



who we are

Cutting | Edge

at|UCSD magazine brings news, features and information about the best and brightest of the University's research, as well as stories of its graduates' careers and successes to over 130,000 alumni, three times a year. at|UCSD publishes the latest cutting-edge research and innovations in science, engineering, medicine and the arts and humanities. From the search for the "God particle" in high level physics, to Translational Medicine, to the search for Ghengis Khan's tomb in Mongolia, to Tony Award-winning faculty and alumni in Theatre and Dance, the magazine covers it all.

Award | Winning

Be a part of an award-winning publication, recognized consistently by the Council for Advancement and Support of Education (CASE) for excellence in writing and design, including the 2009 Silver Medal Award for College and General Interest Magazine (circulation greater than 75,000) and the Gold Medal Award for Outstanding Magazine Writing in 2008 and 2004.

People | Places

UCSD Alumni want to remain on the forefront of professional, intellectual and personal pursuits. Reach your target audience of UCSD Alumni more effectively than any other media tool available.

- **57% of UCSD Alumni are under the age of 40.**
- **70% of UCSD Alumni live in California, 40% of those in San Diego County.**
- **53% of UCSD Alumni have an annual household income of \$75,000 or more.**

Print | Circulation:

at|UCSD magazine is printed three times annually, and is delivered to UCSD Alumni and friends across the world via USPS, campus distribution and select community drop-off points.

UCSD Alumni Base: 134,000+

Issue distribution: up to 110,000