

TIME

Education **MARKETPLACE** 2015

TIME separates the crucial from the trivial, converts information into knowledge, and transforms confusion into clarity through exceptional writing, first-hand reporting and stunning photography.

TIME provides millions of business decision makers with enhanced coverage of best practices, the smartest strategies and leading-edge brand transformation.

From management to marketing, from technology to sustainability, from the influence of world events on industry to the impact of government on small and local businesses, **TIME** Business delivers focused coverage of the companies, executives and trends that are shaping today's domestic and global business landscapes.



TIME U.S. Audience Profile

National Audience Profile

Total U.S. Audience.....17,525,000

Rate Base 3,250,000

% Male/Female 55%/45%

Median Age 48

Median HHI \$72,131

Att/Grad College+..... 12,357,000

Prof/Mgrl 5,436,000

HHI \$100,000+ 5,654,000

Source: 2012 Fall GfK MRI

To advertise in **TIME** call
1.800.938.4660

or email

sales@directactionmedia.com

Direct Action
MEDIA

5 West 37th Street Suite 302
New York, NY 10018
www.DirectActionMedia.com



TIME

Education **MARKETPLACE**

Time Magazine's executive audience embraces the Education Opportunities that fuel their careers, including:

- MBA / Executive Education online programs
- Advanced Degree and Certificate ground campus programs
- Undergraduate Degrees for their children

Furthermore, Time Magazine's geo-targeting editions can reach:

- Any Top 10 Metro area

<u>Metro Area</u>	<u>Circulation</u>
Boston	107,000
Chicago	118,000
Detroit	79,000
Los Angeles	188,000
Miami	62,000
New York	241,000
Philadelphia	111,000
Seattle	64,000
San Francisco	126,000
WashingtonDC	91,000

- Top Metro Bundles

Top 10	1,187,000
Top 5	784,000
Top 3	555,000

- Any individual State Circulation
- Business Edition Circulation 1,600,000
- National Edition Circulation 3,250,000

Time Magazine's 2015 Calendar includes 48 issues, with ad close dates ranging from 3-4 weeks prior to issue date.

Ad Submissions

8MBs or less email to ads@directactionmedia.com or uploaded at www.directactionmedia.com/upload-ads/

8+MBs send via FTP

host: [ftp.directactionmedia.com](ftp://ftp.directactionmedia.com)

User: damads

Password: Action2010

Artwork/Digital Requirements

- Files must be flattened PDFx1a or TIFF format.
- All images should be 300dpi or higher at 100% of finished size (no web images).
- All images should be saved in CMYK mode, not RGB.
- All text should be saved at 100% Black.



Size Specifications

Size	Width		Height
Full Page	6 7/8"	x	9 3/8"
Half Page	6 7/8"	x	4 5/8"
Quarter	3 3/8"	x	4 5/8"

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