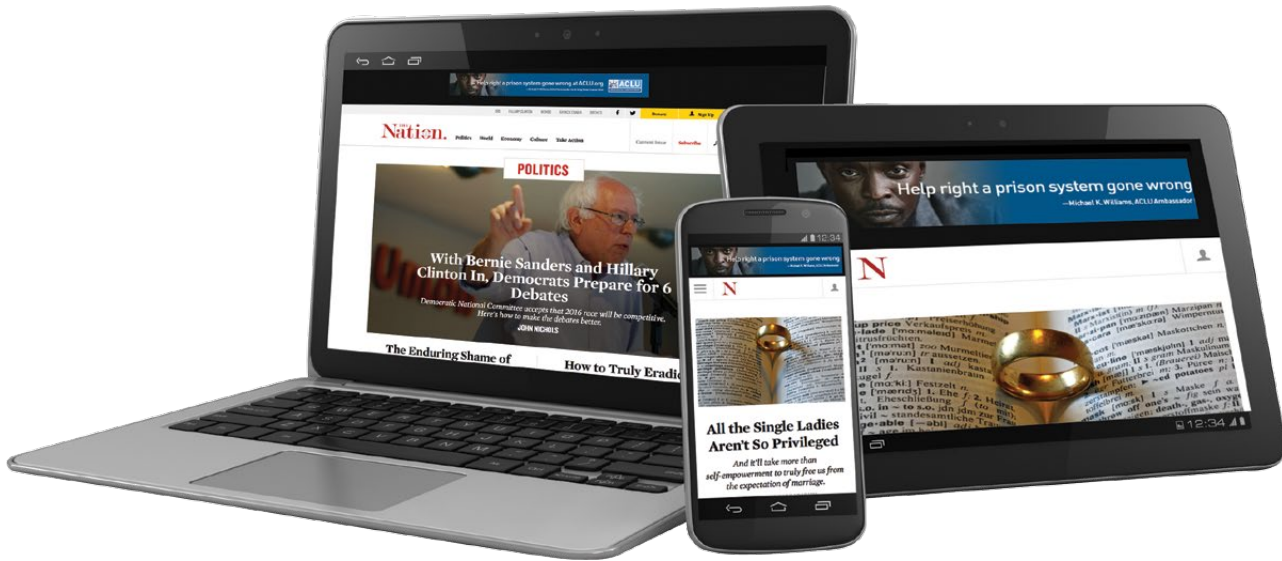


ONLINE



DEMOGRAPHICS

- 54%** Male
- 46%** Female
- 33%** Largest age group is 25 – 34

TRAFFIC

Monthly sessions	5.9 MILLION
Monthly users	4.4 MILLION
Page views	8.5 MILLION
Available ad impressions	20 MILLION

AD RATES

Banner advertisements can be purchased on a cost-per-thousand impression (CPM) basis. Please call for rates.

AD PLACEMENT

Advertising is ROS. Geo-targeting, day-part, and channel targeting available.

AVAILABILITY

Available impressions are sold on a first-come, first-served basis. Call for inventory checks.

WEBSITE STRENGTHS

- Highest quality content
- Optimized for mobile; easy to navigate
- Flexible modular format
- Nimble content management system

Source: Google Analytics, December 2016

SOCIAL / COMMUNITY



12:43 / 1:24:12



EVENTS

Panel discussions, campus screenings, student journalism training, and town hall meetings, in addition to *Nation* discussion groups around the country.

For the past 19 years, thousands of people have vacationed with us on *Nation* cruises. Many of the nation's top progressives participate in panel discussions, one-on-one interviews, and lively dinner talks.

Since mid-2014 we began leading educational and cultural exchange trips. Cuba, Iran and Russia are on our current schedule.

EDUCATORS/STUDENTS

27% of subscribers work in academia.

We e-mail **2,100** curriculum guides for each magazine issue, and many more are download from our website. These may be sponsored.

An annual student writing contest started in 2005 received close to **750** submissions from **44** states.

DONORS

19% of subscribers to *The Nation* become Nation Builder donors (similar to supporters of public radio and public television).

TWITTER: 885,000* FOLLOWERS (AND GROWING)

In 2016, we've averaged over **300** clicks per tweet.

We're mentioned on Twitter an average of **74,000** times a month.

We gain between **30,000** and **40,000** new followers on Twitter each month.

Our tweets are retweeted an average of **27,000** times per month.

FACEBOOK: 589,000* LIKES (AND GROWING)

Each month we reach over **11 MILLION** people on Facebook on average.

Posts from our Facebook page alone are shared an average of **40,000** times each month.

We gain roughly **20,000** new followers on Facebook each month.

NATION WINE CLUB

Over **1,500** people have signed up to join our new *Nation* Wine Club!

* as of December 2016