ABOUT US

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, Dave Zirin, 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

Direct Sales

TIM JOHNSON

Associate Publisher, Advertising

212-209-5445

tjohnson@thenation.com

Direct Sales

SKY BARSCH

Advertising Director

212-209-5434

sbarsch@thenation.com



COMMUNITY FACTS

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

Became interested in reading a specific book
Donated to a cause
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

99%

00/0	
1 _{HR} 16 _{MIN}	Time spent reading each issue
66%	Find news and information in <i>The Nation</i> that they find nowhere else

Read at least 3 out of the last 4 issues

PRINT CIRCULATION

147,867*

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

*Alliance for Audited Media, June 30, 2017. 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
FULL PAGE	\$12,100	\$11,500	\$10,890	\$10,290	\$9,680
2/3 PAGE	\$9,680	\$9,200	\$8,710	\$8,230	\$7,740
1/2 PAGE	\$7,500	\$7,130	\$6,750	\$6,380	\$6,000
1/3 PAGE	\$ 5,080	\$4,830	\$4,570	\$4,320	\$4,060
1/4 PAGE	\$3,990	\$3,795	\$3,595	\$3,395	\$3,195
I/6 PAGE	\$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

COVER DATE	DELIVERED BETWEEN	RESERVE BY	MATERIALS DUE*	SPECIAL ISSU
01/01-08/18**	12/18-27/17	11/30/17	12/07/17	
01/15-22/18**	01/02-01/09/18	12/07/17	12/14/17	
01/29-02/05/18**	01/15-23/18	12/28/17	01/04/18	
02/12-19/18**	01/29-02/06/18	01/11/18	01/18/18	
02/26/18	02/05-13/18	01/18/18	01/25/18	
03/5/18	02/12-20/18	01/25/18	02/01/18	
03/12/18	02/19-27/18	2/1/2018	02/08/18	
03/19/18	02/26-03/06/18	02/08/18	02/15/18	
03/26-04/02/18**	03/12-20/18	02/22/18	03/01/18	
04/09/18	03/19-27/18	03/01/18	03/08/18	
04/16/18	03/26-04/03/18	03/08/18	03/15/18	
04/23/18	04/02-10/18	03/15/18	03/22/18	
04/30-05/07/18**	04/09-17/18	03/22/18	03/29/18	
05/14/18	04/23-05/01/18	04/05/18	04/12/18	
05/21/18	04/30-05/08/18	04/12/18	04/19/18	
05/28/18	05/07-15/18	04/19/18	04/26/18	
06/04-11/18**	05/14-22/18	04/26/18	05/03/18	
06/18-25/18**	05/28-06/05/18	05/10/18	05/17/18	
07/02-09/18**	06/11-19/18	05/24/18	05/31/18	
07/16-23/18**	06/25-07/03/18	06/07/18	06/14/18	
07/30-08/06/18**	07/10-07/17/18	06/21/18	06/28/18	
08/13-20/18**	07/23-31/18	07/05/18	07/12/18	
08/27-09/03/18**	08/06-14/18	07/19/18	07/26/18	
09/10-17/18**	08/20-28/18	08/02/18	08/09/18	
09/24-10/01/18**	09/03-11/18	08/16/18	08/23/18	
10/08-15/18**	09/17-25/18	08/30/18	09/06/18	
10/22/18	10/01-09/18	09/13/18	09/20/18	
10/29/18	10/08-16/18	09/20/18	09/27/18	
11/05/18	10/15-23/18	09/27/18	10/04/18	
11/12/18	10/22-30/18	10/04/18	10/11/18	
11/19-26/18**	10/29-11/06/18	10/11/18	10/18/18	
12/03-10/18**	11/12-20/18	10/25/18	11/01/18	
12/17-24/18**	11/26-12/04/18	11/08/18	11/15/18	
12/31/18	12/10-18/18	11/22/18	11/29/18	

^{*} Call for extension / ** Double issue



PRINT ADVERTISING SPECIFICATIONS

ADOBE ACROBAT PDF FILES

- 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.
- PDF/X in conformance with all ANSI/CGATS/SWOP current standards is acceptable.

SENDING VIA ANONYMOUS FTP

FTP software such as <u>CuteFTP</u> (Windows) or <u>fetch</u> (Mac) needs to be installed on your computer to send files this way.

Using FTP client software, connect to 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

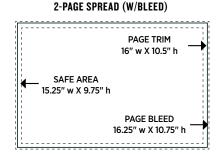
E-mails may be used to send advertising files to *The Nation* only if they are smaller than 5 to 10 megabytes. Larger files should be sent via FTP, WeTransfer, Dropbox, or AdTransit.

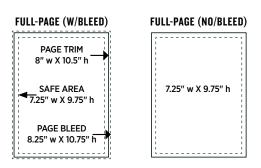
For further production instructions, please contact Mel Gray at 212-209-5402 or mel@thenation.com

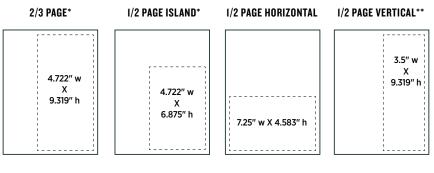
TIMING

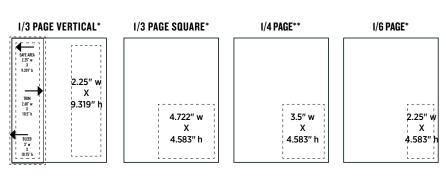
Please adhere to materials due date on ad calendar. For an extension, contact your ad representative. Any changes to files deemed to be author's alterations may be charged at the prevailing hourly rate. Submitted files that do not conform to the above standards may be subject to additional charges for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

PRINT SETTINGS









^{*}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

The Nation.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 The Nation.com readers in the following **Affinity Categories:**

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



TRAFFIC*

5.2 MILLION Monthly sessions

6.9 MILLION Monthly page views

3.9 MILLION Monthly users

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)

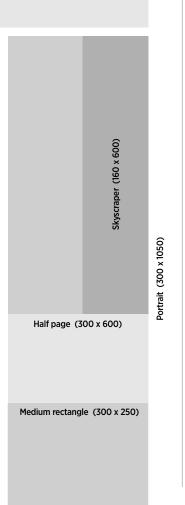
(970 X 250)

DESKTOP AND TABLET AD SIZES

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

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 creatives to be ser	nt to creatives@thenation.com

48 business hours before launch.



PHONE AD SIZES

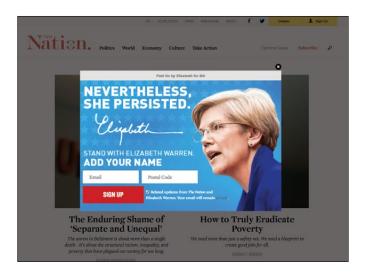
(320 X 50) Mobile leaderboard

(300 X 250) Medium rectangle

(300 X 600) Half page



DIGITAL ADS - HIGH IMPACT

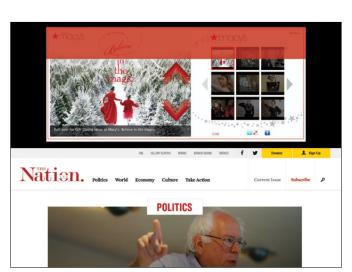


giving the user the comfort of staying on the same web page. RESOLUTION: 660 x 450

Ad Rates: \$45 CPM

LIGHTBOX ADS





IN-LINE ARTICLE VIDEO ADS

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

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

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 <u>click here</u> 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

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

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

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

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



