Alice is an edgy, urban young women's magazine that offers advice, inspiration and ideas for their collegiate experience. Alice is for women who radiate confidence and anticipate adventures yet to come, those who strive to be the best they can be. Alice is published three times per year: fall/winter, spring, and summer.

UA AUDIENCE SNAPSHOT
21,092 Females (56% of UA student population)
92% are under age 25
43% from Alabama, 55% from out-of-state
83% White, 12% Black/African American, 4% Hispanic
Financial Impact of UA Females: $447.80 million annually

AD RATES
Cover (back)............................... $1,750
Cover (inside front) .................... $1,500
Cover (inside back) .................... $1,500
Full page .................................... $1,250
Half page.................................. $750
1/4 page .................................. $400

AD SPECIFICATIONS
AD SIZE BLEED
Cover (all) ............. 8.5 X 11 ...... 9 X 11
Full page ............... 8.5 X 10.5 ..... 9 X 11
Half page (H) ........ 7.5 X 4.5 ....... n/a
Half page (V) ........ 3.75 X 9 ........ n/a
1/4 page ................ 3.75 X 4.5 ..... n/a

PUBLISHING SCHEDULE
Issue Date Deadline
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Vol 3, No 2 ........... Feb. 9 .......... Jan. 12
Vol 3, No 3 ........... Apr. 6 .......... Mar. 9

Alice is now available in Books-A-Million stores in seven states: Alabama, Florida, Georgia, North Carolina, South Carolina, Tennessee, and Mississippi.