

IESE Alumni Magazine

Alumni Magazine

This is the country's top publication in the economy and business management segment. Nominally distributed to IESE teachers, administrators, alumni and program participants, according to the latest survey on the services provided by the IESE Alumni Association it is its most valued service. Over 35,263 copies of the Magazine are published quarterly (30,131 in Spanish and 5,131 in English).

A highly valued publication

The alumni, who are currently company executives, account for 90% of the magazine's readership, while IESE Partners partners and customers account for 6%, students and participants account for 3% and IESE departments account for 2%.

Alumni believe the Alumni Magazine is the Alumni Association's most valuable service.

The electronic edition of the magazine is has been available on the web since 1997. The site provides access to magazine articles and an archive service that provides access to previous issues. The site currently receives over 114,000 unique visitors per year.

An interesting magazine that captures the reader's attention

One of the reasons for the success of the product is the balance between research, information and service. The Magazine team works on a daily basis to shed light on the IESE world in the most interesting and entertaining way possible for the reader.

Cover

Professors and alumni share their views on a topical issue: rigor, relevance, viewpoints, criteria... The case method turned into journalism.

Ideas

Professor articles focusing on research topics. A brief review of the latest research by IESE professors.

Crossroads

Where can one find rigor and relevance, theory and practice, politicians and business leaders...? IESE becomes the meeting point.

People

Stories about alumni with interesting careers, news from professors and alumni, reports from visitors: this is what the People section is all about.

Life

You can share the great moments in the life of IESE even when you're away from campus: graduations, meetings...

IESE & You

Updates on new services for Alumni Association members.

Final

A must-read parting thought ... while awaiting the next issue.

Reader's profile

Products

• Computers & Electronics	16%
• Industrial Products	14%
• Chemical and Pharmaceutical	14%
• Food	13%
• Manufactured Products	11%
• Construction	10%
• Energy	10%
• Automotive	6%
• Iron and Steel Industry	4%
• Other	2%

By services

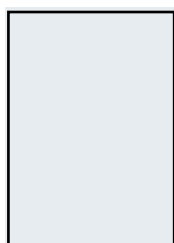
• Advisory, consultancy and Offices	21,7%
• Associations and Foundations	2,7%
• Public Administration	3,3%
• Education and Culture	6,8%
• Financial services	20,8%
• Doctors and Health	3,7%
• Property Management	6,5%
• Distribution	7,1%
• Logistics	5,6%
• Media	12,5%
• Tourism	2,7%
• Other	6,3%

Positions

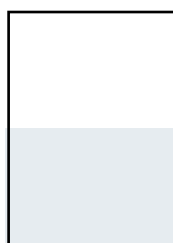
• General management	45%
• Sales management	12%
• Operations Management and Production	10%
• Financial Director	9%
• Management and Control	7%
• Human Resources Management	7%
• Marketing Management	6%
• Systems and Technology Management	4%

Advertising Rates

• Opening Facing Pages	€14,200
• Second opening facing pages	€13,200
• Full page facing first summary (left)	€ 6,500
• Full page facing second summary (right)	€ 6,500
• Full page facing Alumni Index	€ 6,500
• Full page facing index of companies/masthead	€ 6,500
• Full page facing editorial	€ 6,500
• Full page opening first article	€ 7,000
• Back page	€10,600
• Inside back cover page	€ 7,500
• Preferred page	€ 5,200
• Inside page	€ 4,700
• Double page	€ 8,600
• Half page	€ 3,500
• 1/3 page	€ 3,050
• Rectangle ad	€ 3,050
• Fold-out	€ 38,000
• Inserts (up to 50 grams)	€ 5,500



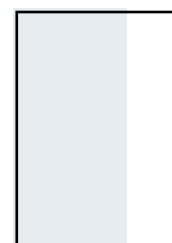
Page
Bleed: 210 x 297



Half page
(horizontal)
Bleed: 210 x 145



1/3 page



Rectangle ads

Specifications

- Circulation: 31,000 national edition and 5,650 international edition
- OJD 2010: 36,650
- Quarterly (February, May, July, November)
- Printing: Offset
- Size
 - Page: 297 x 210 mm
 - Bleed: 3 mm more per cutoff

Advertising

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