Principled. Progressive. The Nation speaks truth to power to build a more just society.

Home to tenacious muckraking, provocative commentary, and spirited debate about politics and culture, The Nation empowers readers to fight for justice and equality for all. By providing a deeper understanding of the world as it is—and as it could be—we drive bold ideas into the conversation and ignite debates far beyond our pages.

We believe in intellectual freedom. We value facts and transparency. We argue that dissent is patriotic and we hold the powerful to account, no matter their political persuasion. We raise up the promise of a radical tomorrow while we agitate for meaningful change today. Above all, we aspire to galvanize a more informed public—one equipped with a more profound understanding of events, ideas, and history.

Founded by abolitionists in 1865, we’ve long believed that independent journalism has the capacity to bring about a more democratic and equitable world. Our writers shift paradigms and open minds. Our deep investigative reporting launches congressional hearings, forces policy change, and shapes news cycles. Instigating progress: It’s not only our legacy, it’s our continued commitment to future generations of torchbearers.
“*The Nation* has for more than a century been a beacon for progressive ideas, democratic politics, women’s rights, racial and economic justice and peace. And while I value *The Nation’s* illustrious history, I am determined to bring it into the 21st century by nurturing younger writers, appealing to young readers, and engaging with the issues and movements that inspire the passions of a new generation.

As our country and the world undergo extraordinary and tectonic shifts, these times demand that *The Nation* be ever bolder, willing to unleash our imaginations and ready to think anew. The advent of digital publishing and social media offers us a historic opportunity, which we are seizing, to reach vastly larger audiences and have a greater impact in the world.”

—Katrina vanden Heuvel, Editorial Director & Publisher

“I always tell people *The Nation* has to meet two bottom lines: a conventional balance sheet that shows we’re attracting enough support—from subscribers, advertisers, and donors—to keep this beacon of progressive thinking and writing going for another 154 years. And a moral and political balance sheet that has to do with trying to change the world, not just to report it. Of course I share Katrina’s determination to nurture younger writers and attract younger readers, grow our audience, and extend our reach. But as editor my particular focus is on content—what we cover, how we cover it, and why we think our readers either need to know this right now (in which case they’ll probably find it on www.thenation.com) or why, given all the other demands on their time, we think this article will inform, enlighten, and with any luck delight. Because I don’t take any reader—or any reader’s time—for granted. When I was writing *The Nation: A Biography*, I said that the one constant throughout our history has been “a faith—not in political parties or programs, but in what might happen if you tell people the truth.” If you want to know my philosophy as editor, that’s a pretty good summary.”

—D.D. Guttenplan, Editor
Someone asked me the other day, “How has The Nation survived for over 150 years?” There’s the astonishing loyalty of our readers, who see us as a magazine and a website, but also as a cause and a community. There’s our independence of thought and ownership that has meant we are beholden to no one. There’s our abiding belief that it’s possible—by the passionate airing of bold ideas—to force new perspectives into the public debate. We’re passionate about introducing The Nation and its mission to the next generation of readers.

—Katrina vanden Heuvel
Editorial Director & Publisher of The Nation

"The Nation has brought to the table of human need a menu of truth."
—Harry Belafonte

"Where workers are in need of a voice to tell their story, The Nation will be there."
—Richard Trumka

"The Nation has never played a more important role than it does today."
—Bernie Sanders

"The very highest standards of journalistic integrity."
—Nancy Pelosi

"An indispensable voice in our political dialogue."
—Elizabeth Warren

"We are better people as Americans because of The Nation magazine."
—Bill de Blasio

"...for showing that community and uniqueness go together; and for proving that we can only lose our power by failing to use it."
—Gloria Steinem

For details, contact Suzette Cabildo at 212-209-5443 or scabildo@thenation.com | Kit Gross at 212-209-3387 or kit@thenation.com

Advertising Policy Link
PHYSICIANS FOR HUMAN RIGHTS

Through a dedicated e-mail sent to The Nation’s e-mail list of readers, as well as ads in our NationDaily and Take Action Now e-newsletters, PHR.org alerted our deeply engaged and highly responsive readers to the horrors of separating children from their families at the U.S. border with Mexico and inspired them to respond by writing to President Trump.

PHR’s agency told us: “The buy with The Nation was one of our best performers—not only in terms of clicks, but in terms of conversion. We’re definitely looking forward to doing more work with you all in the future!”

—Jenn Lejano, Principal & Co-founder, Fresh Eyes Digital

GLOBAL CONNECTIONS TV

“Since its launching in 1865, The Nation has been a source of reliable, unique and substantive information. Global Connections Television, in that same vein, is proud to run ads in such a prestigious magazine that disseminates our mutual goals and concerns about such major issues as climate change, empowering women, world peace and human trafficking.

The ads have assisted GCTV to get its message out to over 70 million potential viewers worldwide each week.”

—Bill Miller, CEO/Moderator, Global Connections Television

GCTV FOR BROADCASTERS, MEDIA OUTLETS & EDUCATIONAL INSTITUTIONS

Within the goal of providing important perspectives and initiatives to all potential partners, Global Connections Television is proud to broadcast its television content on the following platforms: www.globalconnectionstv.com

For more information, please fill out our Contact Form or contact us at info@globalconnectionstv.com

www.globalconnectionstv.com

The Nation media platform gets results for both new and repeat advertisers.
Readers of The Nation are those rare individuals who influence others on how to vote and what to buy. GFK MRI Market Solutions found that 85% of The Nation’s readership qualifies as influential based on positive responses to GFK’s Influentials list of questions—far exceeding the U.S. population of influentials at just 8%. Reach this Influential audience through The Nation’s print pages and other media channels including Email, Display Banners, Mobile Banners, Podcasts and Events.

NATION IMPACT

Actions taken as a result of reading The Nation

- 82% Discussed or passed along an article
- 56% Became interested in reading a specific book
- 43% Donated to a cause
- 41% Engaged in a political, social, or environmental campaign

ACTIVISM

Subscribers to The Nation were much more likely to have participated in the following civic activities than all U.S. adults (index of 100 = U.S. average)

- 88% Voted in a federal, state, local election (index: 228)
- 85% Signed a petition (index: 228)
- 65% Wrote or called a politician (index: 793)
- 43% Attended a public rally, speech, or organized protest (index: 1,065)
- 36% Participated in environmental groups/causes (index: 934)

DEMOGRAPHICS

- Male 56% Female 44%
-Median age 65
- Median household income $98,200
- Median net worth $559,400

EDUCATION

- Attended college 99%
- Graduated college or higher 85%
- Graduate degree 55%
- Employed in the field of education 27%

READER DEDICATION

- 88% Read at least 3 out of the last 4 issues
- Time spent reading each issue 1 HR 16 MIN
- 66% Find news and information in The Nation that they find nowhere else

TOTAL CIRCULATION

102,934

Source: Alliance of Audited Media, October 2019.

Source: 2016 The Nation Subscriber Study, GfK MRI Market Solutions

For details, contact Suzette Cabildo at 212-209-5443 or scabildo@thenation.com | Kit Gross at 212-209-3387 or kit@thenation.com

Advertising Policy Link
# GENERAL PRINT ADVERTISING RATES

Contact us for promotional packages, book publishing rates and other special small-advertiser rates.

## 4-COLOR RATES

<table>
<thead>
<tr>
<th></th>
<th>1-2 TIME RATE</th>
<th>3-5 TIME RATE</th>
<th>6-11 TIME RATE</th>
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Contact us for promotional packages, special small-advertiser rates and other rate cards.

Recognized agencies earn a standard 15 percent discount. Discounts apply only within the contract year and must be negotiated in advance. It is understood that the advertiser and/or agency indemnifies the publisher against any claims or suits based on the content of the advertisement. The publisher reserves the right to reject or cancel any advertising at any time. Publication of an advertisement constitutes final acceptance. *The Nation* has a strong presumption against censoring any advertisement.
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<td>9/17/20</td>
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<td>FALL BOOKS</td>
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<td>12/3-8/20</td>
<td>11/12/20</td>
<td>11/19/20</td>
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</tr>
</tbody>
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* Call for extension / ** Double issue

Red denotes Special Advertising Section ▲
PRINT ADVERTISING SPECIFICATIONS

ADOBE ACROBAT PDF FILES

1. All fonts must be embedded and must be Type 1, OpenType, or TrueType fonts.
2. All colors must be CMYK.
3. Images must be the equivalent of 300 dpi.
4. PDF/X in conformance with all ANSI/CGATS/SWOP current standards is acceptable.

DIGITAL FILE EMAIL INSTRUCTIONS

Emails may be used to send advertising files to The Nation only if they are smaller than 50 megabytes. Larger files should be sent via Dropbox, WeTransfer, or AdTransit.

For further production instructions, please contact our IT/Production Manager at production@thenation.com.

TIMING

Please adhere to materials due date on ad calendar. For an extension, contact your ad representative. Any changes to files deemed to be author’s alterations may be charged at the prevailing hourly rate. Submitted files that do not conform to the above standards may be subject to additional charges for the file conversion/manipulation. Advertisers wishing to cancel, should do so 7 business days prior to the copy deadline.

PRINT SETTINGS

2-PAGE SPREAD (W/BLEED)

2/3 PAGE*

FULL-PAGE (W/BLEED)

FULL-PAGE (NO/BLEED)

I/3 PAGE VERTICAL*

I/3 PAGE SQUARE*

I/4 PAGE**

I/6 PAGE*

*This ad configuration will only appear within the book section of the magazine (except 1/3 vertical bleed on page 2)
**This ad configuration will only appear within the articles section of the magazine

For details, contact Suzette Cabildo at 212-209-5443 or scabildo@thenation.com | Kit Gross at 212-209-3387 or kit@thenation.com

Advertising Policy Link
**DIGITAL AUDIENCE**

**DEMOGRAPHICS**

<table>
<thead>
<tr>
<th>Male</th>
<th>Female</th>
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</thead>
<tbody>
<tr>
<td>60%</td>
<td>40%</td>
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<tr>
<td>45%</td>
<td>30%</td>
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<tr>
<td>25-44</td>
<td>45-54</td>
</tr>
<tr>
<td>29%</td>
<td>55+</td>
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</tbody>
</table>

**TRAFFIC**

- Monthly average page views: 4.4 MILLION
- Monthly users: 2.3 MILLION

**DIGITAL ACCESS**

People visiting TheNation.com:

- Mobile: 55%
- Desktop: 37%
- Tablet: 8%

**SOCIAL MEDIA**

- Twitter: 1.2 MILLION FOLLOWERS
- Facebook: 627,347 FOLLOWERS

**WHAT THEY BUY (IN-MARKET SEGMENTATION)**

- Education/Post Secondary Education
- Financial Services/Investment Services
- Travel/Hotels Accommodations/Air travel
- Autos/Vehicles

**WHAT THEY LOVE (AFFINITY)**

- Culture/Arts/Entertainment
- News/Politics/Campaigns & Elections
- Education/Colleges/Universities
- Law & Government/Executive Branch

Our followers are highly engaged news and politics junkies with an interest in sharp analysis of national and international affairs. They are particularly interested in political movements on the left, social justice, and cultural criticism.

For details, contact Suzette Cabildo at 212-209-5443 or scabildo@thenation.com | Kit Gross at 212-209-3387 or kit@thenation.com

Advertising Policy [Link]
DESKTOP AND TABLET AD SIZES

TheNation.com generally adheres to IAB standard advertising dimensions. The creative sizes available:

- Billboard (970 x 250)
- Pushdown (970 x 90 – 970 x 415)
- Super leaderboard (970 x 90)
- Leaderboard (728 x 90)
- Medium rectangle (300 x 250)
- Portrait (300 x 1050)
- Half page (300 x 600)
- Skyscraper (160 x 600)

All creative is sent to creatives@thenation.com
Deadline: Minimum 48 hours prior to launch required.

BANNER RATE CARD

$15 CPM—Leaderboard, Medium Rectangle, Half Page, Skyscraper

$20 CPM—Billboard, Half Page, Pushdown, Portrait, Mobile units

PHONE AD SIZES

Mobile leaderboard (320 x 50)
Medium rectangle (300 x 250)
Half page (300 x 600)
LIGHTBOX ADS

Lightbox ads are perfect for getting immediate action from *Nation* readers. Signing petitions, collecting names and emails, and other actions can all be solicited from this single unit.

The lightbox activates upon entering our site with a dimming effect on the visible page underneath. Your content stands out, while still giving the user the comfort of staying on the same page.

**RESOLUTION:** 660 x 450

**MAXIMUM FILE SIZE:** 100kb

Ad Rate: $45 CPM

VIDEO ADS

*The Nation* offers video ads via our in-line article player.

**RESOLUTION:** max 1920 x 1080 – min 640 x 360

**MAXIMUM FILE SIZE:** 20mb

**VIDEO FORMATS:** all video formats: flv, mp4, mov, vast, vpaid, & YouTube video key

**LENGTH:** (30-sec desktop, 15-sec mobile recommended lengths)

Ad Rate: $35 CPM

FULL SCREEN VIDEO ADS

A new full width, full screen responsive unit appears exclusively on *The Nation*’s home page.

**RESOLUTION:** 1080 dpi

**FILE:** mp4

**LENGTH:** 30-60 sec

Ad Rate: $55 CPM

For details, contact Suzette Cabildo at 212-209-5443 or scabildo@thenation.com | Kit Gross at 212-209-3387 or kit@thenation.com

Advertising Policy [Link](#)
Dear Friend,

All life on Earth depends on forests, including ours. Healthy, resilient forests are crucial for mitigating the effects of climate change, a threat to us all. Our forests can't wait! Take action today and tell Congress to increase funding for forest management.

April is Earth Month, but instead of celebrating our planet and its forests, the administration’s proposed FY20 budget includes massive cuts to key forest management initiatives. This is the largest one-year decrease in federal funding for forest management in 40 years. The budget would accelerate the decline in funding for forest management, changing tree species composition, reducing forest biodiversity, and increasing fire severity and mortality.

Our forests need our help. The health of planet Earth demands our attention and action. More active forest management – including harvesting dead and dying trees, reforestation and rehabilitation of damaged forest land – is critical to mitigating the effects of climate change.

Our forests can't wait! Take action today and tell Congress to increase funding for forest management. Our forests need your help.

Sincerely,
Provost, Graduate School of Leadership and Change

I am writing to introduce you to Antioch University's distinctive PhD in Leadership and Change program designed for socially conscious professionals who want to study, research and practice leading positive change in organizations and communities across the globe.

I look forward to hearing from you.

For additional information, we encourage you to visit our website antioch.edu/gslc or contact our招生 representative, Lauren Alexander, by phone at 877-800-9466 or email at lauren.alexander@antioch.edu. She is available to answer questions, assist with the application process, and schedule a campus visit. She is also available to discuss Antioch University’s distinctive PhD in Leadership and Change program designed for socially conscious professionals who want to study, research and practice leading positive change in organizations and communities across the globe.

You are invited to attend one of our upcoming information sessions or to request information about the PhD in Leadership and Change program. Antioch University is a nonprofit university that combines faculty-mentored, individualized learning with a challenging curriculum to develop the leaders our communities need. Our distinctively Antioch learning community is a network of scholar-practitioners committed to Antioch University’s mission: to foster learning that transforms society.

Antioch University is an Equal Opportunity/Affirmative Action Institution and does not discriminate on the basis of gender, age, race, color, religion, national origin, sexual orientation, gender identity or expression, marital status, veteran status, disability, or any other characteristic protected by law. Antioch University is a member of the Antioch University System.

I look forward to hearing from you.

Sincerely,
Provost, Graduate School of Leadership and Change

Don't Count the Senate Out on Impeachment

To counter Trump’s impeachment changes, an OP-ED sonnet will be turned, and the show continues.

LEARN MORE
OTHER NEWSLETTERS

TAKE ACTION NOW—Weekly List size: 49k subscribers. Three actions curated by our editors. They involve time commitments ranging from five minutes to many days, so you can Take Action Now, whatever your schedule. Delivers on Tuesdays.

OPPART—Weekly List size: 9k subscribers. A curation of the best political artwork from the front lines of resistance. Delivers on Wednesdays.

Weekly rate: $12 CPM

PUBLISHER PROMOTIONS

BOOK List size: 4.7k. A highly targeted list reaching the most avid book buyers. Available to existing book advertisers offering exclusive titles and signing events in partnership with The Nation.

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

EMAIL EXTRAS

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

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