

Information for advertisers

**ea.** Erasmus  
Alumni  
Magazine

**A great brand deserves a great audience!**

Get connected to EUR alumni worldwide!

*Erasmus*

## Why advertise?

Erasmus University Rotterdam (EUR) alumni are our ambassadors, they stay connected to their alma mater a life time. 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](http://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 succes 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.)

Book design  
Print area  
Supported color  
Full colour  
Print

230 x 297 mm  
201 x 270 mm  
PMS only full color  
CMYK  
Paperprint

### Digital edition

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



**INVESTEER IN JE TOEKOMST**

Executive Education programma's van Rotterdam School of Management, Erasmus University (RSM) hebben impact. Op jezelf, je werkzaamheden en je organisatie. Invester in je toekomst en kies het programma dat bij jouw carrière past.

**RSM Executive Education**

- Kortse programma's (1 tot 11 dagen) op academisch niveau
- Actuele kennis van gerenommeerde experts en onderzoekers
- Breed aanbod in de volgende gebieden: Leiderschap, Strategie, Innovatie, Finance, Accounting, Marketing en Sales
- Geschikt voor verschillende carrièreniveaus en achtergronden

Alumni van de Erasmus Universiteit Rotterdam ontvangen 10% korting.

**Kies bijvoorbeeld voor:**

- The Power of Storytelling
- The Power of Finance
- Advanced Management and Leadership Programme
- Erasmus Executive Programme in Strategic Management
- Diploma Programme in Business Management and Leadership
- Finance for Non-Financial Managers
- Effective Negotiating Skills
- Project Management in Practice

WWW.RSM.NL/OPEN

ROTTERDAM SCHOOL OF MANAGEMENT  
ERASMUS UNIVERSITY

RSM

Example RSM Leadership Summit 2016



Port of Rotterdam  
**NORTH SEA JAZZ FESTIVAL**  
08-09-10  
JULI 2016

THE ROOTS • EARTH, WIND & FIRE • SIMPLY RED • PAT METHENY & RON CARTER • JOE BONAMASSA  
CHICK COREA • ANTHONY HAMILTON • IBRAHIM MAALLOUF • DIANA KRALL • ST GERMAIN • LEVEL 42  
GREGORY PORTER • JILL SCOTT • BRANFORD MARSALIS QUARTET WITH SPECIAL GUEST JURT TELLING  
BUDDY GUY & SPECIAL GUEST QUINN SULLIVAN • VINTAGE TROUBLE • BRAINFEEZER PRESENTS:  
FLYING LOTUS, KAMASI WASHINGTON WITH METROPOLE ORKEST, KNEEDLUS A LIVE COLLABORATION  
BETWEEN KNEEBODY • DAEDELUS, THUNDERCAT & JAMESZOO QUINTET • ANDERSON . PAAK & THE  
FREE NATIONALS • PHAROAH SANDERS TRIO • ALLEN STONE • DR. LONNIE SMITH • SNARKY PUPPY  
JAMES HUNTER • WALTER TROUT • ESPERANZA SPALDING EMILY'S D • EVOLUTION • AND MANY MORE

**NORTHSEAJAZZ.COM**

Port of Rotterdam Heineken CONCLUSION BNP PARIBAS

nbp: NBC

Port of Rotterdam  
**north sea Jazz**

Example North Sea Jazz Festival 2016

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The Erasmus University logo, featuring the word "Erasmus" in a stylized, cursive script font.