Nation e-mails get some of the best results for issue-based advertisers. Top priorities for ALL Nation e-mail recipients include: Environment, racial justice, women’s rights, workers’ rights, and immigration. Top actions for recipients to take on these issues include:

- Sign a petition (41% ranked this action #1)
- Support a candidate who shared their views (35% ranked this action #1)
- Attend an event or rally (10% ranked this action #1)
- Donate money (8% ranked this action #1)

## DEDICATED E-MAIL BLASTS

List size: 430k. Send your message directly to Nation readers. Nation dedicated e-mails have high click-through rates, especially for petition campaigns, survey participation, or candidate endorsement.

- 50/50 Male/Female
- 54% are 65+
- 37% are 45–64
- 25% have a paid print subscription to The Nation

## NATION DAILY NEWSLETTER

Daily List size: 140k. Advertise to 140,000 Nation Daily subscribers with 1 or 2 highly viewable, high-CTR banners (IAB med rec). Daily subscribers are the most avid consumers of Nation content.

- 50/50 Male/Female
- 43% are 65+
- 42% are 45–64
- 40% have a paid subscription to The Nation—the most engaged of Nation readers

## PUBLISHER PROMOTIONS

Daily List size: 2.5k*. A highly targeted list reaching our most avid book buyers. Available to existing advertisers, offer exclusive titles, events signed editions in partnership with The Nation.

- 70% bought books in the last month
- 40% purchased 2-3 titles
- 30% bought in the last 7 days

## E-MAIL EXTRAS

Campaigns can be customized for a $10 CPM setup surcharge:

- Personalized name in subject line
- Personalized send time
- A/B testing
- Non-Wednesday send
- Suppression
- Nation produced e-mail HTML

## NATION WEEKLY NEWSLETTER

Daily List size: 300k. The Weekly format of the Daily newsletter with the same 1 or 2 viewable, high-CTR banners (IAB med rec). Weekly subscribers have a higher open rate and are very active with Nation content on social media.

- 50/50 Male/Female
- 42% are 65+
- 44% are 45–64
- 40% follow on social media