

COMMUNITY FACTS

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.

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

147,867*

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	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