



A quick note about UConn Magazine:

With our small staff of 2 full time employees – Lisa Stiepock, editor, and Christa Yung, art director, and a handful of University Communications colleagues who commit part of their time to the magazine – a university photographer, marketing project manager/associate editor and a designer when available, UConn Magazine prints 3 issues a year, with 235,000 copies per issue. It is mailed to all alums, grad and undergrad along with high level stakeholders including legislators such as the governor (important for a state school.) Our alums come from all 5 campuses and 14 schools and colleges – we’ve got surgeons, poets, dairy farmers, astronauts, and anything and everything in between, which means our magazine needs to be of interest to a very diverse group of people.

A quick note about the Spring 2025 issue:

This special issue of UConn Magazine breaks every standard UConn Magazine rule. There are no articles – only photos and captions – of 24 hours at the University of Connecticut. With 48 pages, this allows for each spread to get its own hour in the 24 hour cycle. It was one of the largest undertakings the UConn Magazine team has taken on, with massive amounts of planning and organizing – along with the stamina and heart it takes to have a team of people roaming around campus for 24 hours straight taking photos and gathering information for captions. It has also been one of the most beloved and well received magazines to date, with people feeling so connected to this place they once called home, even if it had been 5 or 15 or 35 years since they’d been back. The breadth of locations, areas of interest, topics and mix of faculty, students and staff, classroom settings, extra curriculars, dorm life, etc. that grace the pages of this issue connected deeply with our alums. This was a once in a career opportunity for this team and we’re all so proud to have been able to tackle it.

The last piece to mention is that by doing this entire issue in-house, we were able to use our freelance budget from this issue and steal a little from the following issue, to put towards a back cover gatefold. It unveils a beautiful sunrise the following day, a wonderful surprise to finish the 24 hour sequence.