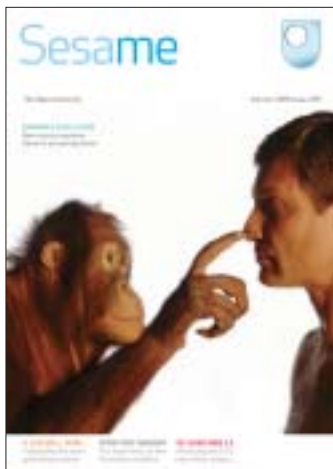


**SESAME** magazine is a valuable tool for members of the Alumni Association wishing to keep in touch with the Open University. **SESAME** promotes a genuine feeling of community amongst its readers and keeps students past and present up to date with all the latest news and events coming out of the OU.

**SESAME** was first published in 1972 and is a lively and vibrant magazine featuring news, people, research stories, careers information, competitions and holidays. Recent issues have included interviews with Tony Robinson talking about archeology, an environmental exploration of Antarctica, progress in cracking long forgotten languages, climate change and the Aids Crisis in Africa.



A large collage for the 40th anniversary issue of Sesame magazine. At the top, the word 'Sesame' is written in large pink letters, with the Open University logo to its right. Below this, it says 'The Open University' on the left and 'Spring 2009 Issue 240' on the right. The main body of the collage is a grid of small photographs showing various students and staff members in different settings. A prominent pink circular graphic on the right side of the collage contains the text '40 years inspiring learning'. At the bottom of the collage, there are three text boxes: 'NEW WEBSITE OU offers help during economic downturn', 'STAR TREKKING The search for extraterrestrial life', and 'CRIME PAYS Author Ian Rankin on studying music'. The word 'Beagle' is also visible in one of the photos.

# ABOUT THE OPEN UNIVERSITY ALUMNI ASSOCIATION

THE OPEN UNIVERSITY ALUMNI ASSOCIATION is dedicated to building an interactive, lifelong relationship between the University (Europes largest), and its former students.

The Open University provides free membership of the Alumni Association to all graduates. The Alumni are true lifelong learners, returning to study through short courses and continuing professional development, and for higher and research degrees, including MBAs. The qualifications achieved are: Certificates and diplomas 90,342, Graduate degrees 184,189, Post graduate degrees 16,041. Many alumni have also returned to The OU as Associate Lecturers.

THE ALUMNI ARE TRUE LIFELONG LEARNERS,  
RETURNING TO STUDY THROUGH SHORT COURSES  
AND CONTINUING PROFESSIONAL DEVELOPMENT,  
AND FOR HIGHER AND RESEARCH DEGREES...



# CIRCULATION & FREQUENCY

## Circulation

- 300,000 Print run (including 5,000 students)
- 270k copies accept loose inserts

## Distribution

SESAME is home mailed

## Frequency

TWICE A YEAR – March and September

# READERSHIP PROFILE

## AGE BREAKDOWN

- Up to 41 Years: 22%
- 41 – 50 Years: 28%
- 51 – 60 Years: 26%
- 61+ Years: 24%

50% ARE AGED 51 YEARS AND ABOVE AND  
78% ARE AGED 41+ YEARS

- 54% are male, 46% are female
- Excellent ABC1 demographic

# ADVERTISING RATES

## DISPLAY ADVERTISING

Full Page: £4,950  
Half Page: £2,750  
Quarter Page: £1,600

## LOOSE INSERTS

£45 per 1000 up to 10g (in 270,000 copies)

ADVERTISING AGENCY DISCOUNT 10%

# OU at 40

Celebrating 40 years of The Open University

What's happening?

## Let's celebrate

The Open University is getting ready to celebrate four decades of educating people far and wide. Here are just some of the events that are taking place throughout the year...



THE OPEN UNIVERSITY is marking four decades of educating people far and wide, young and old, with a series of events across the century beginning 23 April.

The University will be holding the events to celebrate ongoing successes, high-quality learning to everyone, irrespective of who they are, where they are or what they do. The packed programme includes an anniversary concert at Milton Keynes Theatre, close to the OU's headquarters, plus many other events in each of the University's regions and nations. Additional activities

include a special degree ceremony to be held in the Shettlem's site (the location of the highest proportion of OU students per capita) and a series of lectures from OU honorary graduates. These

in London, and performance poet Benjamin Zephaniah will be at Peterborough Library. Final anniversary events are for further details.

The anniversary concert performed by the Milton Keynes

**"Students have always been the lifeblood of the OU and they will play a vital role in the 40th celebrations"**

confirmed to take part at the time of going to press include a lecture from poet laureate Kate Alder at the Sunderland National Glass Centre, one from politician Trevor Phillips

City Orchestra, will open with Luciano Salsadori's Overturns – his Finley which was used to agree the beginning of OU television programmes. To purchase tickets, which range

from £10-£25, call 01908 558111. To learn a decent quote "OU Alumni 40". There will also be a chance for students associations, as well as their family and friends, to visit the OU's Milton Keynes headquarters to see at first-hand some of the facilities of the OU and research that underpins their courses. The Open University event on 27 June will also show how learning programmes are developed and the latest technological advances in study methods.

Also occurring in inaugural lecture series, which will take place at the headquarters. For a complete list of the dates and times for more, visit [www.open.ac.uk/40th](http://www.open.ac.uk/40th).

To request a place at any of the inaugural lectures during 2009, please email the Events and Exhibitions Co-ordinator at [40th@open.ac.uk](mailto:40th@open.ac.uk). Shirley Jones, 40th Anniversary Project Manager, said: "A fundamental element of the celebration is to reflect the achievements of the University during its 40 year history. The OU's successes and pioneering spirit will be recognised and reflected in a number of events in each region. Students have always been the lifeblood of the OU and they will play a vital role in the 40th celebrations."

For further information visit [www.open.ac.uk/40th](http://www.open.ac.uk/40th) or call 01908 558111

# PRODUCTION DETAILS

## TYPE AREAS

	height	width
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Half page	141mm	x 200mm
Quarter page	141mm	x 97mm

# PUBLISHING SCHEDULE

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Copy deadline: 28th August

## SPRING 2010

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Sesame MAGAZINE



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