The Nation. MEDIA PLATFORM
REACH INFLUENCERS • BUILD AWARENESS • DRIVE RESULTS

ABOUT US

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.

CONTACT US

SUEZETTE CABILDO
Associate Publisher, Advertising
212-209-5443
scabildo@thenation.com

KIT GROSS
Advertising Assistant
212-209-3387
kit@thenation.com

TheNation.com
“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
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

The Nation media platform gets results for both new and repeat advertisers.

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
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

### Demographics

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

### Education

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

### 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)

### Reader Dedication

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

### Total Circulation

**102,934**

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

Source: Alliance of Audited Media, October 2019.

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.

<table>
<thead>
<tr>
<th></th>
<th>1-2 TIME RATE</th>
<th>3-5 TIME RATE</th>
<th>6-11 TIME RATE</th>
<th>12-23 TIME RATE</th>
<th>24-34 TIME RATE</th>
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<tbody>
<tr>
<td>FULL PAGE</td>
<td>$12,100</td>
<td>$11,500</td>
<td>$10,890</td>
<td>$10,290</td>
<td>$9,680</td>
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<tr>
<td>2/3 PAGE</td>
<td>$9,680</td>
<td>$9,200</td>
<td>$8,710</td>
<td>$8,230</td>
<td>$7,740</td>
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<td>$7,130</td>
<td>$6,750</td>
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<tr>
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<td>$5,080</td>
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<td>$4,570</td>
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<tr>
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<td>$2,000</td>
<td>$1,920</td>
<td>$1,835</td>
<td>$1,750</td>
<td>$1,665</td>
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</table>

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.
## PUBLICATION DATES AND DEADLINES

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<td>11/5/20</td>
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<td>11/19/20</td>
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</tbody>
</table>

* Call for extension  /  ** Double issue

Red denotes Special Advertising Section ▲

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
**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.

**PRINT SETTINGS**

**2-PAGE SPREAD (W/BLEED)**

| PAGE TRIM | 16" w X 10.5" h |
| SAFE AREA | 15.25" w X 9.75" h |
| PAGE BLEED | 16.25" w X 10.75" h |

**FULL-PAGE (W/BLEED)**

| PAGE TRIM | 8" w X 10.5" h |
| SAFE AREA | 7.25" w X 9.75" h |
| PAGE BLEED | 8.25" w X 10.75" h |

**FULL-PAGE (NO/BLEED)**

| 7.25" w X 9.75" h |

**2/3 PAGE**

| 4.722" w X 9.319" h |

**I/2 PAGE ISLAND**

| 4.722" w X 6.875" h |

**I/2 PAGE HORIZONTAL**

| 7.25" w X 4.583" h |

**I/2 PAGE VERTICAL**

| 3.5" w X 9.319" h |

**I/3 PAGE VERTICAL**

| 2.25" w X 9.319" h |

**I/3 PAGE SQUARE**

| 4.722" w X 4.583" h |

**I/4 PAGE**

| 3.5" w X 4.583" h |

**I/6 PAGE**

| 1.25" w X 4.583" h |

*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

**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.

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

- 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.

- 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

Google Analytics, 2019

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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.

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**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)

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Advertising Policy Link
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

PUSHDOWN ADS

Content is “pushed” downward to make room for your ad.

INITIAL DIMENSIONS
Teaser Image: 970 x 90

EXPANDED DIMENSIONS
Ad Unit: 970 x 415
Ad Rate: $35 CPM
The Nation subscribers ranked the following as their #1 action to take for these important issues:

- Sign a petition
- Support a candidate who shared their views
- Attend an event or rally
- Donate money

DEDICATED EMAIL BLASTS

List size: 415k. Send your message directly to Nation readers. Nation dedicated emails have high click-through rates, especially for petition campaigns, survey participation, and candidate endorsement. Delivers on Wednesdays.

- 50/50 Male/Female
- 54% are 65+
- 37% are 45–64

Dedicated rate: $45 CPM, Minimum buy: 50k

NATION DAILY NEWSLETTER

DAILY List size: 115k. Advertise to 115,000 subscribers with 1 or 2 highly viewable, 300x250 medium rectangle banners. DAILY subscribers are the most avid consumers of The Nation content. Delivers Monday-Friday.

- 50/50 Male/Female
- 43% are 65+
- 42% are 45–64

DAILY rate: $10 CPM

NATION WEEKLY NEWSLETTER

WEEKLY List size: 215k. The WEEKLY format is similar to the Daily with the same 1 or 2 viewable, 300x250 medium rectangle banners. WEEKLY subscribers have a higher open rate and are very active with The Nation content on social media. Delivers on Fridays.

- 50/50 Male/Female
- 42% are 65+
- 40% follow on social media

WEEKLY rate: $12 CPM

Dear Friend,

At a time when our forests are under threat, we stand up for our trees and our future. Join us in the fight to protect our forests and our planet.

Our Forests Need You

To: emails@thenation.com

From: Laurien Alexandre, PhD

Dear Friend,

At a time when our forests are under threat, we stand up for our trees and our future. Join us in the fight to protect our forests and our planet.

Laurien Alexandre, PhD

Graduate School of Leadership and Change

From: The Nation Magazine

Date:

This email is a paid ad from Antioch University; not an endorsement or a reflection of editorial policy and it does not in any way determine the content of The Nation or TheNation.com.

The Nation magazine is a satirical magazine. The Nation —the most engaged print subscription to The Nation magazine.

50/50 Male/Female

54% are 65+

37% are 45–64

25% have a paid print subscription to The Nation

40% have a paid subscription to The Nation—the most engaged of Nation readers

The following paid sponsored message was sent to you by The Nation magazine.

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**OTHER NEWSLETTERS**

**TAKE ACTION NOW**—Weekly List size: 47k 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: 6k subscribers. A curation of the best political artwork from the front lines of resistance. Delivers on Wednesdays

Weekly rate: $12 CPM

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**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
- **40%** purchased 2-3 titles
- **30%** bought in the last 7 days

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**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