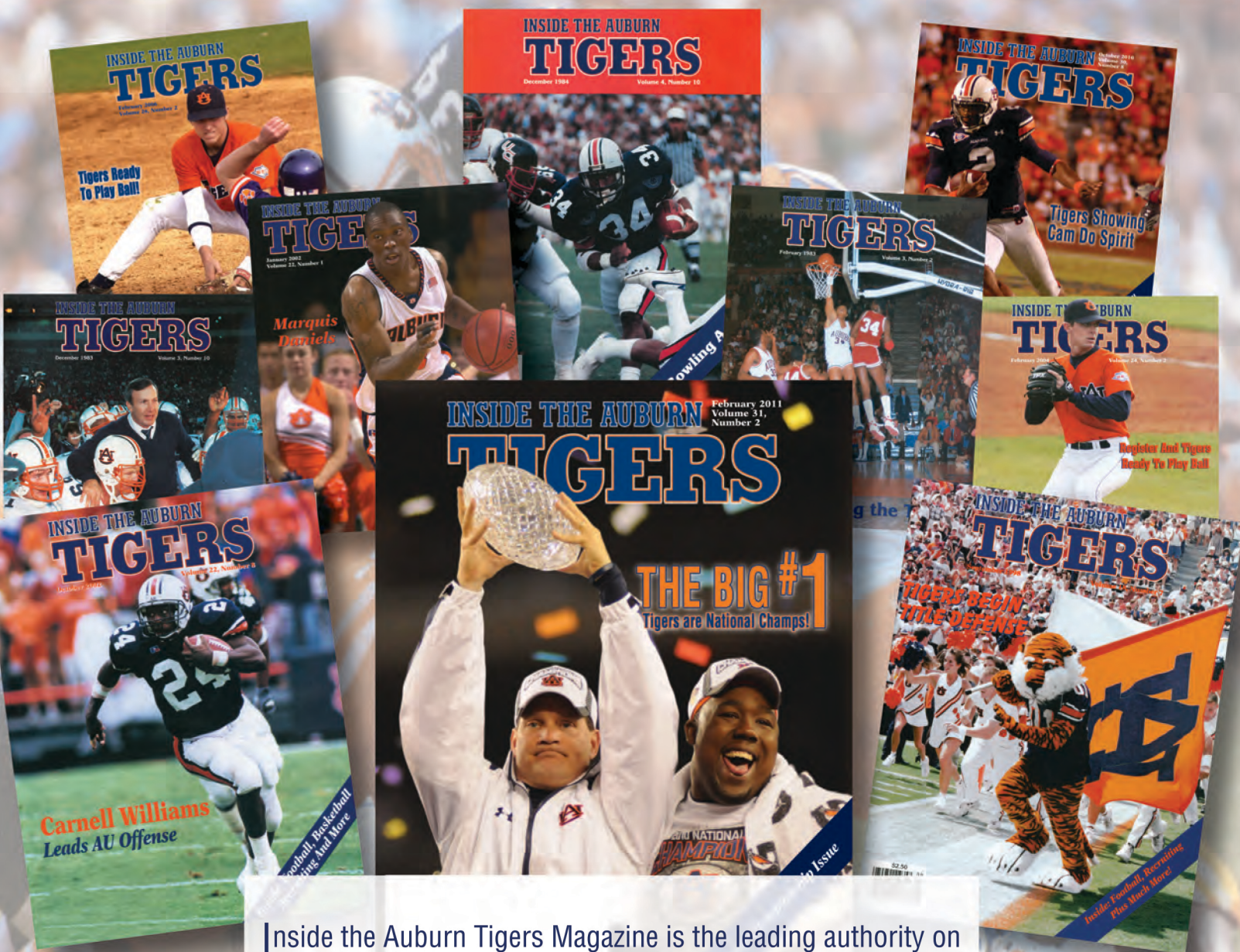


# INSIDE THE AUBURN TIGERS

Media Kit 2014-2015



Inside the Auburn Tigers Magazine is the leading authority on Auburn University's nationally prominent athletic programs. Issues are published monthly August - May.

Inside the Auburn Tigers also publishes the annual Football Guide every July that previews the upcoming football season in great detail.



# ADVERTISING RATES

## PER INSERTION:

### Covers:

Back: \$2,500

Inside Back: \$2,000

Inside Front: \$2,000

Opposite Inside Front: \$1,800

Opposite Inside Back: \$1,800

Priority Pages (Pages 4-15): \$1,500

## COLOR:

	1-Time	3-Time	6-Time	10-Time
Full Page:	\$1,250	\$1,185	\$1,125	\$1,050
2/3 Page:	\$875	\$830	\$775	\$735
1/2 Page:	\$750	\$710	\$665	\$630
1/3 Page:	\$500	\$475	\$445	\$420
1/4 Page:	\$415	\$390	\$370	\$350

## BLACK & WHITE:

	1-Time	3-Time	6-Time	10-Time
Full Page:	\$930	\$880	\$825	\$780
2/3 Page:	\$650	\$615	\$575	\$545
1/2 Page:	\$550	\$520	\$490	\$460
1/3 Page:	\$370	\$350	\$330	\$310
1/4 Page:	\$300	\$285	\$265	\$250

### Overnight Shipping Address:

Inside the Auburn Tigers

326 N College Street

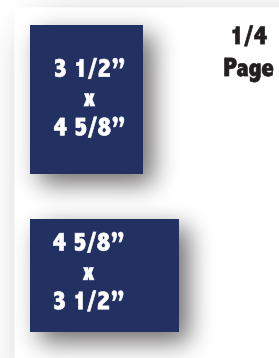
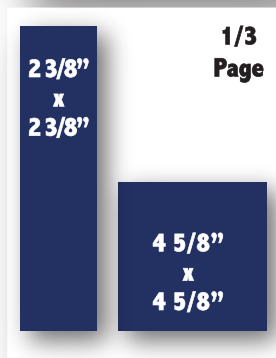
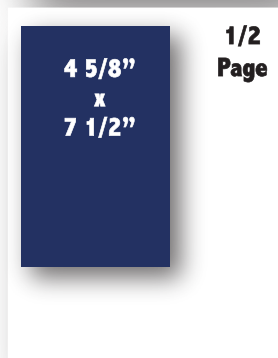
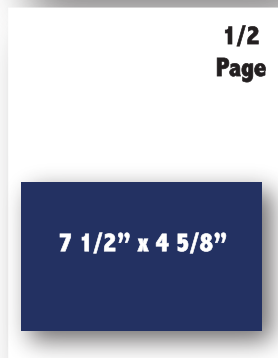
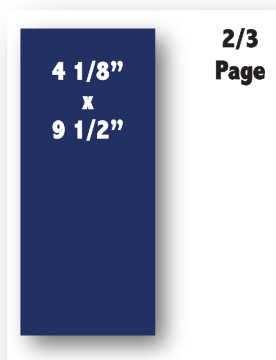
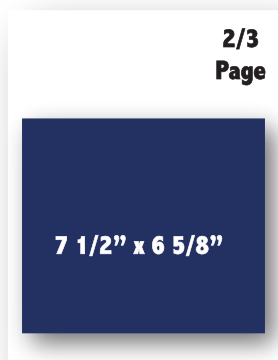
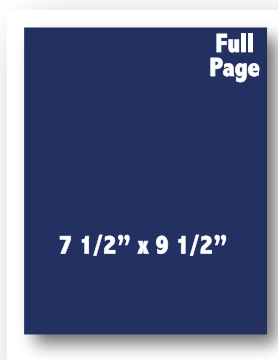
Auburn, AL 36830 phone: 334.887.7100

### Printer's Shipping Address:

Craftmaster Printers

687 Dean Road

Auburn, AL 36830 phone: 334.502.3456



# SUBSCRIBER STATISTICS

Source: Inside the Auburn Tigers  
Subscriber Survey

## Subscriber Ages:

25-54.....82 percent  
35-54.....56 percent  
25-64.....85 percent  
35-64.....61 percent

## Occupation:

Professional....30 percent  
Managerial.....26 percent  
Sales.....11 percent  
Other .....33 percent

## Household Income:

\$25,000+.....96 percent  
\$35,000+.....92 percent  
\$45,000+.....71 percent  
\$55,000+.....64 percent  
\$70,000+.....61 percent

**Total Paid Circulation:** 15, 232

**Total Reach:** 36, 348

**Auburn Alumni Subscribers:** 85 percent

**Regularly Attend Auburn Events:** 73 percent

**Male Subscribers:** 89 percent

**Married:** 87 percent

**Average Household Size:** 3.5

**Attended College:** 95 percent

# GENERAL INFORMATION

**FOOTBALL NEWSLETTER ADVERTISING RATES:** Limited availability. Call for rates.

**INSERTS:** Availability, specifications on request.

**PRINTING:** Offset on coated stock.

**COLOR:** Full-color process.

**ARTWORK:** Submit artwork in .pdf, .jpeg, or .tif format using CMYK color.

**CLOSING DATES:** The 15th of the month preceding the issue date.

**CANCELLATIONS:** Thirty days notice.

# CONTACT INFORMATION

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