Factsheet:
Facts, figures, products and rates
U-Today is the independent journalistic medium at the University of Twente (UT). People read us to be well informed about anything and everything UT related.

Every day, U-Today reaches thousands of students, employees, alumni and other stakeholders of the University of Twente. Do you want to be visible to a large group of academics and highly educated young professionals? This is possible in the following ways:
PROMOTION

CHANNELS

1. Campus Magazine

2. Business & Career portal

3. Online Banner (including newsletter)

4. 4TU Career Special
PROMOTION

RATES

1. Campus Magazine
   - One page  €2.750,00
   - Two pages  €4.750,00

2. Business & Career portal
   - Three articles  €500,00
   - Ten articles  €1.200,00

3. Online Banner
   - Two weeks  €400,00
   - Four weeks  €600,00
   - 1 year  €2500,00

4. 4TU Career Special
   - One page  €2.750,00
   - Two pages  €4.750,00
### OUR SCOPE

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
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<tbody>
<tr>
<td>Unique page views (per year)</td>
<td>▼ 946K</td>
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<tr>
<td>Banner views (per year)</td>
<td>▼ 756K</td>
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<tr>
<td>Campus Magazine prints (per edition)</td>
<td>▼ 40K</td>
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<tr>
<td>4TU Career Special prints (per edition)</td>
<td>▼ 20K</td>
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Campus Magazine is a co-production of U-Today, Marketing & Communications and the Alumni Office at the University of Twente.

The magazine (which is published three times per year) is sent to all alumni in the Benelux, Germany, and all the relations of the University. About 36,000 magazines are sent via the post and 900 magazines are being distributed at the University.
Our banners offer you the opportunity to share events, news, announcements, vacancies and more. Appears as a banner on the homepage and in articles. We have partnerships with festival and cultural organisations, sport associations, entertainment and hospitality businesses, and many more.

Via an online web banner you will reach our visitors. We work with a **vertical wide skyscraper banner** (1600 x 600 pixels) on the following formats: JPEG, PNG, PDF or GIF.
Besides, we give companies the possibility to share their events, vision, messages, news and vacancies via our Business & Career portal. We work with start-ups, SMEs and multinationals.

Via an online article on our website you will reach our visitors.
The labour market is crying out for technical and highly educated people. For the four technical universities of the Netherlands, this is reason enough for collaboration. For the first time, the editorial staff of Twente, Eindhoven, Wageningen and Eindhoven are jointly launching a career special.

The target group is Young Professionals. We send the magazine by post to recent graduates & we distribute the magazines on the universities. In 2022, the number of prints was 20,000.
MORE INFORMATION?

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