



**The University of California, Irvine** is located in the city of Irvine amidst the energetic lifestyles of Southern California. With a city population of over 212,375 incorporated within 65 miles\*, the city of Irvine is host to the second largest and one of the fastest-growing campuses in the 10-campus University of California system.

With a campus population of nearly 42,000 students, faculty, and staff, the University of California, Irvine's official campus newspaper, the *New University*, has been the primary newspaper and information source serving the campus and Irvine community since its founding in 1968.

The *New University* is the only on-campus newspaper developed by the students for the students, faculty and staff of the University of California, Irvine. It is the most viable and strategic way to reach the entire campus community at any one time. The *New University* strives to continuously communicate issues of interest and importance to the readers of the campus and Irvine community.

Advertising with the *New University* gives a unique opportunity to reach this diverse and strong market you desire to obtain. The *New University* makes it effortless for you to advertise in, as well as see the end results. Our team is dedicated to assisting in meeting your goals and marketing needs throughout the year.

\*City of Irvine 2011

## NEW UNIVERSITY READERSHIP

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- ***New publication every Tuesday*** during the academic school year, September through June
- ***99% pick-up rate*** on average among the UCI population with issues shared among 2-4 people
- ***8,000 print circulation*** is distributed every week among a nearly 42,000 campus population
- ***Free distribution to over 80 locations*** covering the entire campus as well as local retail locations and the UCI Medical Center
- ***Award-winning*** advertising and editorial content since 1968
- ***Worldwide access*** to the weekly editorial content at [www.newuniversity.org](http://www.newuniversity.org) & [www.newu.uci.edu](http://www.newu.uci.edu) and access to the printed newspaper through an online digital edition
- ***Online Digital Edition*** for additional exposure.

## CAMPUS ACCOLADES<sup>†</sup>

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- ***4.2 billion*** annual economic impact in Orange County alone
- ***Largest*** employer in Orange County
- ***Ranked among the top U.S. universities*** – public and private – in the number of undergraduate applications
- ***Ranked in the Top 50*** "America's Best Colleges" according to *U.S. News & World Report*
- ***One of only 63 members*** in the U.S. and Canada elected to membership in the prestigious Association of American Universities

† Data Accurate as of Fall 2010;

Sources: University Communications & UCI Office of Institutional Research