

Media Reach & Impact

2022



6,907



UNIQUE ARTICLES

6,907 unique articles about the U were published by news outlets all over the world in 2022

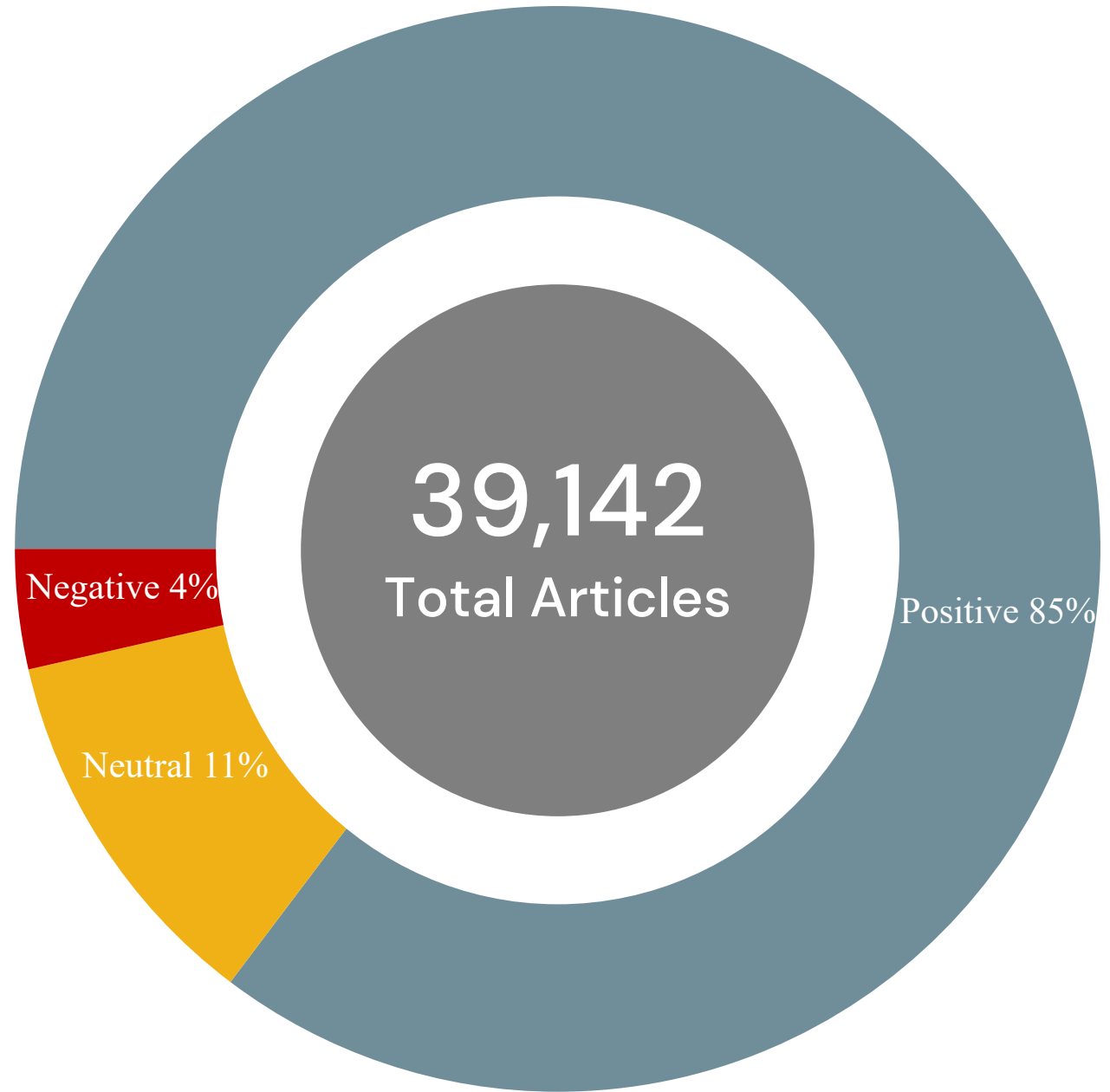
39,142



TOTAL ARTICLES

39,142 articles were published by news outlets, including reprints from wires and other partnerships

Overwhelmingly
Positive Coverage



Massive Social
Impact

1,123,019



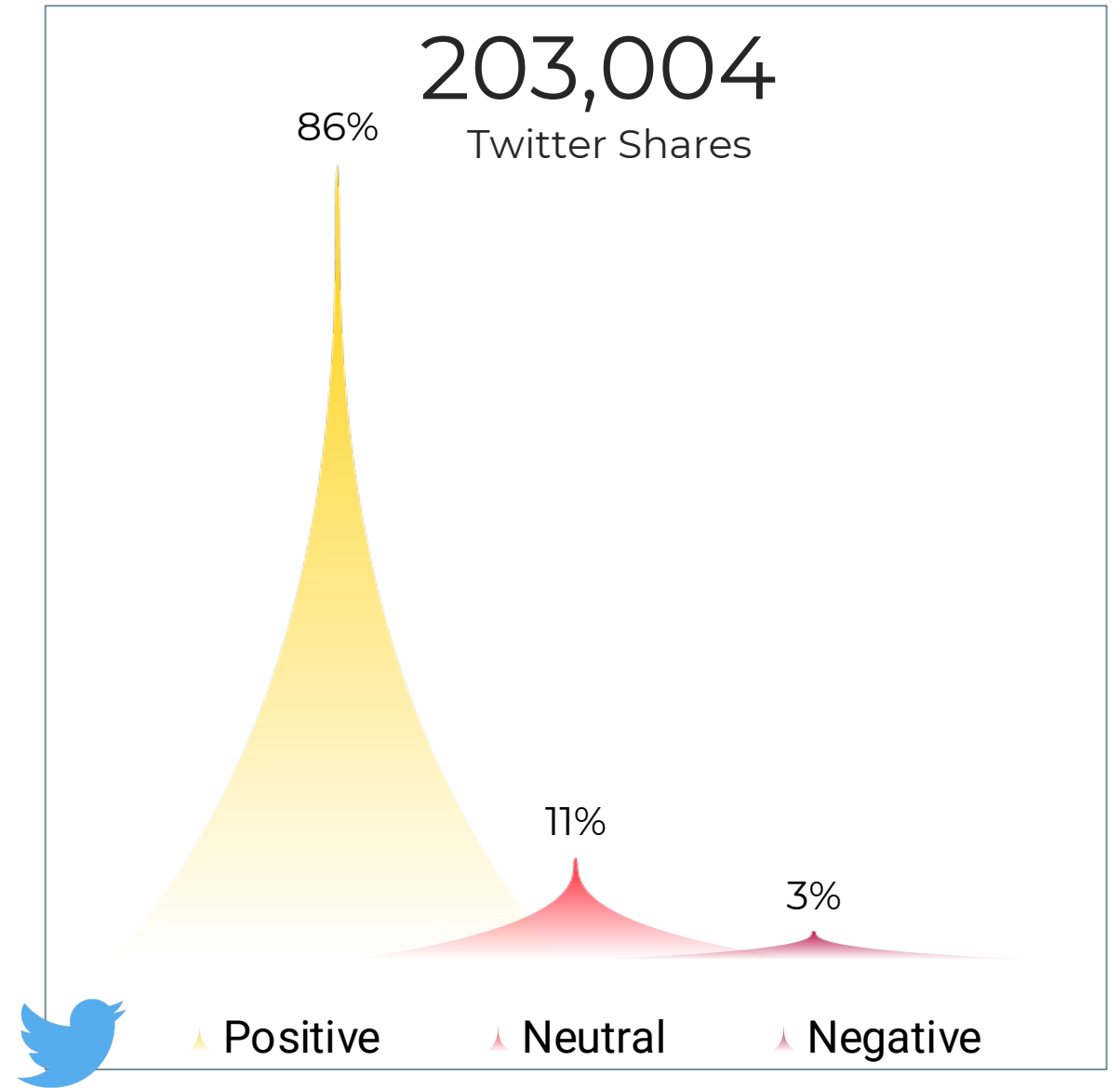
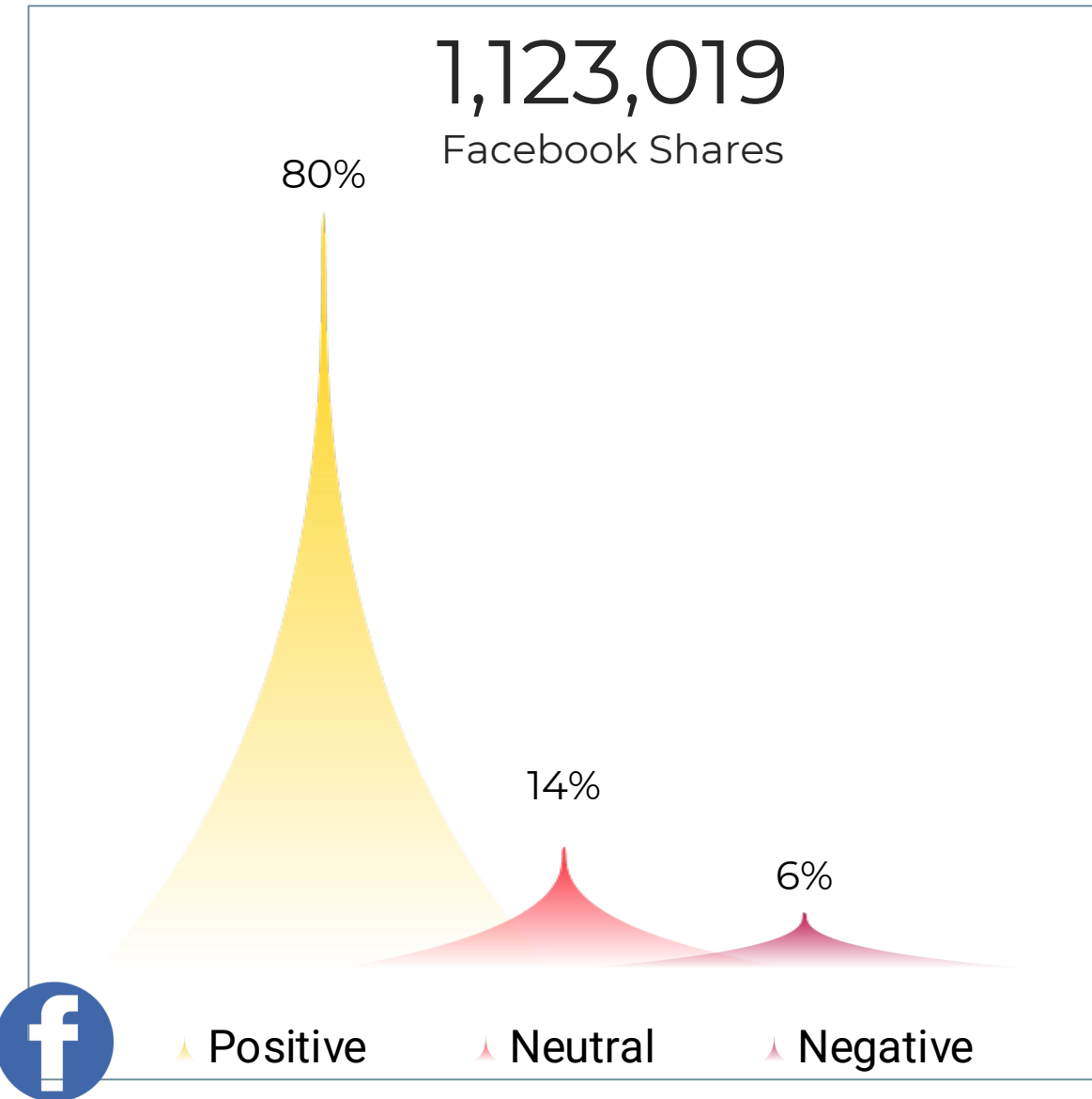
FACEBOOK
SHARES

203,004



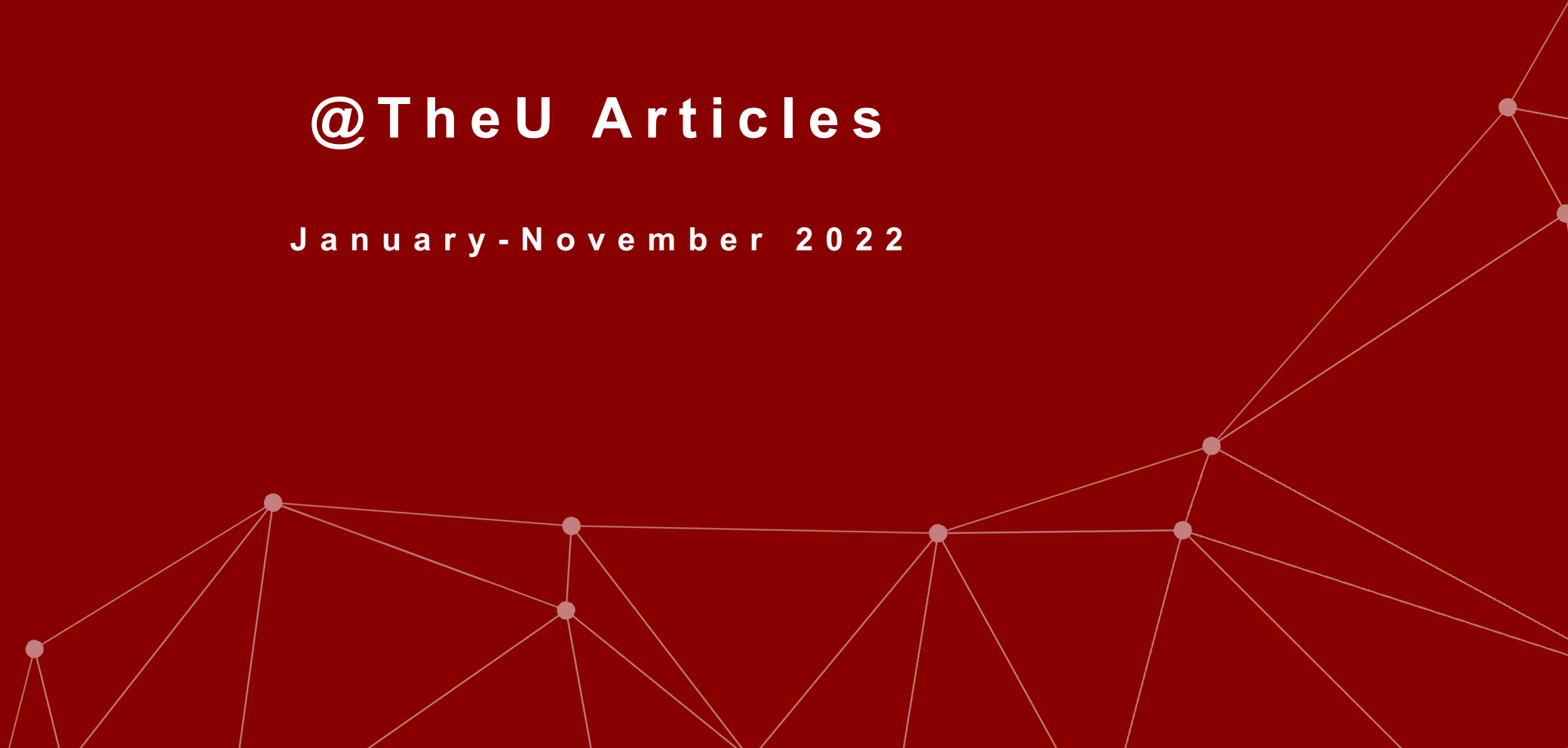
TWITTER
SHARES

Social Share by Sentiment



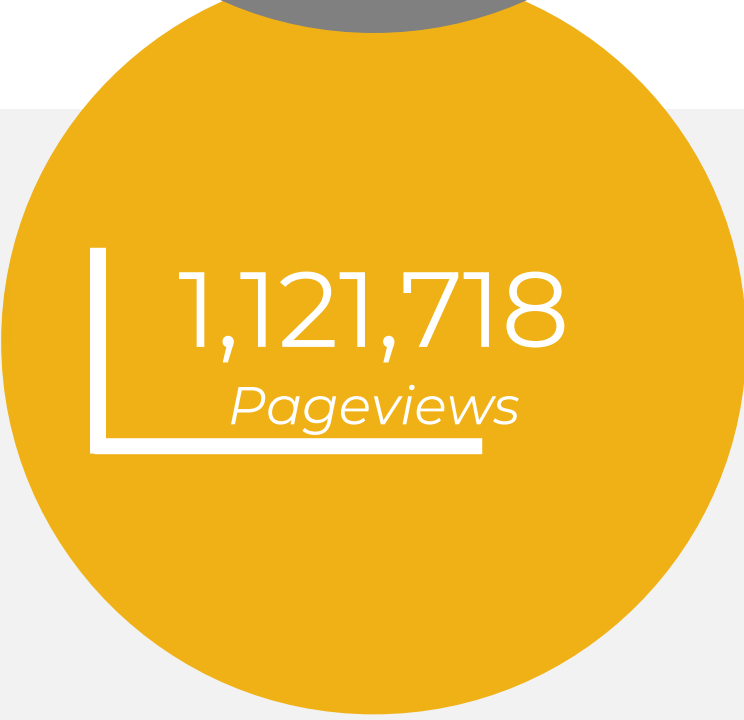
@TheU Articles

January - November 2022





2022

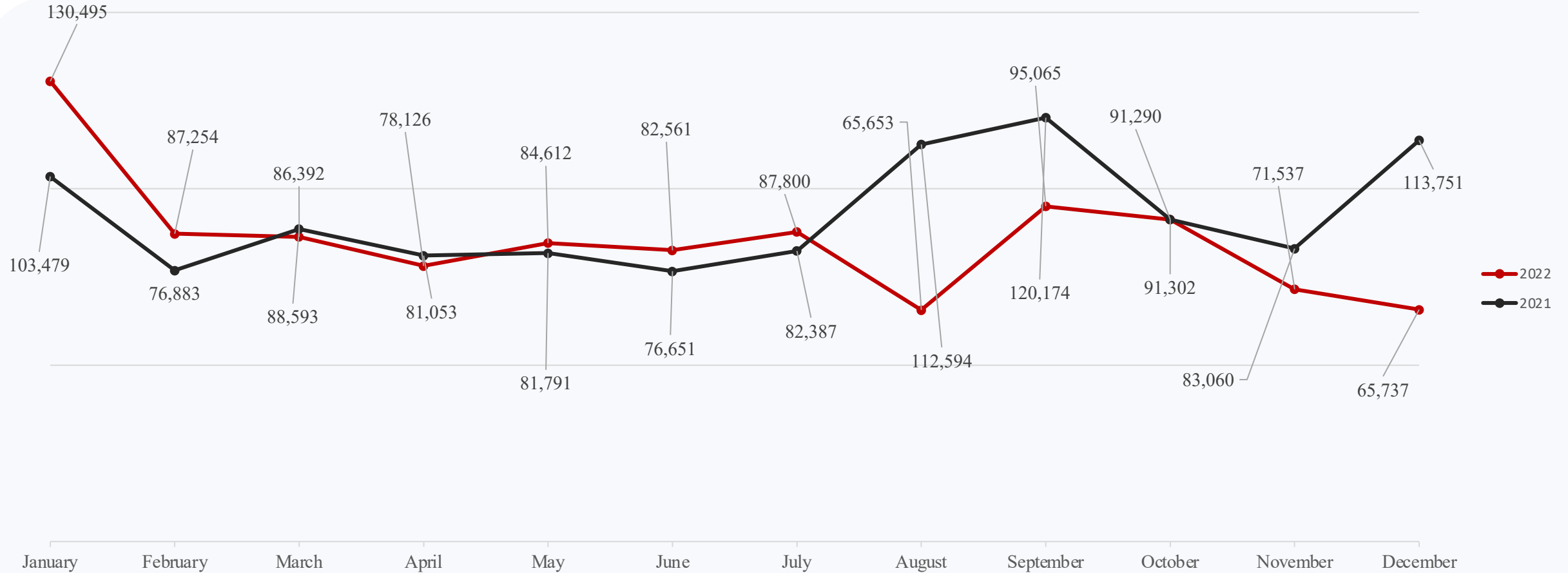


2021

**Due to site migration a week of data was lost in 2022*

Monthly Pageviews

@TheU Pageviews



**Due to site migration a week of data was lost, so August information is incorrect*

Custom Fields

Strategic Area	# of Articles
Safety	49
Diversity	105
Community Engagement	116
Student Success	121
Prestige	132
Research	161

Custom Fields

Colleges	# of Articles
Dentistry	2
Honors	2
Social Work	3
Architecture & Planning	5
Eccles Health Sciences Library	4
Cultural & Social Transformation	6
Graduate School	7
Nursing	7
Pharmacy	7
Law	10
Education	11
Business	15
Undergraduate Studies	16
Marriott Library	18
Fine Arts	19
Humanities	20
Health	26
Social & Behavioral Science	28
Mines & Earth Sciences	29
Engineering	32
Medicine	49
Science	69

Custom Fields

Administrative Area	# of Articles
Continuing Education	2
University Neighborhood Partners	2
Government Relations	3
Hinckley Institute of Politics	3
Marketing	3
Policies	6
Athletics	6
Global Engagement	9
Human Resources	9
Wellness	12
Sustainability	15
UIT	14
Advancement/Alumni	17
Office of the President	16
Safety	19
Business Functions	28
Arts & Museums	33
EDI	56
Student Affairs	61
Health Care	65
VP for Research	75
Academic Affairs	98

University of Utah Magazine



FALL 2022

Nurses Needed
Amid a dire nursing shortage, the U is stepping up to bring more RNs into the workforce. p. 22

College Matters
Which classes had an impact on you? From reexamining to sobriety, see the wisdom of the most powerful. p. 34

Ken Garff Red Zone
Get an inside look at the most loved facilities for players and fans at Rice-Eccles Stadium's new addition. p. 32

Impact in the Air

With a bold vision to improve the lives of all Utahns, the U is building partnerships in every corner of the state. p. 28



The Time is Now

New U president Taylor Randall has big dreams—and he's just getting started. Peek behind the scenes to see him in action.

WINTER 2022

Targeting Tumors
The Huntsman Cancer Institute's new proton therapy is the latest tool in its arsenal against the disease. p. 22

Lanseth Pad
As the Lassonde Entrepreneur Institute celebrates its 20th anniversary, see how its alumni are impacting the world. p. 34

Trivia Time
Where do Utahns live? Which college has the most grady? Test your knowledge with our quiz. p. 46



University of Utah Magazine

SUMMER 2022

Restoring Apollon
Utahns are looking off to the past's history about into a cultural destination honoring the past. p. 22

Water With Landscapes
Red Butte Garden experts show how to create attractive grounds that conserve precious water. p. 34

Play Ball
One night each year, Utahns are invited to the big leagues for Utah Night at the Rockies. p. 44

A Delicate Balance

Visitors are flocking to Utah in record numbers. How do we support tourism while preserving areas of natural beauty?

FALL 2021

The Hidden Patterns
As more people are taking some family and friends, who's looking out for the overlooked? p. 20

Seven Chapters
Barnet Crooks will use the light of day thanks to the efforts of Utah students and alumni. p. 22

The MUSA at 20
The thousands of Utah's agriculture members with the Mighty Utah Stock Section. p. 44

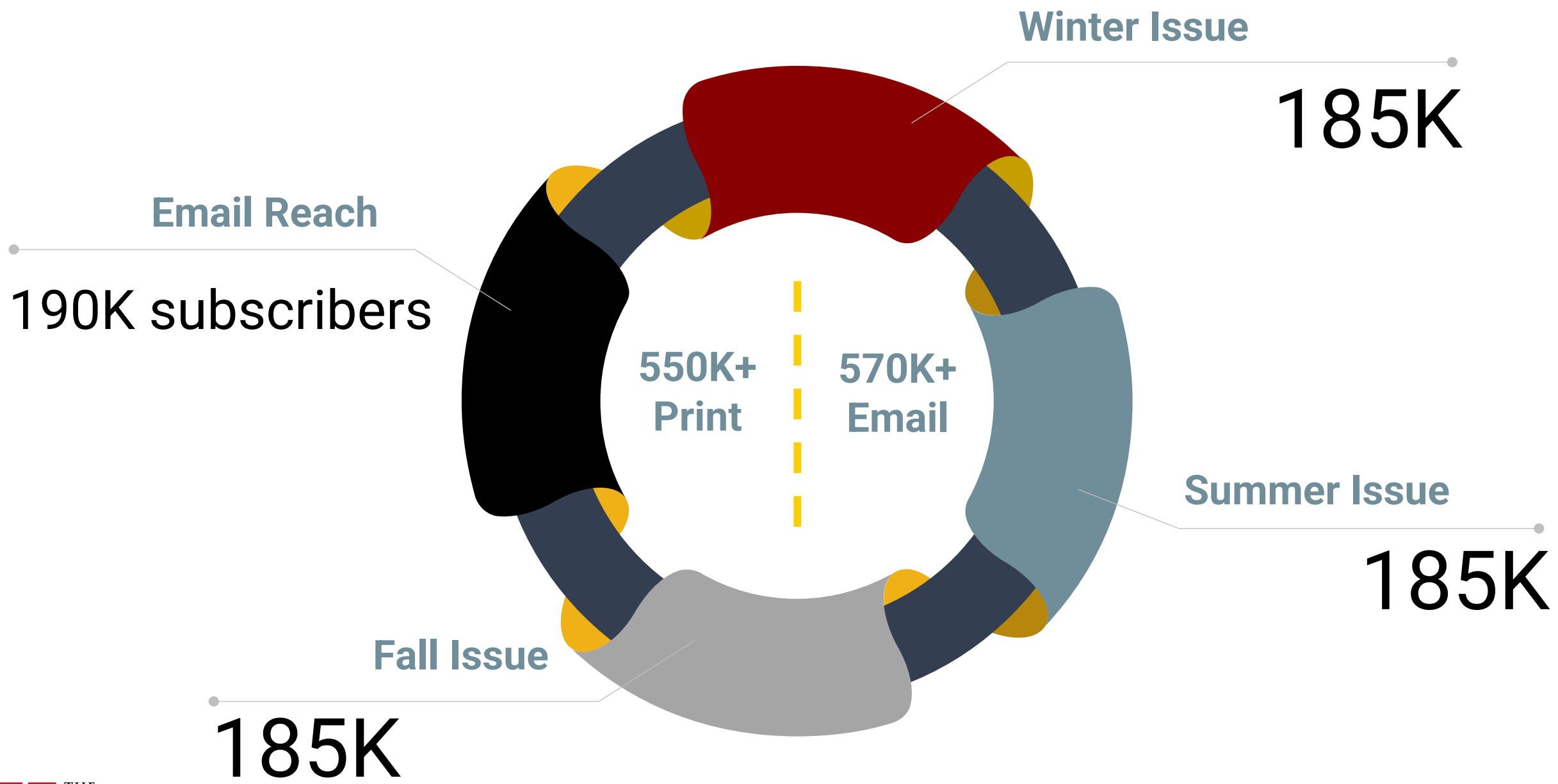
History Comes Alive

From a canine hero to a female WWII pilot, these are some of the remarkable stories of those buried in the Fort Douglas cemetery.

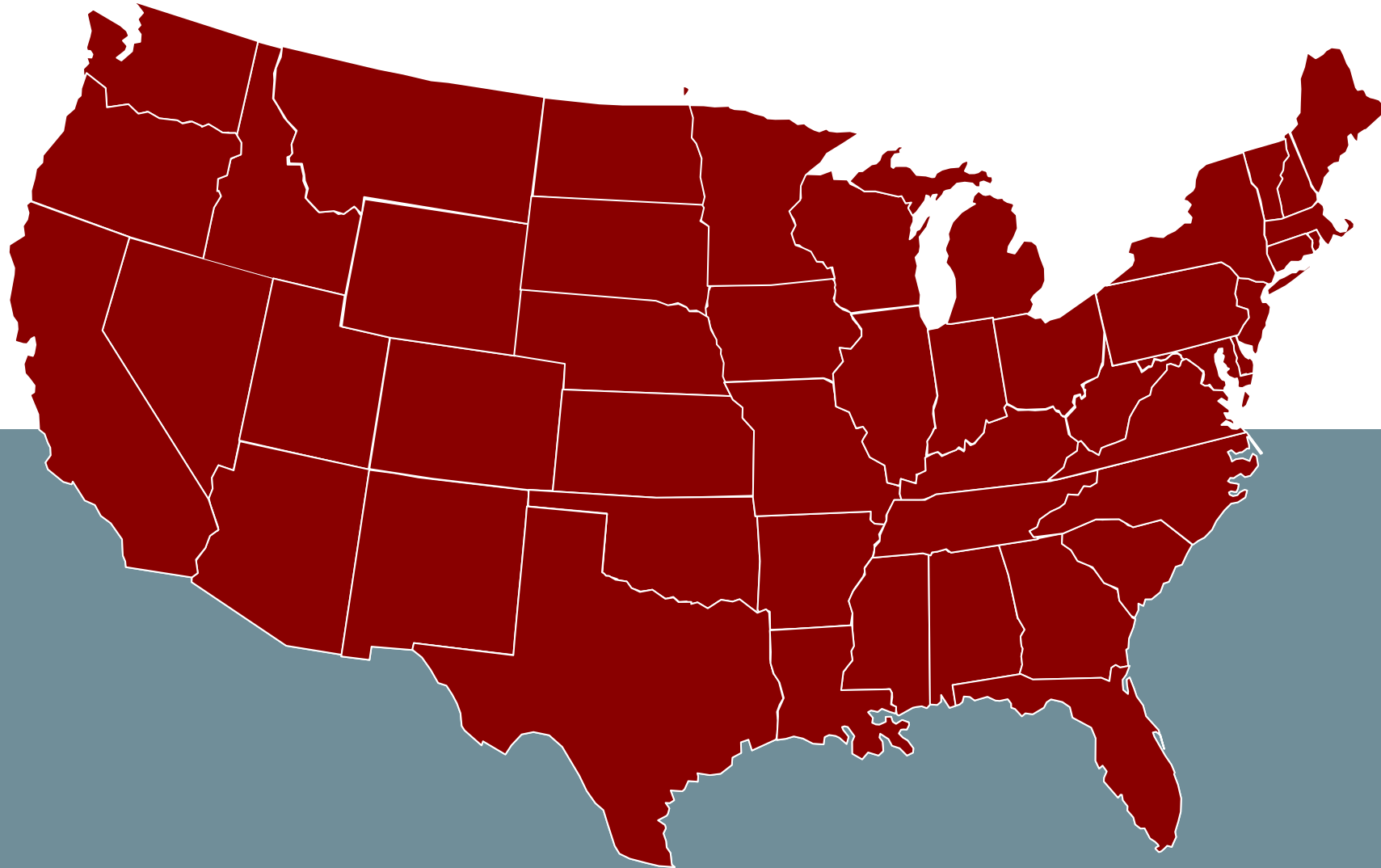


University of Utah Magazine

Utah Mag 2022



Nationwide Reach



1

CASE Circle of Excellence

National Competition for Most Improved

1

Content Marketing World
Best Print Publication

1

Ragan PR Daily

Best Nonprofit Print Publication

5

CASE District VII

Design and writing awards

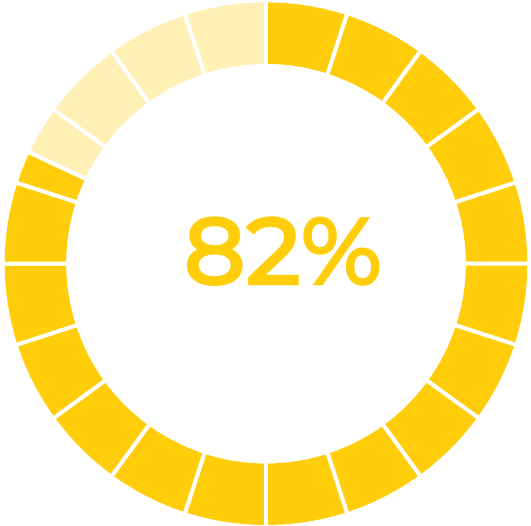
12+

Design & writing awards
UCDA, SPD, AIGA, & more

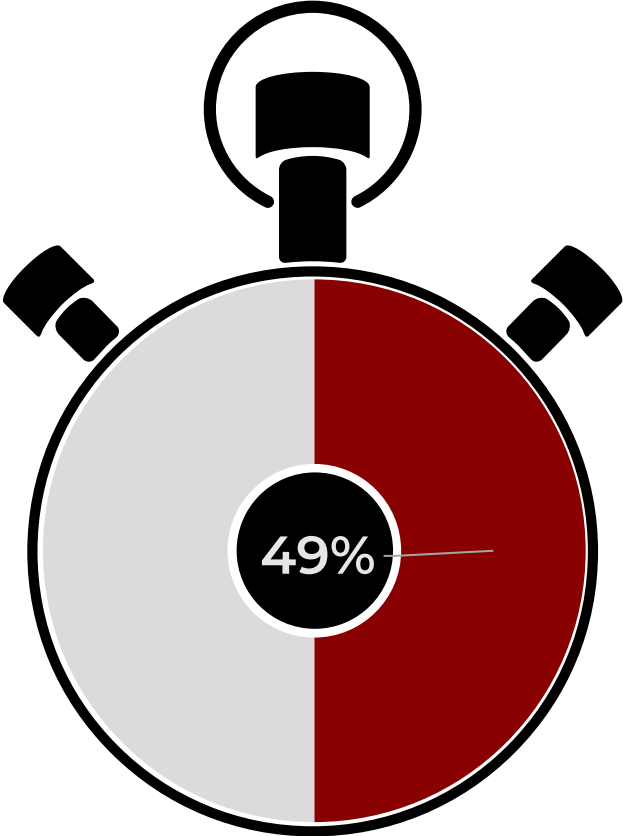
Award
Winning

30+ awards in
the last four years

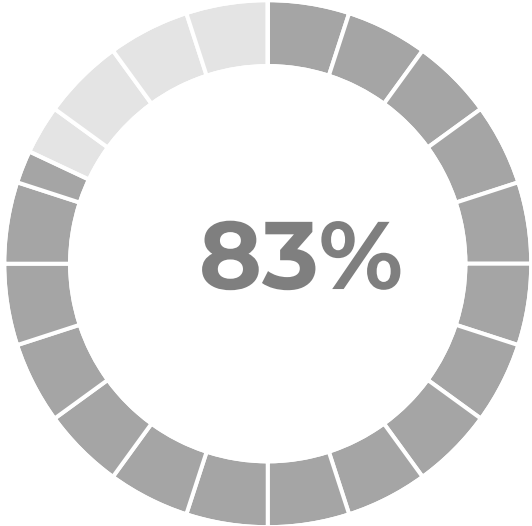
LONG SHELF-LIFE



Read most or all issues

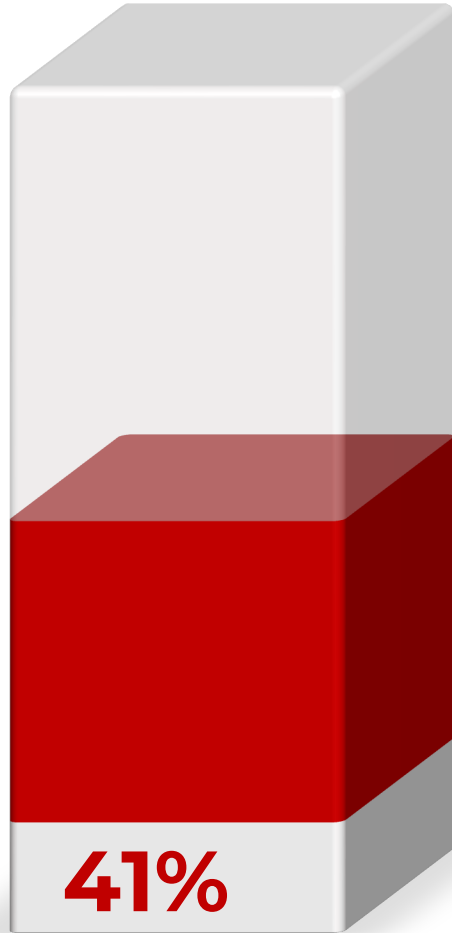


Spend 30+ with each issue

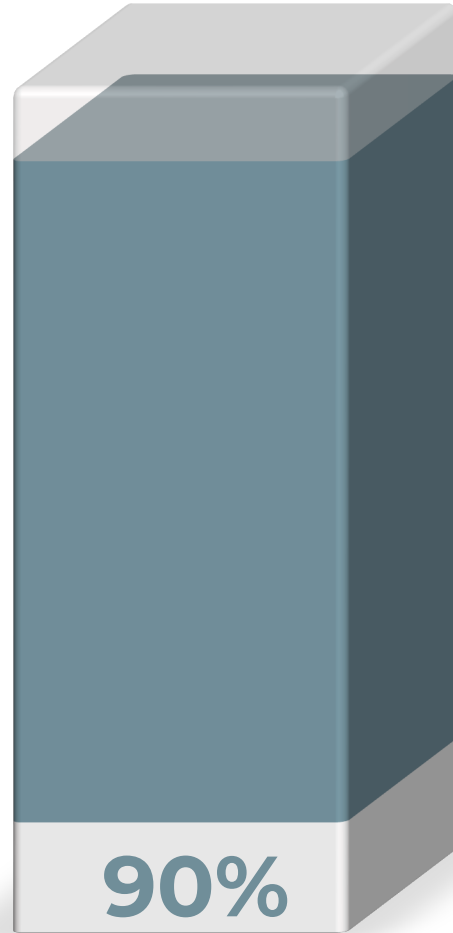


Keep it 30+ days

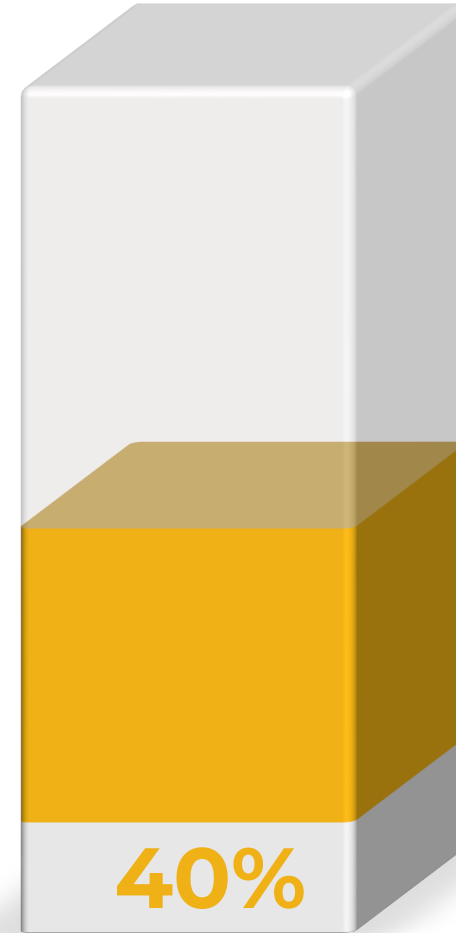
BIG IMPACT



Use the mag to suggest the U
to potential students



Say it strengthens their
connection to the U



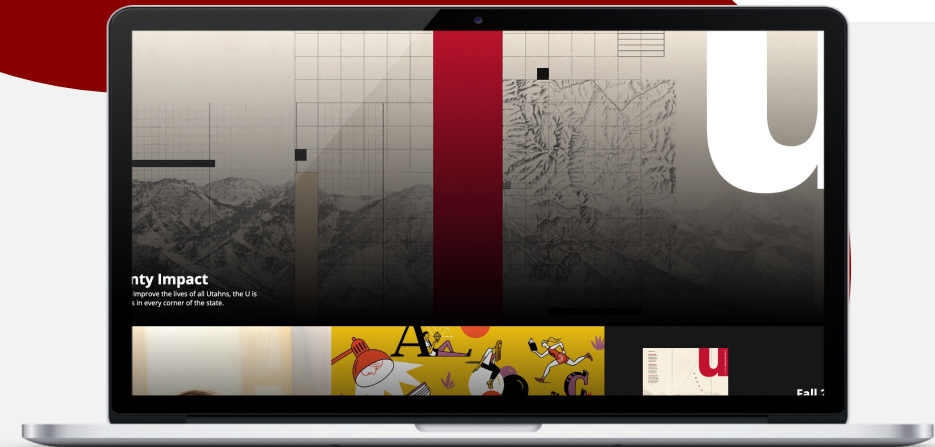
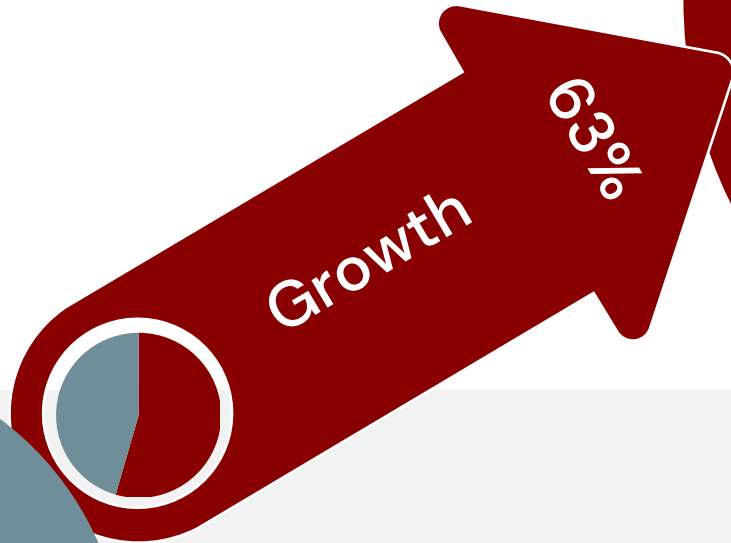
Made a donation because
of the mag

“Every time I get your magazine, I go to just toss it in the recycle, but always flip through and end up finding something interesting. I have a stack of them on my coffee table now.”

“Thank you for sending such a wonderful publication. I put it on my coffee table and leave it until the next one comes out. I see my husband, my daughter and even my 15-year-old son pick them up. It helps bring a culture of the importance of a college education and how it's a life-long investment into my home. And I'm very grateful for that.”

Reader Feedback

magazine.utah.edu
Pageviews



Most Viewed Magazine Articles



Thank you.

