The 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.

*Alliance for Audited Media, June 30, 2017. Total paid and verified circulation.
**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

**Traffic**

- Monthly sessions: 5.2 MILLION
- Monthly page views: 6.9 MILLION
- Monthly users: 3.9 MILLION

**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