



## Welcome to the BPA Brand Report

You are looking at the contemporary design that has replaced BPA's traditional "green sheets" and "pink sheets."

No longer called a "Circulation Statement," the BPA Brand Report showcases the entire scope of a brand's audience that media buyers and marketers have been looking for, including all of the circulation data you have relied upon from BPA.

The fully customizable Brand Report may include a variety of channels, including:

- Publication/magazine circulation
- Website traffic
- E-newsletter distribution
- Event/tradeshows/conference attendance
- Webinar attendance
- Social media, including online networks and communities
- Mobile media/Apps
- And More!

[Click here to learn more about effectively using the BPA Brand Report.](#)

No attempt has been made to rank the information contained in this report in order of importance, since BPA Worldwide believes this is a judgment which must be made by the user of the report.

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**STANFORD** magazine serves Stanford alumni, students and their parents and donors to the university.

**MARKET SERVED**

**STANFORD** serves Stanford alumni and their families, Stanford students and their parents, as well as friends and donors of the Stanford community.

## CHANNELS

### STANFORD MAGAZINE



3 Issues in the period  
 200,342 average circulation

## EXECUTIVE SUMMARY

Below are the Average contacts per occurrence, including frequency per period reported.

	Paid	Non-Paid	Average
<b>STANFORD MAGAZINE</b> (3 issues in period)	-	200,342	200,342

## MAGAZINE CHANNEL

Official Publication of: None/Established: 1973

### PRICE AND FREQUENCY

**NC	Average Annual Subscription Order Price for the Period Reported(Excluding Sponsored Subscriptions)
6	Issues Per Year
**NC	All Single-Copy Sales Prices for the Period

\*\*NC = None Claimed

### AVERAGE TOTAL QUALIFIED BASED ON 3 ISSUES IN THE PERIOD

<b>Total Qualified</b>	<b>200,342</b>
Average Rate Base	-
Variance +/-	-
Percent +/-	-
Qualified Paid	-
Subscriptions	-
Sponsored	-
Single-Copy Sales	-
Qualified Non-Paid	200,342

\*\*NC = None Claimed

**1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD**

	Qualified Paid		Qualified Non-Paid		Total Qualified	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	-	-	200,342	100.0	200,342	100.0
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Sponsored Multi-Copy Same Addressee	-	-	-	-	-	-
<b>Sub-Total Subscriptions:</b>	-	-	200,342	100.0	200,342	100.0
Single-Copy Sales	-	-	-	-	-	-
Sponsored Single-Copy Sales	-	-	-	-	-	-
<b>TOTAL</b>	-	-	<b>200,342</b>	<b>100.0</b>	<b>200,342</b>	<b>100.0</b>

**2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD**

2014 Issue	Total Qualified
January	200,317
March	200,562
May	200,148

**3. BREAKOUT OF QUALIFIED CIRCULATION TO THE CONSUMER MARKET FOR ISSUE OF MAY 2014**

**This issue is 0.1% or 292 copies below the average of the other 2 issues reported in Paragraph 2.**

STANFORD ALUMNI & COMMUNITY	TOTAL QUALIFIED	PERCENT OF TOTAL
Stanford University Alumni; parents of Stanford students; current undergraduate Stanford and graduate students, and donors to Stanford University and Stanford magazine, retired staff, faculty and emeritus faculty	200,148	100.0
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>200,148</b>	<b>100.0</b>

**4. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2014**

QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	-	-	-	-	-
II. Request from recipient's company:	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-
V. <b>TOTAL</b> – Sources other than above (listed alphabetically):	-	-	<b>200,148</b>	<b>200,148</b>	<b>100.0</b>
*Rosters and Directories	-	-	200,148	200,148	100.0
Manufacturer's, distributor's and wholesaler's lists	-	-	-	-	-
Other sources	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	-	-	<b>200,148</b>	<b>200,148</b>	<b>100.0</b>
<b>PERCENT</b>	-	-	<b>100.0</b>	<b>100.0</b>	

\*See Additional Data

**AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS**

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	July - December 2011	January - June 2012	July - December 2012	January - June 2013	July - December 2013*	January - June 2014*
Total Audit Average Qualified:	192,749	192,811	195,824	199,047	198,620	200,342
Rate Base (if any):	**NC	**NC	**NC	**NC	**NC	**NC
Rate Base +/-:	**NC	**NC	**NC	**NC	**NC	**NC
Percent +/-:	**NC	**NC	**NC	**NC	**NC	**NC
Qualified Paid:	-	-	-	-	-	-
Subscriptions	-	-	-	-	-	-
Sponsored	-	-	-	-	-	-
Single-Copy Sales	-	-	-	-	-	-
Qualified Non-Paid:	192,749	192,811	195,824	199,047	198,620	200,342
Post Expire Copies included in Total Qualified Circulation:	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price:	**NC	**NC	**NC	**NC	**NC	**NC

\*NOTE: July 2013 – June 2014 is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

\*\*NC = None Claimed.

**GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2014**

State	Total Qualified	Percent
Maine	377	
New Hampshire	537	
Vermont	313	
Massachusetts	5,059	
Rhode Island	298	
Connecticut	1,874	
<b>NEW ENGLAND</b>	<b>8,458</b>	<b>4.2</b>
New York	8,862	
New Jersey	2,533	
Pennsylvania	2,322	
<b>MIDDLE ATLANTIC</b>	<b>13,717</b>	<b>6.9</b>
Ohio	1,385	
Indiana	706	
Illinois	3,696	
Michigan	1,397	
Wisconsin	950	
<b>EAST NO. CENTRAL</b>	<b>8,134</b>	<b>4.1</b>
Minnesota	1,553	
Iowa	365	
Missouri	919	
North Dakota	50	
South Dakota	86	
Nebraska	208	
Kansas	437	
<b>WEST NO. CENTRAL</b>	<b>3,618</b>	<b>1.8</b>
Delaware	158	
Maryland	2,873	
Washington, DC	2,176	
Virginia	3,313	
West Virginia	85	
North Carolina	1,742	
South Carolina	399	
Georgia	1,526	
Florida	2,811	
<b>SOUTH ATLANTIC</b>	<b>15,083</b>	<b>7.5</b>

State	Total Qualified	Percent
Kentucky	293	
Tennessee	647	
Alabama	287	
Mississippi	104	
<b>EAST SO. CENTRAL</b>	<b>1,331</b>	<b>0.7</b>
Arkansas	179	
Louisiana	397	
Oklahoma	386	
Texas	6,441	
<b>WEST SO. CENTRAL</b>	<b>7,403</b>	<b>3.7</b>
Montana	544	
Idaho	768	
Wyoming	246	
Colorado	4,108	
New Mexico	1,349	
Arizona	2,764	
Utah	1,207	
Nevada	1,294	
<b>MOUNTAIN</b>	<b>12,280</b>	<b>6.1</b>
Alaska	434	
Washington	7,368	
Oregon	4,645	
California	100,399	
Hawaii	1,554	
<b>PACIFIC</b>	<b>114,400</b>	<b>57.2</b>
<b>UNITED STATES</b>	<b>184,424</b>	<b>92.2</b>
U.S. Territories	150	
Canada	1,339	
Mexico	732	
Other International	13,410	
APO/FPO	93	
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>200,148</b>	<b>100.0</b>

## ADDITIONAL DATA

### METHOD OF DISTRIBUTION:

Qualified recipients are Stanford University alumni, students, parents of current students, and donors to Stanford University and Stanford magazine, retired staff, faculty and emeritus faculty. Copies are addressed to individuals and mailed via second class U.S. Postal Permit.

### MAGAZINE:

**AVERAGE NON-QUALIFIED CIRCULATION: 3,496 COPIES**

### PARAGRAPH 4:

Rosters and directories include 1 source of circulation for a quantity of 200,148 copies or 100%, including Stanford University's alumni database records.

### PUBLISHER'S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true.

Kevin Cool, Editor

Ellen Williams, Business Manager

(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)

#### IMPORTANT NOTE:

This unaudited brand report has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed June 16, 2014

State California

County Santa Clara

Received by BPA Worldwide June 16, 2014

Type CBJ

ID Number S208B0J4

### About BPA Worldwide:

A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprised of media owners, advertising agencies and advertisers. Headquartered in Shelton, Connecticut, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 countries. Globally, BPA audits media properties including consumer magazines, newspapers, web sites, events, email newsletters, databases, wireless, social media and other advertiser-supported media—as well as advertiser and agency members. Visit [www.bpaww.com](http://www.bpaww.com) for the latest audit reports, membership information and publishing and advertising industry news.