

## ABOUT US

**T**he Nation magazine occupies a unique and powerful position in the political, cultural, and historical landscape of the United States and has since its launch by abolitionists at the end of the Civil War. Our storied history of publishing includes visionary thinkers and writers like Albert Einstein, Eleanor Roosevelt, James Baldwin, Hunter S. Thompson, and Martin Luther King Jr.

Today's contributors include Katrina vanden Heuvel,

Naomi Klein, Michael Pollan, Laila Lalami, Michelle Alexander, Tony Kushner, Christopher Hayes, Eric Foner, Bill McKibben, Jeremy Scahill, Alice Waters, Marilynne Robinson, Katha Pollitt, and Calvin Trillin.

The Nation magazine has been instigating progress for more than 150 years. Our award-winning reporting has led to congressional investigations and legislation, inspired grassroots movements, and ignited debate that shows a path forward.



## CONTACT US

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## COMMUNITY FACTS

**T**he Nation readers are influential and highly engaged in public and civil affairs. When presented with a battery of questions GfK MRI Market Solutions has designed to identify “influentials” – those relatively rare people who influence others on how to vote or what to buy – readers of *The Nation* far exceed the typical U.S. adult.

While 8% of U.S. adults [*with Internet access*] would be considered influential, **85%** of *The Nation*'s readers are classified as influential.

*The Nation* has many ways to reach and interact with these influential readers. Increase your organization's brand value, sell your merchandise and services via several platforms.

### 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
- 1 HR 16 MIN** Time spent reading each issue
- 66%** Find news and information in *The Nation* that they find nowhere else

### PRINT CIRCULATION

**120,952\***

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

\*Alliance for Audited Media, December 31, 2016. Total paid and verified circulation.

## GENERAL PRINT ADVERTISING RATES

### 4-COLOR RATES

	1-2 TIME RATE	3-5 TIME RATE	6-11 TIME RATE	12-23 TIME RATE	24-34 TIME RATE
<b>FULL PAGE</b>	\$12,100	\$11,500	\$10,890	\$10,290	\$9,680
<b>2/3 PAGE</b>	\$9,680	\$9,200	\$8,710	\$8,230	\$7,740
<b>1/2 PAGE</b>	\$7,500	\$7,130	\$6,750	\$6,380	\$6,000
<b>1/3 PAGE</b>	\$ 5,080	\$4,830	\$4,570	\$4,320	\$4,060
<b>1/4 PAGE</b>	\$3,990	\$3,795	\$3,595	\$3,395	\$3,195
<b>1/6 PAGE</b>	\$ 2,000	\$ 1,920	\$1,835	\$1,750	\$1,665

Contact your ad representative for other rate cards and special promotional packages

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 2017

COVER DATE	DELIVERED BETWEEN	RESERVE BY	MATERIALS DUE*	SPECIAL ISSUE
01/02-01/09/17**	12/19-12/27/16	12/01/16	12/08/16	OBAMA PRESIDENCY
01/16-01/23/17**	01/03-01/11/17	12/08/16	12/15/16	
01/30/17	01/17-01/24/17	12/22/16	12/29/16	
02/06-02/13/17**	01/23-01/31/17	01/05/17	01/12/17	INAUGURATION
02/20/17	02/06-02/14/17	01/19/17	01/26/17	
02/27/17	02/13-02/21/17	01/26/17	02/02/17	
03/06/17	02/21-02/28/17	02/02/17	02/09/17	
03/13/17	02/27-03/07/17	02/09/17	02/16/17	
03/20/17	03/06-03/14/17	02/16/17	02/23/17	THE MEDIA
03/27/17	03/13-03/21/17	02/23/17	03/02/17	
04/03/17	03/20-03/28/17	03/02/17	03/09/17	
04/10/17	03/27-04/04/17	03/09/17	03/16/17	
04/17/17	04/03-04/11/17	03/16/17	03/23/17	
04/24-05/01/17**	04/10-04/18/17	03/23/17	03/30/17	
05/08-05/15/17**	04/24-05/02/17	04/06/17	04/13/17	
05/22-05/29/17**	05/08-05/16/17	04/20/17	04/27/17	A NEW ECONOMY
06/05-06/12/17**	05/22-05/30/17	05/04/17	05/11/17	
06/19-06/26/17**	06/05-06/13/17	05/18/17	05/25/17	SPRING BOOKS
07/03-07/10/17**	06/19-06/27/17	06/01/17	06/08/17	
07/17-07/24/17**	07/03-07/11/17	06/15/17	06/22/17	
07/31-08/07/17**	07/17-07/25/17	06/29/17	07/06/17	
08/14-08/21/17**	07/31-08/08/17	07/13/17	07/20/17	
08/28-09/04/17**	08/14-08/22/17	07/27/17	08/03/17	
09/11-09/18/17**	08/28-09/05/17	08/10/17	08/17/17	
09/25-10/02/17**	09/11-09/19/17	08/24/17	08/31/17	SCHOOL RESEGREGATION
10/09/17	09/25-10/03/17	09/07/17	09/14/17	
10/16/17	10/02-10/10/17	09/14/17	09/21/17	
10/23/17	10/09-10/17/17	09/21/17	09/28/17	
10/30/17	10/16-10/24/17	09/28/17	10/05/17	THE FUTURE OF FOOD
11/06/17	10/23-10/31/17	10/05/17	10/12/17	
11/13/17	10/30-11/07/17	10/12/17	10/19/17	FALL BOOKS
11/20-11/27/17**	11/06-11/14/17	10/19/17	10/26/17	
12/04-12/11/17**	11/20-11/28/17	11/02/17	11/09/17	
12/18-12/25/17**	12/04-12/12/17	11/16/17	11/22/17	

\* Call for extension / \*\* Double issue

## 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.

### SENDING VIA ANONYMOUS FTP

FTP software such as [CuteFTP](#) (Windows) or [fetch](#) (Mac) needs to be installed on your computer to send files this way.

Using FTP client software, connect to [nation.exavault.com](http://nation.exavault.com). Use nationads as the login name and nationads as the password. (Note: For some FTP clients this login/password may appear automatically.)

### DIGITAL FILE E-MAIL INSTRUCTIONS

E-mails may be used to send advertising files to *The Nation* only if they are smaller than 5 to 10 megabytes. Larger files should be sent via FTP, WeTransfer, Dropbox, or AdTransit.

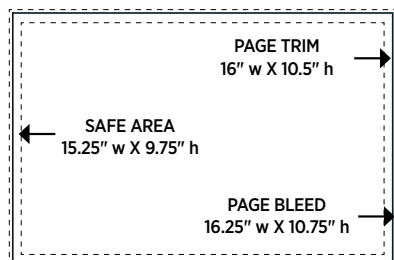
For further production instructions, please contact Omar Rubio at 212-209-5421 or e-mail [omar@thenation.com](mailto:omar@thenation.com), or Mel Gray at [mel@thenation.com](mailto:mel@thenation.com)

### TIMING

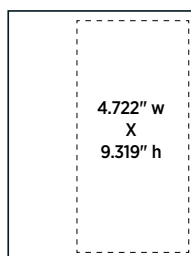
Please adhere to materials due date on ad calendar. For an extension, contact your ad representative. Any changes to files deemed to be author's alterations may be charged at the prevailing hourly rate. Submitted files that do not conform to the above standards may be subject to additional charges for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

## PRINT SETTINGS

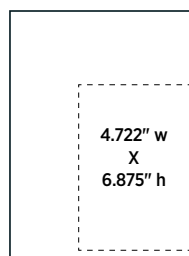
#### 2-PAGE SPREAD (W/BLEED)



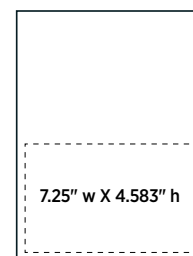
#### 2/3 PAGE\*



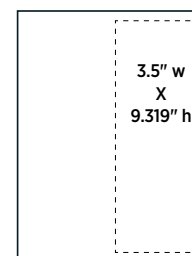
#### 1/2 PAGE ISLAND\*



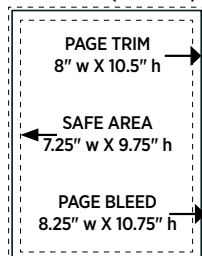
#### 1/2 PAGE HORIZONTAL



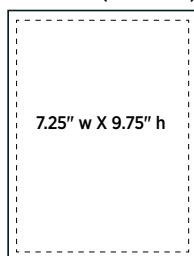
#### 1/2 PAGE VERTICAL\*\*



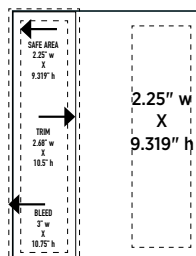
#### FULL-PAGE (W/BLEED)



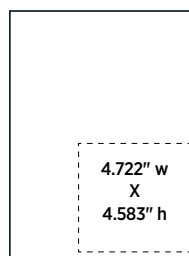
#### FULL-PAGE (NO/BLEED)



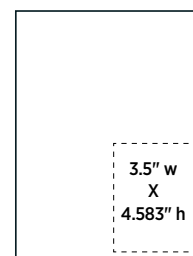
#### 1/3 PAGE VERTICAL\*



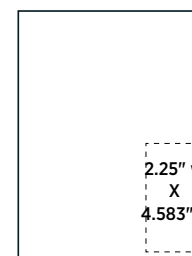
#### 1/3 PAGE SQUARE\*



#### 1/4 PAGE\*\*



#### 1/6 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

## ONLINE COMMUNITY

### DEMOGRAPHICS

- 55%** Male
- 45%** Female
- 40%** Largest age group is 25-44

### WHAT THEY BUY

TheNation.com readers are most likely to make purchases in the following categories (according to Google's in-market segmentation):

- Career/secondary education
- Home and garden
- Travel and dating
- Financial planning and investments

### WHAT THEY LOVE

Google classifies TheNation.com readers in the following Affinity Categories:

- News junkies: especially politics
- Movies, TV, and music
- Travel buffs and shutterbugs
- Green living and technophiles



### TRAFFIC\*

Monthly sessions	<b>5.2 MILLION</b>
Monthly page views	<b>6.9 MILLION</b>
Monthly users	<b>3.9 MILLION</b>

### AD RATES AND AVAILABILITY

Banner advertisements can be purchased on a cost-per-thousand basis of \$25. We recommend checking inventory availability with us in advance of booking. All placements are run-of-site with geo, day-parting and other targeting available (may incur fee).

### SOCIAL MEDIA

Sponsored Social Messages are possible with series bookings, ask us about them.

**TWITTER: 1.14 MILLION\* FOLLOWERS (AND GROWING)**  
 In 2017, we were mentioned 4,235 times a month on Twitter and we gained 48,000+ new followers each month. Our tweets are retweeted an average of 2,317 times per month.

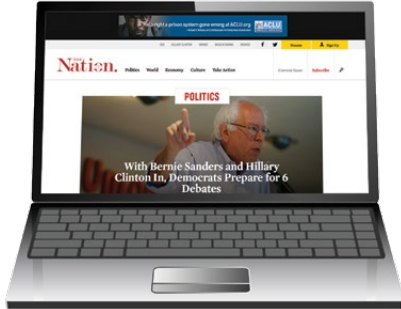
**FACEBOOK: 618,186\* LIKES (AND GROWING)**

We gain around 3,500 new followers, and 316,000 clicks monthly. Using Facebook's Instant Articles platform, we're now reaching even more people AND FASTER.

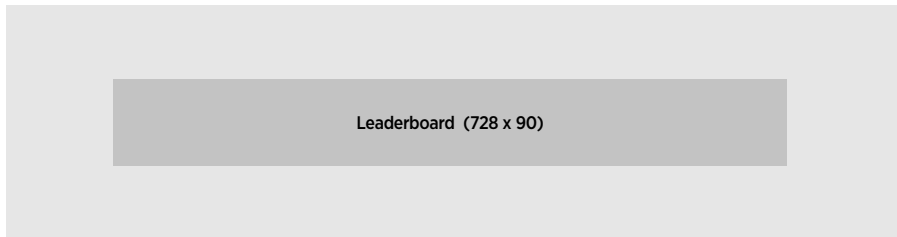
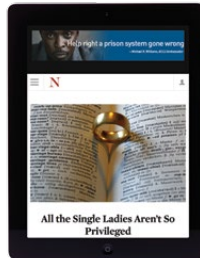
\*Source: Google Analytics, May 2017



## DIGITAL ADS - STANDARD BANNERS



Billboard (970 x 250)



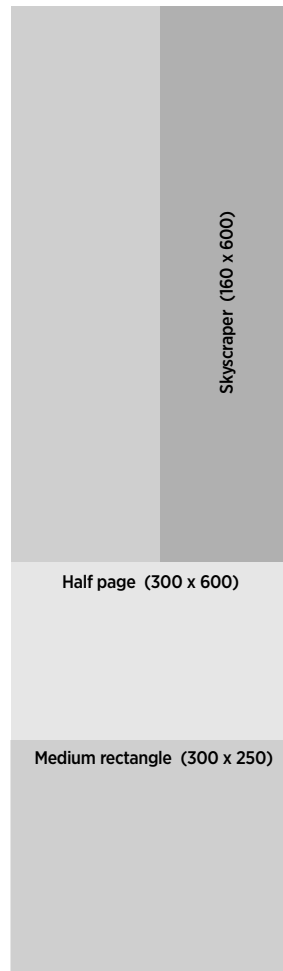
Leaderboard (728 x 90)

### DESKTOP AND TABLET AD SIZES

TheNation.com generally adheres to IAB standard advertising dimensions. The creative sizes available as of May 2017:

Billboard	<b>(970 X 250)</b>
Pushdown	<b>(970 X 90 – 970 X 415)</b>
Super leaderboard	<b>(970 X 90)</b>
Leaderboard	<b>(728 X 90)</b>
Medium rectangle	<b>(300 X 250)</b>
Portrait	<b>(300 X 1050)</b>
Half page	<b>(300 X 600)</b>
Skyscraper	<b>(160 X 600)</b>

All creatives to be sent to [creatives@thenation.com](mailto:creatives@thenation.com) 48 business hours before launch.



Skyscraper (160 x 600)

Half page (300 x 600)

Medium rectangle (300 x 250)

Portrait (300 x 1050)

### PHONE AD SIZES

Mobile leaderboard	<b>(320 X 50)</b>
Medium rectangle	<b>(300 X 250)</b>
Half page	<b>(300 X 600)</b>

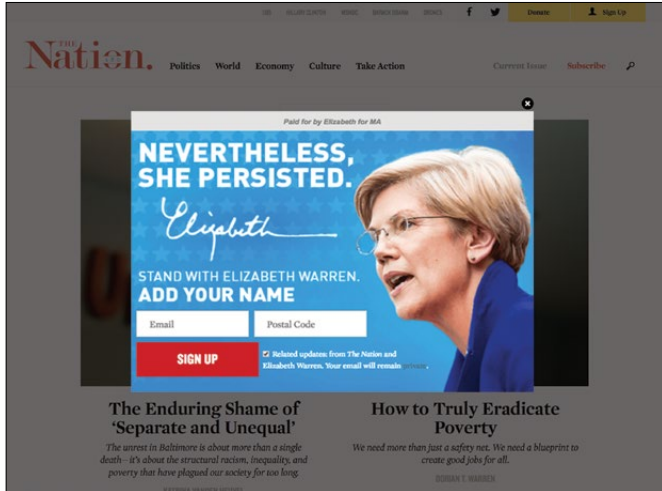


Mobile leaderboard (320 x 50)

Medium rectangle (300 x 250)

Half page (300 x 600)

## DIGITAL ADS - HIGH IMPACT



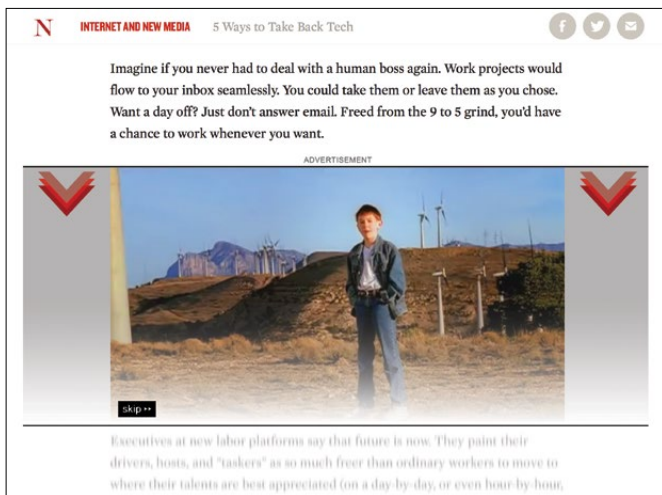
### LIGHTBOX ADS

Our lightboxes are perfect for getting immediate action from *Nation* readers. Signing petitions, collecting names and e-mails, 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 web page.

**RESOLUTION:** 660 x 450

Ad Rates: \$45 CPM



### IN-LINE ARTICLE VIDEO ADS

TheNation.com offers the possibility of in-line article video ads. All we need is a video.

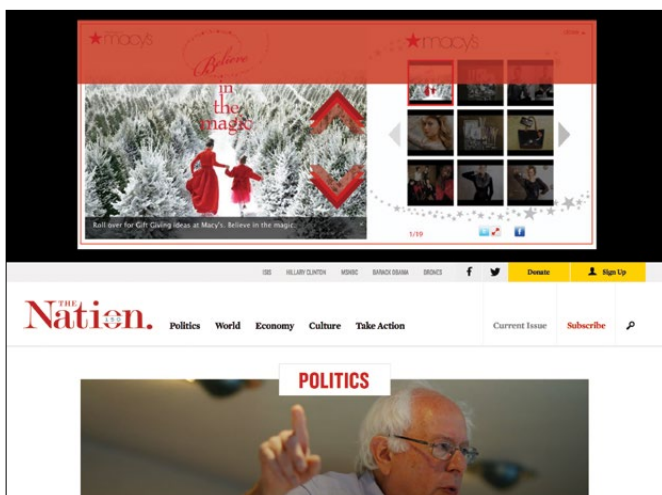
**RESOLUTION:** max 1920 x 1080 – min 640 x 360

**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)

Please contact us for further details.



### 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

Please contact us for further details or [click here](#) for full specs.



## DIGITAL ADS - E-MAIL

*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

### 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

### 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

