

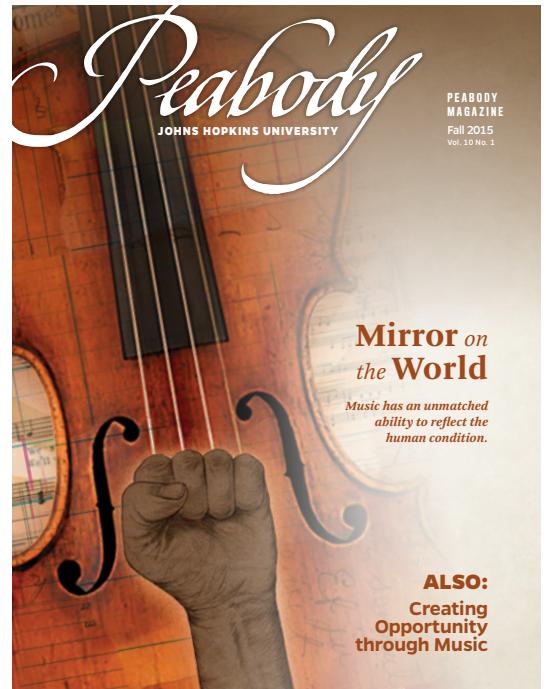
ADVERTISING RATES AND SPECIFICATIONS

FOR SPRING 2016

Peabody Magazine is the signature publication of the Peabody Institute of the Johns Hopkins University, one of the world's most highly regarded music schools. Professionally written with visually stunning design and printing, it features profiles of stellar faculty and alumni, coverage of important events at Peabody, and thought-provoking essays about music.

PEABODY MAGAZINE IS:

- A unique guide to the world of performing arts. Feature stories, news items, and alumni updates provide in-depth coverage of current issues and trends as well as the latest on today's performers, composers, and ensembles.
- National in scope. Our core readership, our alumni, make their careers in every state and 50 countries.
- Rooted in Baltimore. More than an alumni magazine, our readership also includes families of the school-age musicians studying at the Peabody Preparatory.



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FOR SPRING 2016

PEABODY MAGAZINE CIRCULATION

Region	Number of Copies	Percentage
Maryland	21,835*	72.8%
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Baltimore City	13,818*	
Baltimore County	4,008	
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Anne Arundel County	860	
Montgomery County	776	
Harford County	356	
Northeast	3,065	10.2%
West	1,157	3.8%
Central	1,101	3.7%
Southeast	1,823	6.1%
Foreign	1,020	3.4%
TOTAL CIRCULATION	30,001	100.0%

* 4,400 copies are made available at Peabody Institute and The Johns Hopkins University.

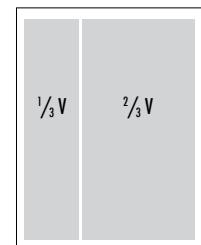
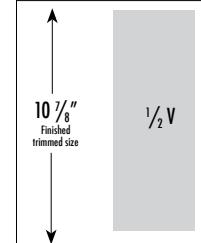
ABOUT THE PEABODY INSTITUTE OF THE JOHNS HOPKINS UNIVERSITY

Located in the heart of the Mount Vernon Cultural District in Baltimore, the Peabody Institute was founded in 1857 as America's first academy of music by philanthropist George Peabody. Each year, Peabody stages nearly 100 major concerts and performances, ranging from classical to contemporary to jazz, many of them free—a testament to the vision of George Peabody.

DIGITAL REQUIREMENTS

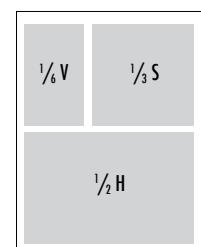
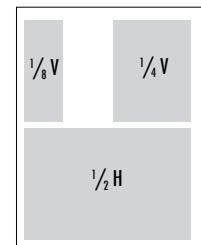
- Our preferred method for ad submission is Adobe PDF (PDF/X-4: 2007 preset, all fonts embedded)
- All colors should be converted to CMYK
- Minimum resolution: 300 dpi

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SUBMISSION DEADLINES

Spring 2016 Issue:
Reserve by January 22
Art due by February 26
Publication date is March 21



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	1X	2X	UNIVERSITY
Cover Positions*	2950	2525	1950
Full Page*	2425	2075	1600
2/3 Vertical	1900	1725	1400
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Horizontal	1600	1450	1200
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1/4 Vertical	725	650	525
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BLACK-AND-WHITE

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1/6 Vertical	525	475	350	2 3/8" x 4 7/8"
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