

media kit

2023-2024



THE WAKE

fortnightly student magazine



The Wake Student Magazine is a fortnightly (biweekly) student-operated Arts, entertainment, and news publication. The Wake strives to be a voice for students as well as a source of information on the University of Minnesota.

Our typical 8-issue year sees up to 7,320 copies that could have your name in it, with an additional 4 online-only issues. In a campus of more than 50,000 students, and the boundless reach of the internet, that's a lot of eyeballs that end up on your ads.

Learn more about us and our readers on pages 2 and 3, and check out our different advertising options on page 4.

Please don't hesitate to email the PR & Advertising team with any questions and comments, or if you want visual examples of each advertisement size. We look forward to working with you!

Sincerely,

Andrew Palik

PR & Advertising Manager

publicrelations@wakemag.org

Marie Ronnander

Executive Director

executive@wakemag.org





About Us

The Wake magazine is an entirely student-operated publication founded in 2002.

Over the past 21 years, our voice has changed and transformed as our editors-in chief found fit, but at its core has remained one that champions the artist and believes that art is a gravitational force in and of itself.

At the end of the day, we all love this magazine and what we do. A product made from a place of love, art especially, will always be superior.

Where We Distribute

The Wake distributes to 52 different locations, including newsstands in all of the University of Minnesota's dormitories, 20 university buildings, and local coffee shops and entertainment venues. It is 24 full color pages typically see a 80% pickup rate.

Online Engagement

Our website (wakemag.org) is a hub for internet traffic and all things Wake. Featuring articles, blogs, media, quick-read lists, reviews, and more, we aim to connect with every niche. In the 2023 school year we had over 3.1K visits on our website in the first month alone.





On social media, we generally post articles, full issues, and announcements about Wake events and meetings. Aside from Facebook, Twitter, and Instagram, we also post on the U of MN's community snapchat story.

Across our platforms we have 3,500 diligent followers, and in just the month of October 2023 we made 5,400 individual impressions on social media.

Our Audience

A Wake favorite Emma Stone once noted, "People love what other people are passionate about." Our readers are a group of highly engaging individuals who are filled with passion. Although we are a campus magazine who appeals mainly to students, any person who is drawn to excellent art and writing is drawn to The Wake.

Our readers are into cultivating relationships with individuals and brands. They are as socially literate as they are technologically savvy and are loyal in their support of brands.

You'll love our readers, and we promise to help make them love you, your brand, and your products.

Our ads are versatile

In addition to our print advertising options (see below), we also offer placement on our digital media channels. Consider an online advertorial to really tell the story of your business or a social media post to highlight an upcoming event

Service	Price
Online advertorial with social media promotion (350 words)	\$50
Web header advertisement on all pages	\$60/month
Social media post (Twitter, Instagram and Facebook)	\$30 for one platform \$60 for all three

Our ads are collaborative

We want to make sure your advertisement shows you at your best. Whether it's partnering with one of our designers to create a complimentary, original ad for The Wake or coming up with a personalized advertising package, our team is at your service.



Our ads are competitive

We understand that you want to make every dollar count. Compare us to another campus publication, the Minnesota Daily. A half-page display ad in their paper costs \$800 in black and white for local businesses and \$1,200 for color per issue, according to its 2022-23 media kit.

Publishing dates

October 30, 2023

November 27, 2023

November 13, 2023

December 18, 2023

* Spring publishing dates to be decided

	1/16th page (2.5" x 3")	1/8th page (5" x 3")	1/4th page (5" x 6")	1/2 page (10" x 6")	Full page (10" x 12")
Physical Issue	\$15	\$30	\$60	\$80	\$100
Online Issue	n/a	\$15	\$30	\$60	\$75
Half Semester	\$45	\$90	\$180	\$240	\$300
Full Semester	\$90	\$180	\$360	\$480	\$600

Questions or comments?

Contact our Ad/PR manager: Andrew Palik (publicrelations@wakemag.org)

Media Kit design by Zoë Meyer

