

University Business

45,431 US Subscribers

\$135/M



Marketers tapping into the lucrative Higher Education Market rely on **University Business magazine** to reach the senior-level decision makers for volume purchases and campus-wide adoption of vendor solutions and services.

Circulated to 46,000 leaders, coverage includes exclusive interviews with campus leaders, strategic planning, technology, admissions, finance, facilities, academics, e-learning, distance education, ERP, CRM, presentation systems, communication, administration, student services, security, consulting, new products and calendar of events.

University Business is both effective and efficient as the business magazine that has an established and trusted relationship with its readers.

Address Type: 100% Business

Source: 100% Direct Response Generated

Demographic Information:

- Male 53%
- Female 38%

Job Function:

Executive Management (M)	15,965
Information Technology (P).....	6,025
Business & Financial (N).....	9,823
Academic Management (Q)	7,071
Infrastructure/Administration (R)	4,682
Other (Z)	1,865

MGI believes the data contained within this list to be correct, but cannot guarantee the outcome of any mailing. In no event will MGI's liability exceed the cost of the list.

University Business reserves the right to refuse orders deemed by University Business to be contrary to the best interests of the membership.

Selections Available:

Job Function	\$20/M
State, SCF	\$10/M
Key Code	\$5/M
Nth Select	N/C

Delivery Format:

Pressure Sensitive Labels	\$35/M
By E-mail with NCOA	\$85

Last Update: 02/10

TERMS AND CONDITIONS:

- Minimum order 5,000 names
- List rental for one-time use only
- Sample mailing piece required
- 48 hours turn around time once is approved by list owner
- Standard 20% commission to recognized brokers
- First time customers must prepay
- **For rush orders less than 5 days, add \$50**
- Orders cancelled before mail date, \$50 plus applicable running charges
- Full payment is required for orders cancelled after mail date

DELIVERABILITY GUARANTEE:

The list owner guarantees 100% address deliverability on this list. A refund of 35 cents per piece of undeliverable mail will be issued by MGI to the mailer upon the list owner's confirmation of the undeliverable addresses. MGI must receive the undeliverable addresses from the use of this list within 90 days of invoice date for the mailer to qualify for this refund.



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