The MSU Alumni Magazine is the number one benefit for the more than 44,057 members of the MSU Alumni Association. It also reaches all Michigan legislators, academic and administrative offices on campus, fraternities, sororities and on-campus living units. Demographic studies show our readers are an educated, affluent and successful group with strong and lifelong ties to their alma mater, a true value to our advertisers.

Because of our readers’ lifelong relationship to MSU, advertisements in the MSU Alumni Magazine carry the implied legitimacy of a personal recommendation, the kind of credible endorsement that is most likely to gain a response from readers with exceptional buying power. The combination of perfectly matched demographics, lifelong reader loyalty, competitive pricing, and campus information highly desired by our readers, makes the MSU Alumni Magazine an effective choice to help advertisers reach this prime market.

MSU Alumni Magazine readers’ high income translates into the buying power you want to influence—more than half of the households earn more than $50,000 a year.

MSU Alumni Magazine readers are opinion leaders and decision makers who influence purchases in their businesses and communities—over half work in executive and professional positions.

MSU Alumni Magazine readers depend on the magazine as their main source of information about Michigan State University. MSU Alumni Magazine readers trust and respect the magazine. That’s a hospitable environment for your advertisement.

MSU Alumni Magazine readers spend time with this trusted medium, so your ad will get noticed. Almost 90 percent read it for up to an hour; more than 10 percent spend more than an hour. Readers keep and collect the magazine, and that keeps your message in front of them longer. MSU Alumni Magazine readers are:

- Computer users—many own a computer with Internet access.
- Mobile—many travel for both business and pleasure and travel to and from the MSU campus.
- Ready to buy entertainment—sporting events, concerts and theatre performances, art shows and museums, restaurants and lodging.
- Active in the out-of-doors—boaters, anglers, cyclists, golfers, skiers, and snowmobilers.
- Highly educated—95 percent of our readers have college degrees and about half have post-graduate or professional degrees.
- Civic minded—over half are involved in community, state, and/or federal government.
- Proud of MSU—they purchase MSU logo merchandise whenever possible.

msualum.com

Banner Advertising on the MSUAA web site is your connection to Spartans worldwide! msualum.com, the MSU Alumni Association web site, has become the home page of choice for thousands of MSU alumni and fans worldwide. Dynamic features on our site such as our alumni directory, Spartan shopping, games, career services, Alum eCards, screensavers, news about alumni events, MSU sports and much more bring our members and friends back again and again. Our banner ad program is a great way to promote your company's products or services to MSU alumni and friends.

If you are interested in advertising in the MSU Alumni Magazine or on the MSUAA web site, contact:

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