



Wharton's global network began with its first graduating class in 1884. Among the class of five graduates who received Wharton's first degrees, one alumnus returned to his native Japan and a career that included serving as a member of the Diet (the Japanese parliament); another became U.S. ambassador to Brazil. The tradition continues today, with Wharton graduates now living in 139 countries on 6 continents.

Your connection with Wharton's vast alumni network is a lifelong relationship that extends around the world. From the day you enter Wharton as a student, you join an active community of alumni who value the personal friendships and professional connections fostered by the Wharton alumni network.

Lifelong Relationships

Wharton's 81,000+ alumni form strong bonds to the School and each other — one of the most powerful benefits of a Wharton degree. They stay connected through more than 80 alumni clubs and three annual Global Alumni Forums.

[Alumni Clubs](http://www.wharton.upenn.edu/alumni/clubs/): <http://www.wharton.upenn.edu/alumni/clubs/>

[Global Alumni Forums](http://www.wharton.upenn.edu/alumni/forums/): <http://www.wharton.upenn.edu/alumni/forums/>

Leadership Across Industries

Wharton graduates assume positions of leadership in all areas of business, as well as in government, education, and nonprofit organizations. Here's a small sampling of alumni leaders across a diverse range of industries.

[Wharton Leaders](http://www.wharton.upenn.edu/alumni/leadership/): <http://www.wharton.upenn.edu/alumni/leadership/>

Alumni Making a Difference

In every issue of Wharton's quarterly [Alumni Magazine](#), you'll find profiles of alumni who are making a difference — through traditional and nontraditional career paths.

In [Faces of Wharton Entrepreneurship](#), you will meet a range of Wharton alumni who are creating new enterprises and building new models of best business practice in organizations around the world.

In [The Wharton Network](#), a 2002 Special Report, read about alumni connections that cross industries and borders.

Wharton Alumni Association

Alumni leaders helping to define and implement the School's strategic mission and goals.

Alumni in the News: http://www.wharton.upenn.edu/whartonfacts/news_and_events/alumni_in_the_news/

Alumni Everywhere 2005

6 Continents
140 Countries
81,250 Alumni
3,353 in Asia
3,271 in Europe
1,189 in Caribbean & Latin America
307 in Middle East
218 in Australia
182 in Africa
82 Alumni Clubs



Wharton Alumni Magazine External Advertising 2006

Distribution: Approximately **80,000** per issue

U.S. alumni (graduate & undergraduate)	65,000
International alumni (graduate & undergraduate)	12,000
Faculty/staff	400
MBA students	1,600
Undergraduate seniors	600

Basic Demographics:

Median Age: **45**

Median Personal Income: **\$100,000 – \$124,999** (based on 2002 analysis)

% Male: **80.8**

% Female: **19.2**

Marital Status:

- Married: **63.0%**
- Divorced: **2.6%**
- Partnered: **0.4%**
- Separated: **0.4%**
- Single: **32.8%**
- Widowed: **0.9%**

Education (n.b. Wharton degree information only- all alumni)

- **35,000** undergraduate alumni
- **34,000** MBA alumni
- **700** PhD alumni
- **8,000** evening school alumni
- **370** Advanced Management Program alumni



**WHARTON ALUMNI MAGAZINE
AD RATES
2006-2007**

FOUR COLOR RATES

FULL PAGE	\$ 4,650
1/2 PAGE	\$ 3,300
1/4 PAGE	\$ 1,880

INSIDE FRONT COVER OR OPP. INSIDE BACK COVER	\$ 4,900
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AD SPECIFICATIONS

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Spring Issue: Apr/May/June (Ship date: 4/12)	Deadline: January 5
Summer Issue: Jul/Aug/Sep (Ship date: 7/22)	Deadline: May 7
Fall Issue: Oct/Nov/Dec (Ship date: 10/19)	Deadline: August 13

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