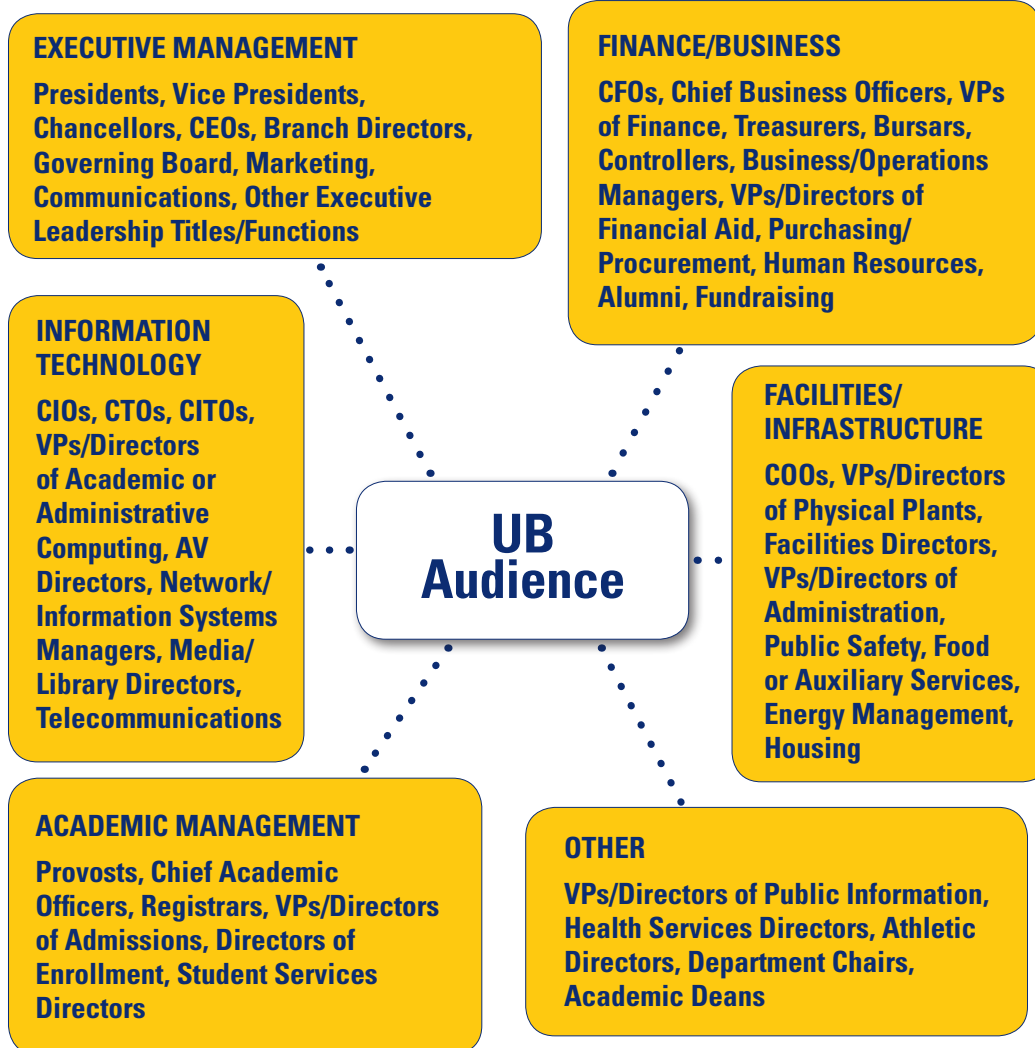


# The UB Audience Represents Higher Education Leadership

→ **UB READERS** include all functions of the purchasing team and actively use UB media when seeking vendor partnerships to address campus needs.



“UB stands out from other education publications because of the range of topics and timeliness of content.”

-Jim Muyskens,  
University Professor,  
Graduate Center,  
City University of New York

“The articles in UB are second to none. I enjoy the ads too, and especially like seeing new furniture and facilities solutions for consideration on our campus.”

-Emily Trapp, Director,  
SUNY New Paltz

→ **BOTTOM LINE:** Your media campaign with UB gives you direct engagement with the higher ed executives who set strategy and make all major purchasing decisions. Use the power of UB’s reach to meet your higher ed marketing and sales goals.