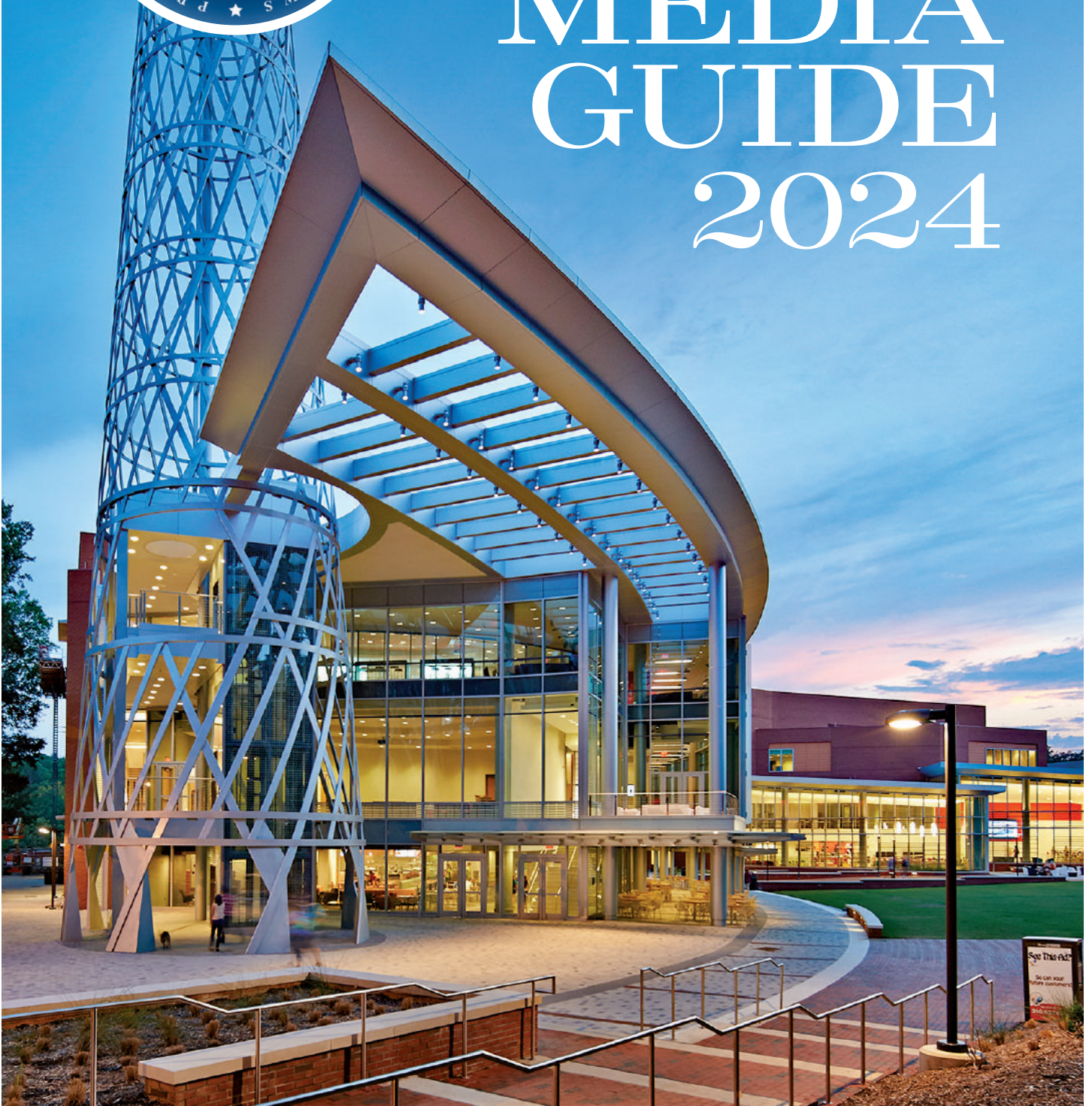




PRIVATE UNIVERSITY PRODUCTS AND NEWS

MEDIA GUIDE 2024



PUPN MAGAZINE delivers your product information to almost 26,000 college and university decision-makers at all levels: presidents, provosts, deans, department heads, athletic directors, facility managers, and other school-wide directors.



A FOCUSED MARKETING STRATEGY

Unlike other magazines, *Private University Products and News* is solely focused on the concerns of private colleges and universities. Rather than addressing the needs of a variety of audiences, and covering topics with a broad brush, we are intently focused on serving the distinct needs of one market. We know what data and details they find useful, and we supply that information each month. Additionally, by featuring the faculty members of these colleges—and building relationships with each university's administration, faculty, and staff—we have become the most trusted and respected magazine within this niche audience.

Engaging readers through both print and digital mediums, PUPN is focused on the specific interests and concerns of department heads, staff, faculty, and administrators of exclusive private colleges and universities. From cover to cover, all editorial features, advertisements, product showcases, and case studies are relevant to our readership. University leaders and decision-makers at these institutions set their own budgets; even when money grows tight in some educational venues, these campuses continue to wield purchasing power. Additionally, the leaders of these institutions are constantly expanding their campus amenities to remain competitive in recruitment and retention, as well as to maintain their elite status among educational facilities.

readership breakdown



7765

EXECUTIVE-LEVEL MANAGEMENT

Presidents, Provosts, Vice Presidents, and Associate Provosts

5686

FACILITY DIRECTORS/PLANNERS

Including Head of Maintenance, Head of Facilities, and Physical Plant

3795

DIRECTORS AND COACHES

Athletic Directors, Associate Directors, Assistant Directors, and Head Coaches

3223

OTHER ADMINISTRATORS

Deans, Academic Program Directors, and Department Heads

2891

IT DIRECTORS AND LEADERS

2306

ARCHITECTS

325

GENERAL PURCHASING

EDITORIAL CALENDAR 2024

ISSUE	ART DUE	FEATURE(S)	TECHNOLOGY	ON CAMPUS
NOV	10/17/23	Construction	HVAC and Energy Efficiency	Labs and Research Facilities
DEC	11/15/23	Security and Signage	Presentation Technologies and Equipment	Residence Hall Furniture and Equipment
JAN	12/15/24	Buyer's Guide	Innovative Technologies	Maintenance Equipment and Supplies
FEB	1/16/24	Flooring, Labs, and Research Facilities plus Architectural Design	Media Center Furnishings and Technology	Lighting and Security Systems
MARCH	2/15/24	Sports and Fitness Facilities and Student Rec	Energy Management, Green Maintenance, and Cleaning	Auditoriums and Performance Arts
APRIL	3/15/24	Exterior Aesthetics and Landscaping	Green Technologies and Energy Efficiency	Signage, Lighting, and Aquatic Facilities
MAY	4/14/24	Gyms and Athletic Facilities	Building Accessories and Restroom Facilities	Fire and Life Safety and Security
JUNE	5/15/24	Classroom Furniture, Accessories and Showcase of Excellence	Communications Equipment and Services	Student Rec and Fitness Centers
JULY	6/15/24	Auditoriums and Performing Arts	Audio Video and Presentation Products	Windows, Doors, and Roofing
AUG	7/14/24	Athletic Equipment	Building Environments and Facilities	Labs and Research Facilities
SEP	8/15/24	Dean's List Awards and Dining Halls	Security Technologies and Services	Outdoor Recreation and Exteriors
OCT	9/15/24	Administration Areas and Campus Service Vehicles	Exterior Equipment and Landscaping	Flooring and Building Facilities
NOV	10/16/24	Construction	HVAC, Energy Efficiency, and Air Quality	Labs and Research Facilities
DEC	11/15/24	Security and Signage	Presentation Technologies and Equipment	Residence Facilities and Classroom Furniture



features

Monthly features offer in-depth coverage and on-site applications of products and services these facilities implement in order to continue their mission of providing educational and facility amenities that are second-to-none. Editorial pieces also offer practical applications, case studies, and reports on the ways these elite college campuses are upgrading their facilities to provide an exceptional campus experience for their students and faculty.

Your unique message can be integrated with trusted, pertinent and reliable editorial. In addition, you may have the option to pair your advertising message with powerful advertorial in the form of a product showcase.



reach your audience across multiple platforms

Deliver your product information across multiple media platforms, which starts with your advertisement in both print and digital versions of the magazine. Digital issue advertisements are live linked with your contact information or multiple webpages connected to a variety of products. Digital Options include billboard squares, leaderboard banners, spotlight squares, targeted skyscrapers, or exclusive issue sponsorship. We also offer a Vendor Directory listing, which is replicated under multiple vendor categories.

Several years of past issues are archived digitally at pupnmag.com, where visitors can also find a constantly growing and evolving community of products and services for private universities and colleges. Additionally, features are searchable through an on-site search engine, making it easy for visitors to find related articles or vendor categories by topic; digital ads can be targeted to those categories for both vendor directory listings and for articles.

ONLINE ADS	AD RATE	AD SIZE
BANNER	\$750/month	728px x 90px
SPOTLIGHT SQUARE	\$400/month	180px x 150px
BILLBOARD SQUARE	\$1000/month	300px x 250px
TARGETED SKYSCRAPER	\$1500/month	300px x 600px
ISSUE SPONSORSHIP	\$2400	n/a
VENDOR DIRECTORY	\$750/year	Enhanced Storefront Listing
A Vendor Directory listing includes the company logo, contact information, a description of up to 150 words, and placement in up to four Marketplace categories.		

AD RATES AND SPECS	1X RATE	3X RATE	6X RATE	12X RATE	AD SPECS
FULL PAGE	\$3,200	\$2,805	\$2,510	\$2,215	trim size: 8.375" x 10.875" bleed size: 8.625" x 11.125"
TWO PAGE SPREAD	\$6,100	\$5,420	\$4,840	\$4,260	trim size: 16.75" x 10.875" bleed size: 17" x 11.125"
1/2 PAGE ISLAND	\$2,350	\$2,075	\$1,900	\$1,725	4.875" x 7.875"
1/2 PAGE	\$1,900	\$1,635	\$1,470	\$1,305	horizontal: 7.75" x 4.875" vertical: 3.75" x 10.2"
1/3 PAGE	\$1,800	\$1,530	\$1,410	\$1,290	square: 4.875" x 4.875" vertical: 2.25" x 10.2"
1/4 PAGE SQUARE	\$1,200	\$983	\$890	\$798	3.75" x 4.875"
INSIDE FRONT	\$4,200	\$3,720	\$3,420	n/a	trim size: 8.375" x 10.875" bleed size: 8.625" x 11.125"
INSIDE BACK	\$3,700	\$3,270	\$2,940	n/a	trim size: 8.375" x 10.875" bleed size: 8.625" x 11.125"
BACK COVER	\$4,600	\$4,080	\$3,660	\$3,250	trim size: 8.375" x 8.75" bleed size: 8.625" x 9"

**All other details can be found at pupnmag.com/advertisers*

ad sizes

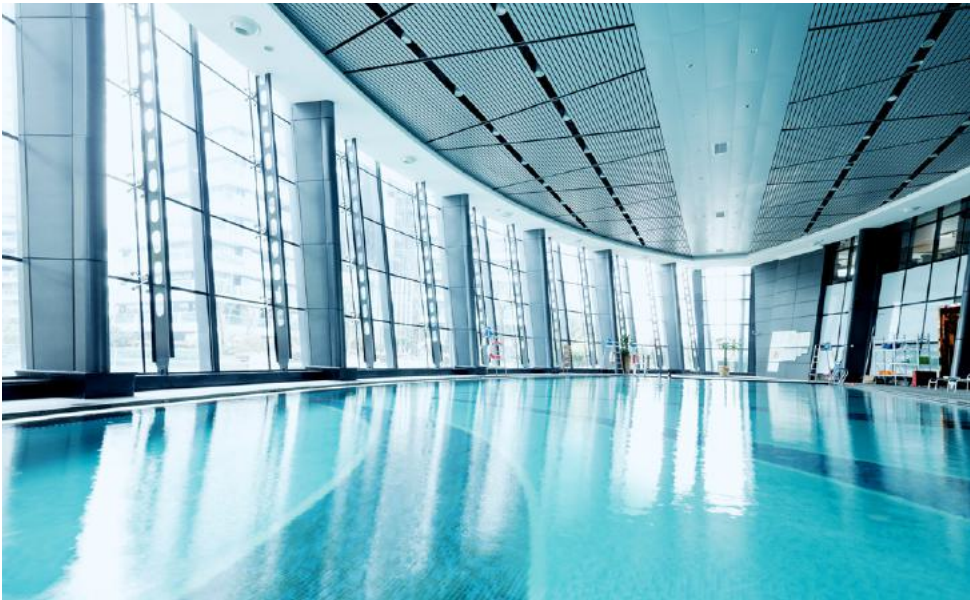
Ads are accepted as PDFs or high-res jpgs. Check to make sure you have a bleed in place for full-page ads.

The diagram illustrates six different ad sizes within a blue-bordered frame:

- 1/2 horizontal:** A large rectangle at the top left.
- 1/3 square:** A square below the 1/2 horizontal ad.
- 1/4 square:** A small square to the left of the 1/2 page vertical ad.
- 1/2 page vertical:** A tall rectangle to the right of the 1/4 square.
- 1/2 page island:** A large rectangle at the bottom left.
- 1/3 page vertical:** A tall rectangle to the right of the 1/2 page island.

columns

PROFESSOR SPOTLIGHT
A personal look at the innovative teaching and scholarship taking place at the nation's finest private colleges and universities.
TEACHING & TECHNOLOGY
An examination of revolutionary digital tools used to enhance teaching and learning.
LAB & RESEARCH FACILITIES
Stories featuring outstanding and innovative laboratories and research facilities, as well as the products that make those labs possible.
SPORTS & FITNESS
A university case study or background information about developing or enhancing athletics, athletic facilities, or campus fitness centers.
ON-CAMPUS
Special stories shared by private colleges or universities about on-campus initiatives or programs.
FACILITIES & MAINTENANCE
Stories designed for facility directors or facility managers in mind, offering advice on choosing the best maintenance equipment for a variety of needs.
FLOORING
Information about flooring options, covering a variety of concerns—from aesthetics to sustainability to safety.
SAFETY & SECURITY
Information about protecting students, faculty, and staff from a variety of threats: from ensuring bodily safety to protecting belongings and data.



unique opportunities

DEAN'S LIST AWARDS



Each year, the PUPN Board of Directors honors a selection of products that contribute to the mission of private colleges and universities in providing

the finest facilities and services. Featured in our September 2024 issue.

2024 Dean's List Award Winners

CUTTING-EDGE INNOVATION
Discover the Absen 219 DLED display captures learners, fostering an immersive educational environment. Choose Absen, where academic excellence meets cutting-edge innovation.
www.usabsen.com/products/conference/absen-c-ultrawide.html

INNOVATIVE LED LIGHTING
At VONN, we offer exceptional LED lighting solutions that exhibit a fusion between innovative solutions and aesthetic vision. VONN is proud to be the market leader manufacturer in luxury LED lighting, offering a wide range of residential and commercial LED lighting products suitable for all types of spaces.
www.vonn.com

CUSTOM WINDOWS
Hope's Windows, Inc. is the leading and most experienced manufacturer of custom, solid hot-rolled steel and solid bronze windows and doors in the United States. Unmatched strength, quality craftsmanship, sustainability, and advanced finishing systems ensure that Hope's steel windows and doors last for a century or longer with minimal maintenance.
www.HopesWindows.com

TOUCH SCREEN WHITEBOARD
Gone are the days of whiteboards, paper flip charts, and printed handouts. Replace all those with the Samsung Flip Pro, a one-of-a-kind digital device perfect for increasing collaboration in schools, offices, and more. Featuring a 55" touch screen with 4K UHD, this sleek interactive whiteboard can be easily rotated to either portrait or landscape orientation.
www.postupstand.com

SHOWCASE OF EXCELLENCE

Featured in the June 2024 issue.



PRODUCT SHOWCASES

Can be included with select advertising packages.

one place. every space.
Everything education needs... and more.
More design in a classroom. More comfort in a lab. More modern to match the needs of any (and every) space for learning. The robust suite of SitOnIt® chairs and tables supports, create whole backbones for unmatched innovation and support to ensure bright ideas are captured. Take more of this smart new collection today.
www.sitonit.com

waterproofing
Available in a variety of sizes and colors, this membrane is designed for use on interior or exterior surfaces. It is ideal for use in bathrooms, basements, and other areas where moisture is a concern. It is also ideal for use in areas where a waterproofing membrane is required. It is also ideal for use in areas where a waterproofing membrane is required. It is also ideal for use in areas where a waterproofing membrane is required.
www.nacproducts.com

SPECIAL DIGITAL ISSUES

Based on reader requests for more information or coverage, in relation to their interests and planning, we offer Special Digital Issues that are focused on a variety of topics at several points during the year.





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