40 years on, the selfish gene has borne fruit, says Richard Dawkins

Michaelmas Term 2016 ~ Volume 29 No 1 ~ www.oxfordtoday.ox.ac.uk

Oxford's 27th prime minister

But what does Brexit mean for the University?

Richard Dawkins
Extending the selfish gene on its 40th anniversary

Timothy Garton Ash
Defending free speech at Oxford

Felix Yusupov
The Oxonian who assassinated Rasputin

10
News
Oxford tops university world rankings

Welcome to your Club
For more details please visit www.oxfordandcambridgeclub.co.uk or call 020 7321 5103

For nearly 200 years alumni have chosen to take up membership of a spacious and elegant private club in the heart of the West End. The Oxford and Cambridge Club in Pall Mall is the perfect place to meet for a drink, entertain friends and colleagues in magnificent surroundings, play squash, take a break, host a party or just find a quiet corner to prepare for a meeting. A thriving social scene, sports facilities, a lively calendar of events including talks, tastings, dinners and balls, an exceptionally well-stocked library, extensive wine cellars and more than 40 bedrooms mean our members use their club for recreation, relaxation and business - and now you can too.

Publication profile & rate card

How to reach 200,000 alumni and current members of the University of Oxford, the world's top university*
The Magazine:
- The bi-annual alumni magazine of the most famous university in the world
- The publication engages an extraordinary association of old members; a grand and distinguished community of past students
- The audience includes many members of the current government and extends throughout the professions and established voices of countries across the globe
- United in affection for their university and college, alumni are kept in touch with their beloved Oxford by *Oxford Today*

The Proposition:

**PRINT**
- Bi-annual print magazine distributed to 165,000 alumni offering a selection of opportunities including display and classified advertising, advertorials and inserts
- Digital magazine sent on request to an additional 35,000 alumni available as an app for iPad/iPhone and all Android mobile devices
- Combined reach (print and digital): 200,000 alumni per issue

**WEBSITE**
- www.oxfordtoday.ox.ac.uk delivers exceptional response rates for many of our advertisers, and offers the opportunity of regular engagement with our audience in support of any print activity with Oxford Today.
- Our digital advertising has the added benefit of running across all pages of the website for enhanced visibility.
- The number of unique users and page views continue to increase year on year
  - 30,300 visitors per month
  - 57,400 page impressions per month
  - Average time on page: 3.21 mins
- Weekly email newsletters are sent to more than 73,000 opted-in subscribers
- Combined reach (print, digital & web): 301,000

‘We have advertised in every issue of *Oxford Today* since 1997 – I think that this seems to speak for itself.’

Roger Finlay, Barlow Moor Books
(Hertford 1970)

*According to 2016–17 Times Education World University rankings*
The Audience:

- Ex-Oxford University students
- Geography: 72% UK, 13% North America and Canada, 6% Europe, 9% Rest of World
- Age Range: 9% 20–29, 24% 30–39, 19% 40–49, 17% 50–59, 14% 60–69, 17% 70+
- Household income: £30,000–£100,000 (56%), £100,001–£500,000 (20.1%)
- Profession: 10% are CEO/Director level
- 9 out of 10 readers make at least one of a range of investments including pensions/stocks & shares/property/trusts and bonds/art and antiques
- Interests: Keen travellers, enjoy reading, listening to music, visiting museums & galleries, eating out
- Most magazine readers spend 25 minutes with a magazine. Oxford Today readers spend up to one hour
- 83% say the magazine keeps them in touch with University news
- 63% feel proud to be an Oxonian

FAMOUS ALUMNI

Gifted men and women have studied or taught at the University throughout its history. Among them are 26 British prime ministers, at least 30 international leaders, 50 Nobel Prizewinners and 120 Olympic medal winners

Aung San Suu Kyi    Kate Beckinsale      David Cameron         Bill Clinton                        Stephanie Cook               Lucy Worsley                 Hugh Grant

Imran Khan     Martha Lane Fox      Theresa May         Derek Parfit           Marcus du Sautoy          Manmohan Singh            Rowan Williams

Website

Extension of the print magazine offering engaging content between issues of the magazine, and including bespoke content ranging from magazine features and quizzes to interviews, career openings, news and events.

iPad Edition

Oxford Today is now also available as a Reader app for iOS and Android.

‘The MRT brand fits perfectly with the Oxford Today reader. Our advertising campaigns always result in bookings.’

Gary Whyte, Martin Randall Travel
Ratecard:

Full Page Colour: £4,400
Half Page Colour: £2,900
Quarter Page Colour: £1,600
Classified: £55 per scc. Lineage £6 per word

Series discount 20% – both issues across the year
Cover position +25%
Early position front 1/2 +15%
Advertorial +40%

Loose inserts: £45 per 1000 (weight up to 7 grams)

MPU on www.oxfordtoday.ox.ac.uk – £700 per month
3 month MPU 10% discount
6 month MPU 20% discount

Banner on weekly email newsletter – £1,540
Button on newsletter – £1,225
All prices are subject to VAT.

Deadlines:

Trinity Issue 2017
Classified: 28 February
Non-Directory: 3 March
Insert Delivery Date: 24 March
Publication Date: 13 April

Michaelmas Issue 2017
Classified: 29 August
Non-Directory: 4 September
Insert Delivery Date: 18 September
Publication Date: 12 October

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