

# A Word to Advertisers

Thank you for your interest in advertising in *Stowaway* magazine, a not-for-profit travel magazine focusing on college-age young adults but accessible to all ages. *Stowaway* is a capstone project in the editing program at Brigham Young University (BYU) in Provo, Utah. Having published several issues since January 2010, we are proud to present to our readers a magazine that highlights travel through stunning photography and captivating writing.

**Mission Statement:** *Stowaway* magazine aims to encourage readers to explore the world and its cultures through exciting, safe, meaningful, and budget-friendly travel that includes service, education, and leisure.

**Target Audience:** *Stowaway* targets a national and international audience of college students and other young adults, ages 18–29, though the magazine is accessible to travelers of all ages. A specific segment of our target audience includes approximately 30,000 students at our host school, Brigham Young University, in Provo, Utah. Many of these students have lived abroad and/or speak a second language (see *Stowaway's Demographic Fact Sheet*). Through our online presence, *Stowaway* is attracting readers from around the world.

**Frequency:** We publish biannually in fall and winter.

**Length:** *Stowaway* issues are approximately 80 pages long (about 20% of which include advertising).

**Distribution:** Two versions of the magazine—the online version and a digital copy of the print version—are found at [www.stowawaymag.com](http://www.stowawaymag.com). Print issues can be purchased at [www.magcloud.com/user/byuzines](http://www.magcloud.com/user/byuzines). Ads are included in both versions.

**Online Presence:** Current and past issues of *Stowaway* can be found at [www.stowawaymag.com](http://www.stowawaymag.com). Our website also includes online exclusives, announcements of photo contests, news about *Stowaway*, staff bios and photos, and additional information.

**Recognition:** *Stowaway* has received two national awards, an Award of Excellence for “Custom Published Magazines and Journals” and the Bronze Award for “Best Editorial/New Publication”. Additionally, the magazine has been featured in the media both in print and on television—visit <http://universe.byu.edu/index.php/2011/10/02/stowaway-magazine/> and <http://byutv.org/watch/b5c69286-efd8-442d-af7c-3f0933f7bf3a> for more details.

**Social Media:** *Stowaway* has a presence on Facebook, Twitter, Instagram, and Pinterest.

Again, we thank you for your interest in advertising in *Stowaway*. Ad space can be purchased online at [www.stowawaymag.com](http://www.stowawaymag.com). If you have any questions, please contact us at [stowawaymag@gmail.com](mailto:stowawaymag@gmail.com). We hope to hear from you soon.

Sincerely,

The *Stowaway* Staff