



# Magna's Marketing Opportunities

Magna Publications has successfully marketed to colleges and universities since 1972. Our publications and conferences consistently receive high marks from this hard-to-reach audience. Whether you are trying to reach specific administration titles, faculty, assistants, or student organization leaders, Magna can help you reach the qualified buyers who want your product or service.

Connect with proven buyers with our comprehensive marketing options included below. Our audience includes active subscribers, conference attendees, as well as mail-responsive college administrators, educators, and student leaders.

## Ideal for:

- Announcing seminars and conferences
- Selling books and publications
- Promoting educational software
- Gaining new association members
- Promoting your webpage
- Introduce new office, computer, and promotional products
- Reaching new decision makers with budget authority

Now there is a cost-effective way to sell to higher education audiences through Magna's marketing opportunities. Let us help you reach your sales goals! Contact our marketing consultants listed in your appropriate section of interest today.

## Ad Inserts



Magna newsletters carry no advertising, but a limited number of ad inserts are accepted. Your promotion is inserted into the newsletter envelope and delivered to subscribers right along with their regular issue. For details contact [sales@magnapubs.com](mailto:sales@magnapubs.com) or call 1-800-433-0499.

## Mailing Lists



Magna has an extensive database of college administrators, professors, and student leaders. Mail lists are available for one-time use. A wide variety of selections are available, including title or function, gender, newsletter purchased, and geographic area. For details contact our list manager, Kerry Fischette, at American List Counsel. Phone: 609-580-2875, Fax 609-580-2810 or [kerry.fischette@alc.com](mailto:kerry.fischette@alc.com).

## The Teaching Professor Conference Partnership Opportunities



For complete information and the exhibitor prospectus visit [www.teachingprofessor.com](http://www.teachingprofessor.com). To contact Magna about exhibiting e-mail [sponsorships@magnapubs.com](mailto:sponsorships@magnapubs.com) or call 1-800-433-0499.

## The National Conference on Student Leadership Partnership Opportunities



For further information and the complete NCSL Partnership Prospectus, visit [www.ncslcollege.com/ncsl/partnerships.html](http://www.ncslcollege.com/ncsl/partnerships.html). To contact Magna about NCSL partnership opportunities, e-mail [NCSLpartnerships@magnapubs.com](mailto:NCSLpartnerships@magnapubs.com) or call 1-800-206-4805.