



**ALUMNI
ASSOCIATION**

YOUR LINK FOR LIFE

**Sponsorship Opportunities:
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K-Stater Magazine

An Affluent Audience...:

Median HH Inc: \$121,000
Children in Home: 23.8%
C-Level or Director: 43.7%
Business Owner: 18.4%

Welcoming K-Stater:

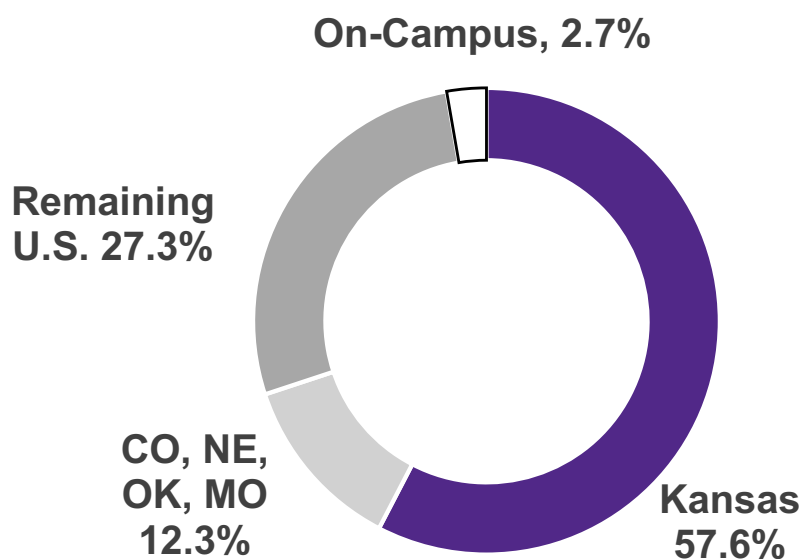
Read All/Most Issues: 87%
Read Most of Issue: 70%
Time Reading: 43 Mins
Keep One Month +: 80%

A Large Distribution:

41,000 Total Distribution
21,000 Kansas
+33,000 Issues Emailed
950 On-Campus

A Ready-To-Buy Audience (next 12 mos)

10,250 Plan to Purchase a Car
16,000 Plan to Purchase Furniture
10,000 Plan to Purchase a Mattress
9,800 Plan to Visit a Spa



The award-winning *K-Stater* magazine is published for K-State Alumni Association members and is full of news about campus happenings, research, athletics, students, nostalgia and alumni. It is a trusted source of news and views for alumni and friends of K-State, and readers say the magazine is a major reason why they joined the Alumni Association. The *K-Stater* is mailed exclusively to members of the K-State Alumni Association four times per year. The online version of the *K-Stater* also is available to members only.

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