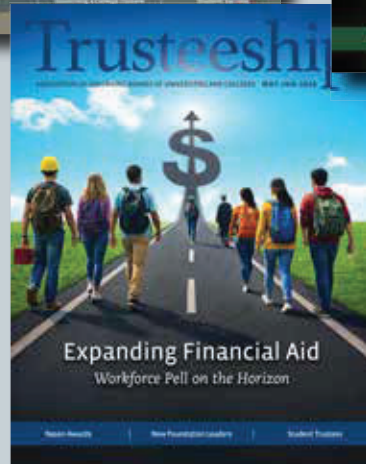
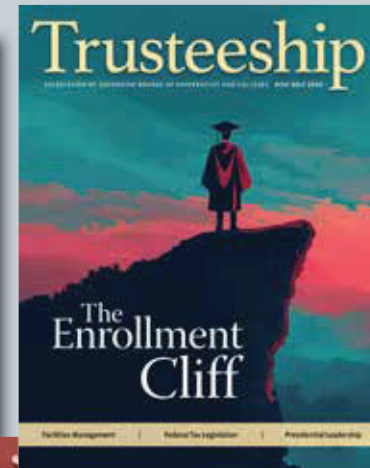
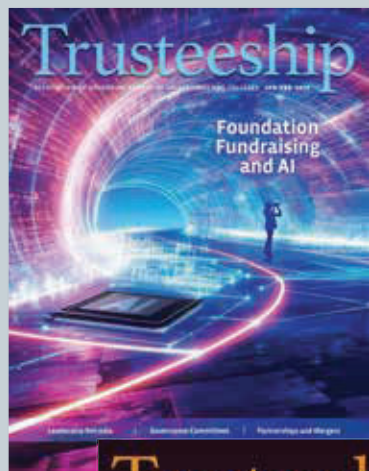


Trusteeship

THE FLAGSHIP BIMONTHLY MAGAZINE PUBLISHED BY AGB

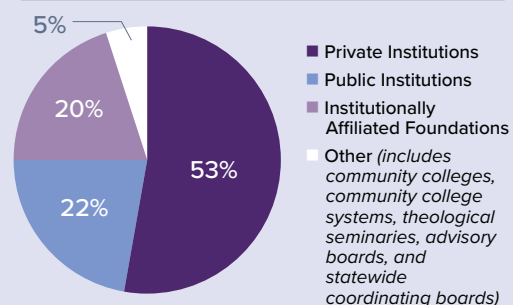


2027 MEDIA KIT

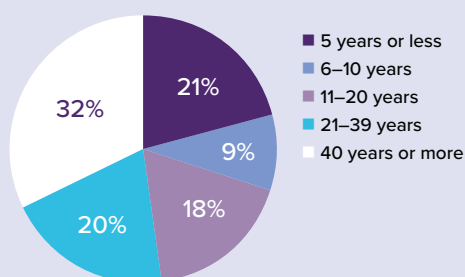
About AGB

At the Association of Governing Boards of Universities and Colleges (AGB), we believe in the power of higher education to transform lives, strengthen inclusive democracy, and support a thriving society. We believe that strong higher education starts with great governing boards. AGB provides best practices, educational resources, advocacy, expert support, and renowned programs that advance board excellence for nearly 31,000 AGB members from more than 2,000 institutions and foundations. For more than 100 years, AGB has been the trusted authority for board members, chief executives, board professionals, and key administrators on higher education governance and leadership.

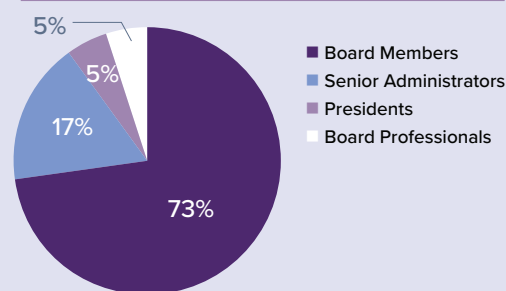
MEMBERSHIP COMPOSITION



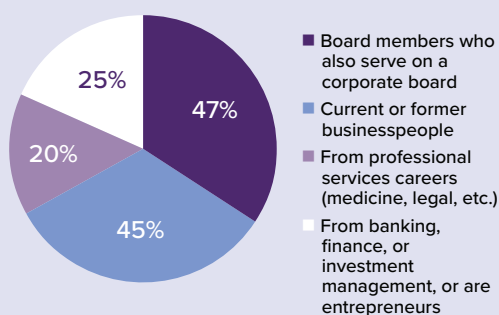
LENGTH OF MEMBERSHIP



ROLES



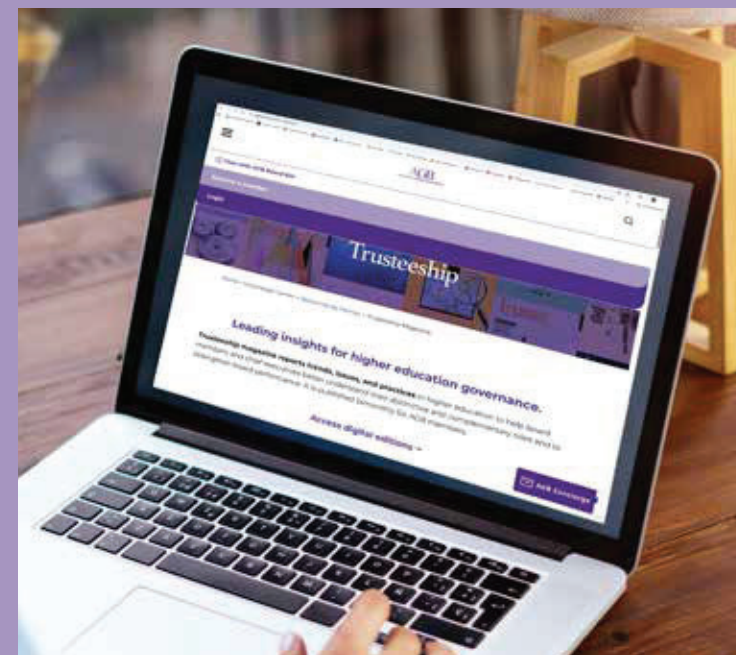
INDIVIDUAL MEMBER PROFILE



AGB
ADVANCING BOARD EXCELLENCE

Top 10 Trusteeship Articles on the AGB website

- “The Enrollment Cliff”
- “Measuring Student Success Beyond Completion”
- “AI and the Future of Higher Education”
- “The 10 Habits of Highly Effective Boards”
- “Americans’ Changing Relationship With Higher Education”
- “College and the Job Market Today”
- “Philanthropy in Higher Education”
- “Foundations and Alumni Associations”
- “The Rankings Effect”
- “Effective Transition Planning”



About *Trusteeship*

Trusteeship is the flagship bimonthly magazine published by AGB. The *Trusteeship* digital edition is a digital replica of the print edition that includes all artwork so it looks exactly like the print version in a digital format! All print ads also appear in the digital edition.

PRINT
CIRCULATION:
31,000

DIGITAL
CIRCULATION:
31,000

TOTAL
READERSHIP*:
40,000

Trusteeship is on the AGB website at www.agb.org/trusteeship.

Digital Edition

- 60,300 page views
- 6 minutes, 28 seconds (average time spent reading)
(from September 2025 to September 2026)

SoundBoard Audio App

Trusteeship magazine is also available in audio format through the AGB SoundBoard app; readers can also “listen” to articles online on the *Trusteeship* website at www.agb.org/trusteeship.

Advertising Sales Contact

Sade Hale
shale@agb.org
(301) 799-8177

*AGB estimates that with a pass-along rate to nonmembers, the total readership is 40,000



Recurring magazine sections our readers love!

Trusteeship magazine publishes several recurring columns and departments.

On My Agenda

A message from AGB CEO and President Ross Mugler

Legal Standpoint

A column tackling a legal issue impacting higher education governance

Focus on the Presidency

A column from a current or former college president

View From the Board Chair

A column from a board chair or former board chair on leading in the boardroom

Board Leadership

A column from a board member about board leadership

Foundations of Consequence

A column about institutionally related foundations

In Practice

A column devoted to providing practical guidance for boards

Forum

An opinion piece on a hot topic important to higher education leaders and board members

Reflections

A personal narrative essay

A Question For

An interview with a prominent leader about a specific issue impacting board governance or the higher education sector

Trusteeship Magazine

Trusteeship magazine connects you with more than 36,000 esteemed individuals who serve on higher education boards of trustees, college presidents, chief financial officers, and chief executive officers at higher education foundations and members of their boards of directors. These leaders are the chief influencers of the overall financial vitality of the higher education institution in which they serve.

Trusteeship is primarily circulated within the United States, but its readership also includes nearly 1,000 international readers. *Trusteeship* is well known within the higher education space to be the premier publication for governing boards of colleges and universities with a highly engaged readership. Its praise is longstanding, with many readers claiming they refer back to the current and former issues of *Trusteeship* to help them navigate decisions in the boardroom that impact the present-day and future success of the higher education institution or foundation they serve.



Advertise and Connect Directly to Board Members, College Presidents, and Foundation CEOs!

Trusteeship magazine readers need to know about *your* company's offerings to help them make more educated decisions in the boardroom and ensure the success of their institution and its students. The world is shifting; new governance issues face them every day. Your organization's products and services can help boards provide better oversight of colleges, universities, and institutionally related foundations by making sure they are aware of your products and services that can be valuable resources for them. ***Trusteeship* magazine reaches this audience of higher education leaders all year long for a lasting impression!**

College presidents, board members, and foundation CEOs have relied on *Trusteeship* magazine for more than 30 years—and they have relied on AGB for more than 100 years! Reaching this audience, coupled with its recognition of *Trusteeship* magazine as an invaluable asset for them to make boardroom decisions, could be a game changer for promoting your organization's products and services continually all year long to make a lasting impression on *Trusteeship* readers.

2027 Editorial Calendar

Issue Month	Space Deadline	Art Deadline	Editorial Topics
JAN/FEB	Nov. 13	Nov. 20	- AI and Cybersecurity - College and University Foundations Foundation Leadership Forum conference issue
MAR/APR	Jan. 8	Jan. 15	- College Affordability - International Enrollment National Conference on Trusteeship issue
MAY/JUN	March 12	March 19	- Risk Management - Athletics
JUL/AUG	May 7	May 14	- Campus Safety and Security - Board Governance
SEP/OCT	July 9	July 16	- Student Success - Leadership Succession Planning
NOV/DEC	Sept. 10	Sept. 17	- Student Mental Health - Technology
JAN/FEB 2028	Nov. 12	Nov. 19	- Endowment Management - College and University Foundations

Conference Issue Bonus Distribution

AGB hosts two annual conferences where *Trusteeship* is prominently displayed, resulting in greater distribution and more impact on readers.

The January/February issue is distributed at our annual Foundation Leadership Forum conference.

The March/April issue is distributed at our annual National Conference on Trusteeship.

Frequent topics covered in *Trusteeship* magazine

- Governance
- Leadership
- Succession Planning
- College Presidents
- Trustees
- Student Success
- Enrollment
- College Finances
- Board Oversight
- Technology
- Athletics
- Endowments
- Higher Education
- Academia
- Faculty



Print Advertising Options and Rates

Rates are per issue

	1x	3x	6x
2-page spread	\$14,000	\$13,500	\$13,000
1 page	\$7,500	\$7,100	\$7,000
2/3 page	\$6,500	\$6,200	\$6,000
1/2 page	\$5,500	\$5,200	\$5,000
1/3 page	\$4,400	\$4,300	\$4,000
1/4 page	\$3,775	\$3,700	\$3,500

Premium spots			
Inside Front Cover (C2)	\$8,250	\$8,000	\$7,775
Inside Back Cover (C3)	\$8,250	\$8,000	\$7,775
Back Cover (C4)	\$9,500	\$9,000	\$8,500
Page 1	\$8,250	\$8,000	\$7,775
Bellyband	\$8,000		

Sponsored Content/Article	
1 page	\$8,500
2 pages	\$16,000
3 pages	\$18,000
4 pages	\$20,000

SoundBoard Audio App	
Audio for Sponsored Article	\$1,000
Ad in Audio App	\$1,000
Inclusion in Sponsored Content Channel	\$500

Special Section	
6 pages	\$25,000

Sponsored Content

Space for sponsored content is limited and subject to approval. Advertiser provides copy and graphics for sponsored content/advertorial content; the publisher will add the phrase “Sponsored Content” to identify it as sponsored content.

For sponsored content specifications, e-mail Sade Hale at shale@agb.org. Phone: (301) 799-8177.

All rates are NET to AGB/*Trusteeship* magazine.

Print Production Specifications

General

Trusteeship magazine is a four-color magazine with a trim size of 8.25" x 10.875". It is printed on a web offset press and has saddle-stitch binding.

Advertiser File Format

Submit only high-resolution press-ready PDF files (PDF/x-1a or later). (InDesign, QuarkXPress, Adobe Illustrator, Microsoft Publisher, Canva or any other native design formats files are not accepted.)

Colors

Use CMYK only. Convert all other color specs to CMYK.

File Resolution

300 dpi for images and 600 dpi for bitmap images.

Fonts

All fonts must be embedded. Do not send font files.

Ad File Naming

Please name your PDF as follows: “YourCompanyName-Issue Month-Year.pdf”

Full Page And Two-Page Spread Ads

Output your PDF with crop marks that are offset at least .25 inches (¼ in.) and bleed marks with a setting of 0.125 inches (⅛ in.) on all four sides. Text and logos should be no closer to the trim than .25 inches (¼ in.) to ensure they are not trimmed off in the binding process.

Partial Ads

Do not include bleed marks on partial ads. Partial ads do not bleed.

Submission

Submit ad PDFs by e-mail to ads@agb.org

Ad Sizes

SIZE	WIDTH	HEIGHT
Trim (final paper size)	8.5"	10.875"
2-page spread (includes bleed 4 sides)	17.5"	11.125"
Full-page bleed	8.75"	11.125"
Full-page non-bleed	8"	10.375"
2/3-page vertical	4.75"	9.75"
1/2-page vertical	3.5"	9.75"
1/2-page horizontal	7.5"	4.75"
1/3-page vertical	2.5"	9.75"
1/3-page square	4.75"	4.75"
1/4-page	3.5"	4.75"

Terms and Agreements

The publisher reserves the right to refuse any advertising for any reason, at its sole discretion. AGB reserves the right to pick up existing artwork files if artwork is not received by published close date per media kit. If AGB doesn't have artwork files and doesn't receive artwork, customer is still responsible for payment on invoices for those months contracted. Publisher will not be bound by conditions that appear on contracts that conflict with AGB policies. Signed contracts may reflect special policies per programs with AGB. AGB reserves the right to adjust media kit offerings at their discretion. Editorial topics are subject to change without notice.

Cancellations

Orders for covers, other special positions and inserts or special issues or supplements cannot be cancelled. All cancellations must be in writing and acknowledged in writing before the space-reservation deadline published in the media kit. No changes for copy will be accepted after material closing

date, and none will be considered executed unless acknowledged by AGB.

Payment

A credit card number must be included with the insertion order when reserving advertising space and will be charged by the art submission deadline. If payment by credit card is not possible, payment must be received within 30 days. Advertiser and its agency are jointly responsible for payment to AGB.

Note

AGB is not responsible for any errors in reproduction if material is not provided according to these print specifications. It is preferable that an advertiser resend new artwork by a new specified deadline if submitted incorrectly by the art reservation deadline. If an advertiser requests AGB to correct a file to meet specifications, the advertiser will be billed at cost plus 30%.

Disclaimer

AGB reserves the right to reject advertising it deems as not suitable for its audience.

— = Bleed; — = Trim



Submission

Submit ad PDFs by e-mail to ads@agb.org