Information for advertisers

A great brand deserves a great audience!

Get connected to EUR alumni worldwide!
Why advertise?

Erasmus University Rotterdam (EUR) alumni are our ambassadors, they stay connected to their alma mater a lifetime. With great interest they follow the developments of the university, whether they are lawyers, entrepreneurs or doctors. Promote your brand and services to more than 74,000 highly educated professionals. Our alumni stay connected with us for a lifetime. Our magazines provide them with professional and business information that they find useful in their careers, and are a way for them to stay in touch with classmates and faculty. Our alumni are lawyers, entrepreneurs and doctors. Advertising in our magazines puts your message in front of thousands of professional readers.

Erasmus alumni magazine (ea.) is one of the major channels the Erasmus University Rotterdam (EUR) uses to strengthen its relationship with graduates. EUR intensifies this relationship because alumni are of vital importance to the university. Ea. magazine is published twice a year with over 35,000 copies sent to alumni by mail. There is also a digital version with over 10,000 subscribers. The magazine contents are designed to address the various target groups of the university, economists, managers, doctors, psychologists and historians.

Ea. magazines

Ea. magazines are professionally written, designed and printed. They contain professionally-written articles that are informative, provocative, interesting and real, about subjects that alumni will recognize in their careers. Each issue of our magazines is varied, up-to-the-minute and designed so that the vast academic backgrounds of all of our alumni are reflected in their contents. Both magazines feature regular core sections and features, supplemented with interviews and feature articles.

A few examples from ea. magazine:
- Erasmus News: About the university and the city of Rotterdam
- Columns: Written by noticeable alumni & EUR scientists
- Internationalisation: background information on the internationalisation of EUR.
- Background articles: Inspiring and important developments at the university
- Back to college: Interview with alumni who have returned to follow courses at the university
- Agenda: Rotterdam, culture and alumni activities.
Distribution ea.

The Dutch version of the Erasmus alumni magazine consists of 35,000 copies. There is an English digital edition as well that can be found on eamagazine.eur.nl.

We expect a gradual increase of the use of the English edition due to the internationalisation of the university. The first edition of the digital magazine was published with success in November 2014.

- Magazine format: A4
- Average number of pages: 40
- Print versions are distributed in May and November
- Distribution through post, internet (website) and on campus
Material specifications ea. magazine
Digital reproduction materials: Certified PDF, JPEG or TIF. (Stick to exact format specifications as mentioned above, without white spaces or fitting symbols.)

Digital edition
File: JPG, PNG or (animated) GIF.
Format: 1200px x 360px, 72 dpi
Size: Max 50 kB
Extra: URL to website

Example RSM Leadership Summit 2016

Example North Sea Jazz Festival 2016
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