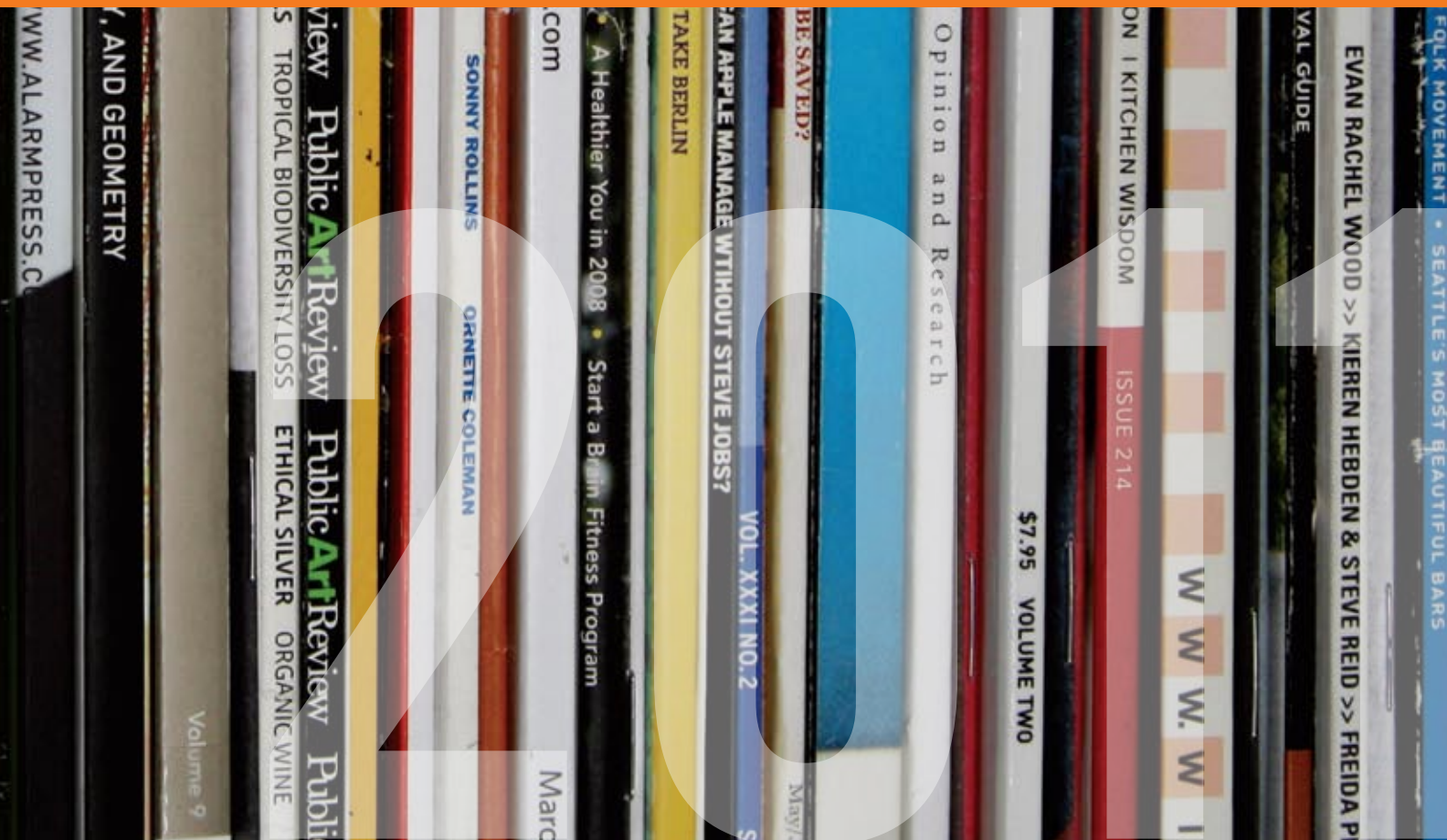


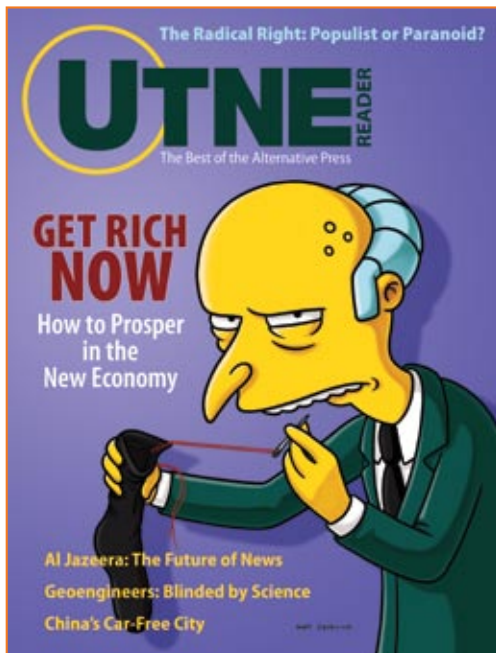


UTNE READER

the best of the alternative press



THE **AUTHORITY**
ON FORWARD-LOOKING, INDEPENDENT THINKING



Utne Reader

Dive into the independent, progressive, and values-driven universe of *Utne Reader* consumers and watch your sales grow. These affluent and savvy 'practical idealists' put their values where their wallets are, spending on CDs, books, and eco-friendly products. They're urbane – but also adventurous and active, traveling, exercising, and camping. Investing in socially responsible funds? Check. Buying organic food? Check again. These influential and loyal buyers turn to *Utne Reader* for the latest on clothing, travel and alternative media. From tips on emerging art and music to product reviews of green building and alternative energy, *Utne Reader* keeps these practical idealists tuned in to the progressive products and services they crave.



UTNE READERS ARE HIGHLY AFFLUENT,
PROGRESSIVE, EDUCATED,
ENGAGED, INFLUENTIAL, **VALUES-
DRIVEN** & INTENSELY BRAND LOYAL. THEY BUY
ORGANIC AND SUPPORT **SMALL FAMILY FARMS.**
THEY MEDITATE, PRACTICE YOGA, STRIVE FOR WELLNESS AND
ADVOCATE FOR PEACE. THEY BELONG TO
ENVIRONMENTAL GROUPS AND TAKE DAILY STEPS TO **MAKE
THE WORLD A BETTER PLACE.**

Target a highly influential audience

- * 64% have written to an elected official regarding public issues
- * 27% have been an active member of a group that tries to influence public policy or government
- * 41% have attended a political rally or speech

Highly focused on music and entertainment

- * 80% attended music performances in the last 12 months
- * Spent \$184 on books in the last 12 months, on average
- * 32% have attended book signing/readings in the last 12 months

Loyal readers

- * 118 minutes spent reading each issue
- * Refer back to an issue 3.3 times
- * 4.3 years is the average subscription
- * 69% have taken action as a result of reading an advertisement

Conscientious consumers

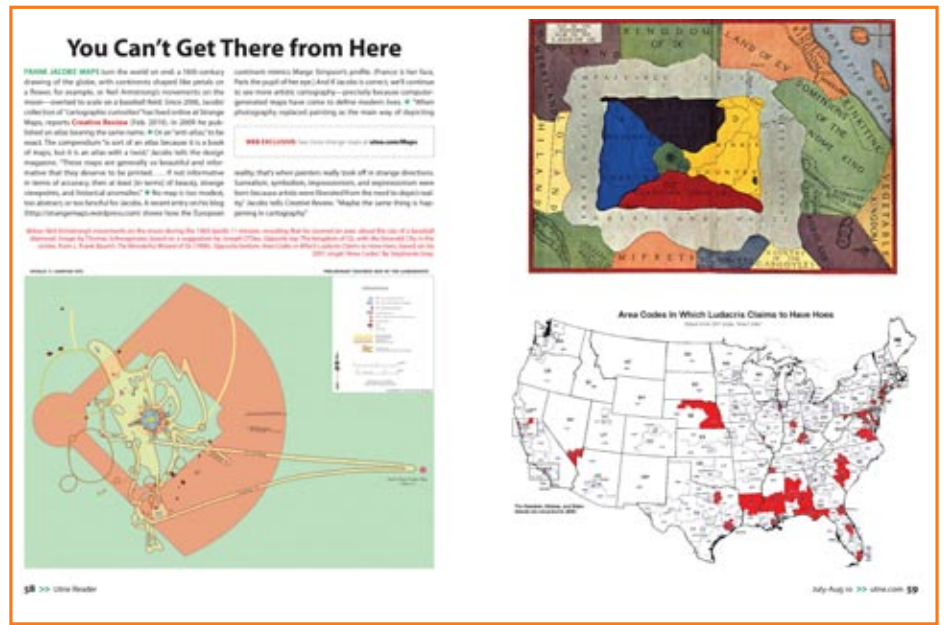
- * 91% are willing to pay more for a product that is environmentally safe
- * 86% say it's important to purchase environmentally friendly products/services
- * 84% regularly eat organic foods
- * 95% eat healthy and pay attention to nutrition
- * 75% list articles about the environment among their favorites
- * 86% list articles about social issues among their favorites

Adventurous and active

- * 90% have traveled in the last 12 months
- * 59% have taken a trip outside the continental United States in the last 3 years
- * 54% regularly ride a bike
- * 47% practice yoga/Pilates
- * 40% have camped in the last 12 months

Source: 2009 Utne Reader custom study

IN EVERY ISSUE



THE BEST OF THE INDEPENDENT PRESS Reprints culled from more than 1,500 indie sources. **MINDFUL LIVING** All the crucial touchpoints of everyday life, including **Food & Drink** natural foods, organics, cooking, Fair Trade **Health & Wellness** exercise, alternative medicine, bath/body, beauty & apparel **Home & Sanctuary** household products, alternative energy, gardening, green building, lighting & feng shui **Travel & Leisure** spas/retreats, travel,





Homegrown Jihad

Why are young Somali men leaving their homes in Minnesota to die in the name of Allah?

By Nicholas Kristof, from *Outrage* (Quercy Books)

ONE MORNING IN OCTOBER 2008, a 26-year-old American named Shirwa Ahmed drove an SUV packed with explosives toward the office of the local intelligence service in Bossaso, a port city in the Somali state of Puntland. The sun was rising rapidly in the cloudless sky and a breeze from the Gulf of Aden blew across the rooftops and minarets of Bossaso's skyline. Shirwa prayed and rumbled "Allahu Akbar" as he neared his target.

Mombasa, the most to the west in the city of Mogadishu, and the well-known capital of Somalia, from other young men had taken a similar mission. The incident broke headlines gripped the morning when the spinning truck burst and sent several men reeling, the presidential palace, a United Nations compound, and the Ethiopian Trade Office.

Mombasa, which is predominantly Muslim, and Ethiopia, which is predominantly Christian, are historical rivals. In the years after 9/11, the United States allied closely with Ethiopia while Somalia turned to al-Qaeda. Ethiopia backs rebel forces in Somalia in December 2008 to replace the incumbent regime, an Islamic government known as the Union of Islamic Courts. It has some control of local state courts extending throughout the country. The Islamic Courts transferred all judicial and law enforcement to a unified government the country had had for 17 years. But it also retained a role. Unlike his counterparts of Islam and had a hard international reputation allied with al-Qaeda. The United States backed the Ethiopian military with weapons and logistics, and by the end of the year the Ethiopian had control Mogadishu, Somalia's largest city and the national capital.

But the real military victory would come in December. The Islamic Courts were splintered, its political wing relocated to the nation of Yemen, while its militant wing known as al-Shabaab or "the pack," pledged to engage governments against the Ethiopian and the "unconstitutional government" that had replaced it. al-Shabaab focused its war as a resistance struggle against foreign invaders, a religious battle against Ethiopia.

monthly Christmas arms, and a national campaign against what they perceived as U.S. attempts to control the Somali world. Armed with the public's support, al-Shabaab and its supporters combated the Somali diaspora for young men willing to fight. Shirwa Ahmed was among those who answered the call.

In late 2007, Shirwa, a 24-year-old U.S. citizen, left his home in Minneapolis to join al-Shabaab in the holy war of Somalia. Before then, he had lived his life in a suburb of Minneapolis, a child was, hoping to give Shirwa a profession of opportunity. His father had been a doctor, but he abandoned that career and decided to take part in the same struggle and now he had no mother but a young boy.

Months before 9/11, on that October morning in 2008, Shirwa's SUV plowed into Bossaso's intelligence office. The blast killed at least five people. Another 23 died in the wreckage from fire and shrapnel.

The impact of the bombings reverberated back in Minneapolis when, a few days later, Shirwa sent a e-mail from Mogadishu. The author had seen on the line connected a simple, devastating message: "Your brother is a martyr," it said. "We are proud."

The FBI confirmed the author's claim one week later when they identified pieces of Shirwa's destroyed body while sifting the wreckage at the blast site. They shipped Shirwa's remains back to Minneapolis. In December 2008, he was buried in the home ground of a cemetery in suburban Minneapolis.

"I can't find Mogadishu because what we believe is to die for the U.S. citizen to carry out a terrorist attack homeland," FBI

Assistant Robert Mueller said during a speech at the Council on Foreign Relations in February 2009. "It appears that the individual was indoctrinated in his hometown in Minnesota."

Ever more discouraging, however, was the knowledge that Shirwa wasn't alone. Over the previous two years, as many as 25 young Somali American men had disappeared from their homes in the Minneapolis area to die in Somalia. Most of these men had returned to Somalia. A few called home on occasion, but no one knew exactly when they were, what they were doing, who they were with, or what they planned to do next. Shirwa's last e-mail, however, was clear: he had been seen leaving Mogadishu. Shirwa's father, his death, his son's Somali American home in Minneapolis had died in Somalia.

In Mueller's speech, the FBI director described the parallel. In the young Somali American men were being recruited to fight halfway around the world to kill Americans and perhaps more others, as nothing less than a "terrorism" of the home ground war."

SHIRWA, LIKE MOST SOMALI AMERICANS HIS AGE, knew these words: childhood in Somalia, early adolescence in a



Shirwa, age 6, at the Mogadishu Convention Center in December 2008.

Shirwa, age 6, at the Mogadishu Convention Center in December 2008.

Karenge refugee camp, and his in the United States. The first disruption in his life began in January 1991, when Somali president Siad Barre's regime collapsed and the country split into a clan-based civil war. U.S. policymakers decided to withdraw all and American soldiers were withdrawn to take care of the war-torn country. In the weeks leading to October 1992, the U.S. State Department began to withdraw all U.S. troops from Mogadishu, and the remaining 100 American soldiers died. After TV news broadcast scenes of Somali dragging American corpses through the streets of Mogadishu, President Bill Clinton began withdrawing U.S. forces.

Subsequent, meanwhile, returned out of the country. Many of them settled in U.S. war camps in northern Kenya in 1992. The State Department began admitting Somali refugees into the United States. Through only 110 individuals were admitted since the first four years of the program. Since then, numbers increased. By 1992 more than 1,000 were admitted, and the number jumped to almost 3,000 by 1994.

Somalis were originally sent to different cities around the country, including Oakland, Minnesota, Atlanta and San Diego. When there already lived Somali in the United States in

MINDFUL LIVING



Monks with Guns

Buddhists aren't immune to anger, fear, or violence

By Michael J. Jensen, from *Religion Dispatches*

THE PUBLICATION LAST YEAR of Buddhist Warfare, the book I co-edited with sociologist and religious studies scholar Mark Knippenberg, was a bit of a surprise. It studied the radicalization of a person that began with an experience of the powerful impact of Buddhism, only to end up embracing portions of its dark side.

The journey began in 2007 when my wife and I spent a year in Thailand. I set there to research Buddhist social activism, which was going to be the topic of my dissertation. Rather than look to activists, I decided to speak with Buddhist monks and nuns.

I interviewed monks practicing the Dhamma from Angkor Wat and villages from dangerous parts of the country. I spoke with Thai Buddhist residents in Thailand and began to chronicle the activities of the local Buddhist monks. One day in January 2008, violent attacks broke out in the southern province of Thailand, some of them directed at Buddhist monks.

I knew contemporary issues and my research seemed to be converging. I thought "What better way to study Buddhist activ-

ism than to observe Buddhist monks engaged in pro-social? Unfortunately, I found very little of this. During my visits between 2006 and 2008, southern Thailand dealt with the challenges of living in a violent environment. All but a few concentrated on survival.

Proclaiming was the last thing on their minds. The violent fire and violence took a toll on them. Monks talked about the pain they were kept at their temples. Others spoke bitterly about the violent attacks on Buddhist civilians and monasteries. Although the cause of the violence was not understood—coming from its convergence, drug trade, and corruption—many monks also felt there was to blame. In their minds, the conflict was an assault on a larger discourse of religious violence: Muslims against Buddhists.

One day after teaching an English class the Buddhist women at a monastery, a young monk came over to me. He pulled back his hair and revealed a healthy 60-year-old. I later learned that he was a military sniper—some of my most recent fully

education, outdoors, volunteer work/vacations, meditation & relaxation. **MIXED MEDIA** Alternative art scene reviews and coverage of today's most brilliant and compelling filmmakers, musicians, writers and artists, as well as coverage of the indie press and Web scene. **EMERGING IDEAS** Important trends, innovations and solutions that have not yet found their way onto the public radar. Stories of hope, solutions and concrete actions that can be taken now.

This Land Is Your Land. Take It Back!

UTNE

READER

The Best of the Alternative Press

FOOD FIGHT

Kitchen Politics, Backyard Gardens, and the New American Diet

LEADERSHIP: Do You Have What It Takes?

Confessions of an **ANGRY MONK**

Are You an **ECO-SNOB?**

The Mind's Eye

Alex Masket, an autistic 23-year-old artist, creates vivid, idiosyncratic collages to make sense of his world

Interview by Paul Ligon, from *Outrage*

WORLD ARTISTS often don't mind to talk about their work. But what if discussing your work is virtually impossible for an artist? What if their art can communicate why—or even if—that means he cannot or cannot do it in the first place?

Such are the challenges faced by Alex Masket, a 23-year-old who lives with his family in the suburbs of New York City. Alex is nonverbal, meaning that he has been fortunate enough to have a family willing to do everything on their own to help him find his voice in other ways. As a result of the support his parents have provided, he is already an accomplished artist—able to draw and create intricate pieces of art with a variety of materials. Alex's art is a form of communication that has helped him to express himself and to connect with others. He has even been featured in several magazines and has a following of fans who are drawn to his unique style.

Ligon asked Alex to share with us some of his work and to tell us about his journey as an artist.

When did it first become apparent to you that Alex was artistically gifted?

Elaine Masket: One of the first signs was when we bought one of these wooden Chinese checker sets with colored pegs. The wooden that Alex would be the first to pick up. He would take the pegs and stick them in the wall, lining them up, but not in a traditional way. They were there when we came back and we were confused. He was in his room, and we were talking to him. He was so much more aware of Alex's talent early on than I was. I would say, "This is amazing!" and he would say, "This is amazing!" [He laughs.] All I know was that when even he would be laughing something away and I didn't take the time to figure out what he was doing, he would say, "By the time he was 6 years old, though, he had a way of making the same patterns he was making with Ligon were very unusual."

Why do you think Alex became an artist?

EM: The Ligon were the first to realize that

Masket, 23, in his room in New York City. Photo: Alex Masket

AUDIENCE DEMOGRAPHICS

Subscriptions: 38,000
Single Copy Sales: 17,000
National Paid Subscriptions: 55,000

Source: July-Dec 2010 Publisher's Own Data

Total Print Audience: 134,750

Source: 2010 Custom Study

Total Audience: 448,939

Source: 2010 Custom Study

Average age	48
Average HHI	\$92,340
Average value of home owned	\$334,774

<u>Gender</u>	% of readers
Men	33.9%
Women	66.1%

<u>Education</u>	% of readers
Attended/graduated college	97.3%
Graduated college plus	46.1%
Post graduate	34.3%
Attend college	16.9%

<u>Age</u>	% of readers
18-24	3.0%
25-34	18.2%
35-44	20.6%
45-54	24.2%
55-64	25.7%
65+	9.0%

<u>Marital Status</u>	% of readers
Never married	17.0%
Married	67.0%
Separated/widowed/divorced	16.0%

<u>Home</u>	% of readers
Home owned	80.0%

<u>Area of Residence</u>	% of readers
County size A	26.5%
County size B	24.3%
County size C	29.8%
County size D	19.5%

<u>HHI</u>	% of readers
\$150,000+	12.7%
\$75,000-\$149,999	37.6%
\$50,000-\$74,999	18.8%
\$40,000-\$49,999	7.3%
\$30,000-\$39,999	6.4%
\$20,000-\$29,999	6.7%
<\$20,000	4.5%

<u>HOME VALUE</u>	% of readers
Less than \$50,000	0.4%
\$50,000-\$99,999	10.8%
\$100,000-\$199,999	25.1%
\$200,000-\$499,999	44.4%
\$500,000 or more	19.3%

Source: 2009 and 2010 Custom Studies

AD SIZES

AD TYPES	SIZES
Trim size	8" x 10 1/2"
Full page	7 1/2" x 10"
Full page with bleed	8 1/4" x 10 3/4"
2 page spread	15" x 10"
2 page spread, bleed	16 1/4" x 10 3/4"
1/2 page spread	15" x 4 1/2"
1/2 page spread, bleed	16 1/4" x 5 1/4"
1/2 page horizontal	7" x 4 1/2"
1/2 page island	4 1/2" x 7"
2/3 page vertical	4 1/2" x 9 3/4"
1/3 page vertical	2 1/8" x 9 3/4"
1/3 page square	4 1/2" x 4 1/2"
1/6 page vertical	2 1/8" x 4 1/2"
Directory ads	2 1/8" x 3"

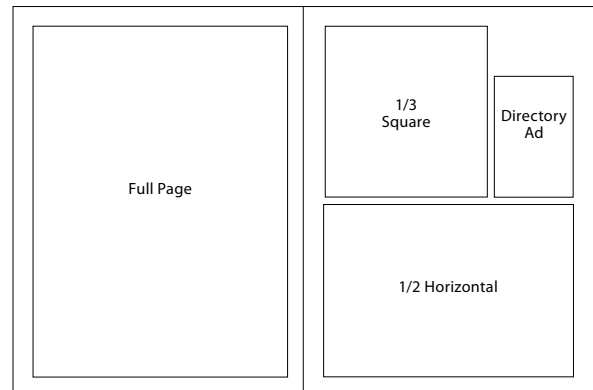
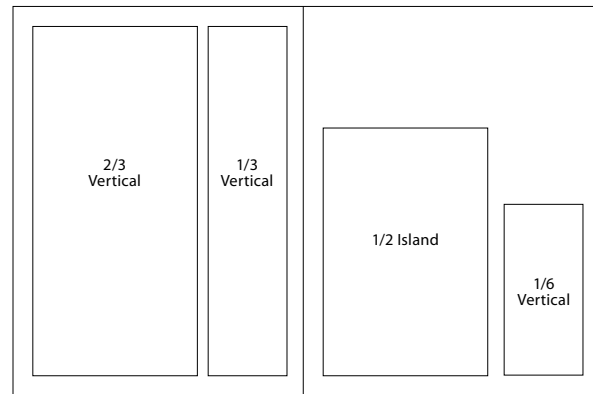
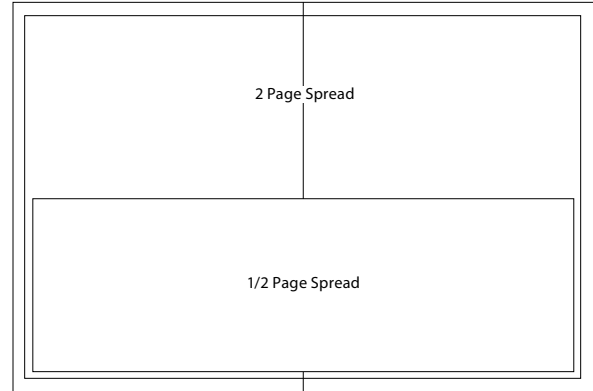
PUBLICATION TRIM SIZE

8" x 10 1/2"

PERFECT BINDING

Image area of all full bleed ads must extend 1/8" minimum beyond trim.

Live area must have 1/4" allowance from trim on all four sides.



2011 ISSUE AND CLOSING DATES

Issue Date	Ad Close	Materials Due	On Sale Date
Jan/Feb 2011	Oct 25, 2010	Nov 3, 2010	Dec 21, 2010
Mar/Apr 2011	Dec 28, 2010	Jan 6, 2011	Feb 22, 2011
May/June 2011	Feb 22, 2011	Mar 3, 2011	Apr 19, 2011
July/Aug 2011	Apr 26, 2011	May 5, 2011	June 21, 2011
Sept/Oct 2011	June 28, 2011	July 7, 2011	Aug 23, 2011
Nov/Dec 2011	Aug 23, 2011	Sept 1, 2011	Oct 20, 2011

Published bimonthly (six times a year). Materials deadline for Utne Directory and Classifieds is the same day as the ad close deadline.

MATERIAL SPECIFICATIONS

We require all ads be supplied electronically to the following specifications:

FILE FORMATS: PDF/X-1a files or Macintosh InDesign CS files are preferred. Do NOT send low-rez PDFs. For tips on creating PDF/X-1a files, visit www.quebecorworld.com/uploadedfiles/Client_Tools/how2pdf.pdf.

Other acceptable files include Macintosh Quark files, Photoshop Tiffs and Illustrator EPS files (no Tiff-It, JPEG or GIF files, please). Send all support files that are incorporated into your ad (e.g., fonts, logos, images, etc.). All images must be at least 300 dpi. When submitting EPS files from Adobe Illustrator, be sure to convert all text to outlines before saving the file. We cannot accept TrueType fonts. Please note: All native files will be converted to PDF/X-1a files, and the publisher does not guarantee exact replication.

All colors must be in CMYK format: no RGBs, Pantones or spot colors. Any ads with noncompliant colors will be converted to CMYK, and color accuracy cannot be guaranteed.

Thin lines, fine serifs and medium to small type should be restricted to one color and not reversed. As a guideline, reverse type and line art should not be less than .007" (equivalent to a 1/2 pt. rule) at the thinnest part of a character or rule.

Small images and type in black should be made up of 100% black. If the black area is large, it is recommended to add about 40% cyan. This will cause the black to trap rather than overprint, rendering a richer black.

SUBMITTING MATERIALS:

E-mail: Ads (no larger than 10 megabytes) can be e-mailed to AdCoordinator@Utne.com. Any ad sent via e-mail should be accompanied by a PDF for proofing purposes only. (Only PDF/X-1A files are acceptable for production.)

YouSendIt FTP site:

- Visit www.yousendit.com
- Enter recipient e-mail address: AdCoordinator@Utne.com and your e-mail address.
- Select file and send it.

Ogden FTP Site:

- Install FTP software on your computer. (PC users can download an FTP program called WS FTP and Mac users can download an FTP program called Fetch from www.download.com).
- Log on to FTP address <ftp.oweb.net>.
- Enter login: ogdenpubs-guest (lowercase).
- Enter confidential password: t017pa (lowercase).
- Upload file/files in the Utne folder within the ADS_IN folder. Save any Mac Files as Macbinaryll.
- E-mail AdCoordinator@Utne.com or fax a hard copy to (612) 338-6043 to let us know the file has been uploaded with information about the software used.

Please note that any files sent through e-mail or FTP must be compressed. Please verify receipt of all e-mailed/FTP ads.

CD-ROM or DVD: Ads submitted on a Macintosh-formatted CD-ROM or DVD must be accompanied by an accurate digital proof.

All ads are electronically archived for two years. Materials not in compliance with our published requirements will be accepted only at the publisher's discretion. Additional production work for materials that do not meet our specifications may be billed at prevailing rates.

Send all materials to:

Advertising Department
Utne Reader
 12 N. 12th St #400
 Minneapolis, MN 55403
 e-mail: AdCoordinator@Utne.com
 (612) 338-5040

COPY AND CONTRACT REGULATIONS

- Advertisers may not cancel orders for, or make changes in, advertising after the closing dates.
- Publisher reserves the right to charge advertiser the cost of production and film work.
- All insertion orders are accepted subject to provisions of our current rate card. Rates are subject to change upon notice from the publisher. Should a change in rates be made, space reserved may be cancelled by the advertiser or its agency at the time the change becomes effective without incurring short-rate charges, provided the advertisements published to the date of cancellation are consistent with the appropriate frequency or volume rate. Cancellation of space reservations for any other reason in whole or part by the advertiser will result in an adjustment of the rate (short-rate) based on past and subsequent insertions to reflect actual space used at the earned frequency or volume rate in that contract year.
- All contents of advertisements are subject to publisher's approval. Publisher reserves the right to reject or cancel any advertisement, insertion order, space reservation, or position commitment at any time without cause. Publisher reserves the right to insert the word "advertisement" above or below any copy.
- The publisher will not be bound by any conditions, printed or otherwise, appearing on contracts, orders or copy instruction, that conflict with set policies.
- Advertisements received after closing date will not have the privilege of OK or revision by the advertiser or its agency.
- Failure to make the order correspond in price or otherwise with the rate card is regarded as a clerical error and the advertiser will be billed under the terms of the schedule in force without further notice.
- All advertising is published upon the understanding that the advertiser and the agency assume full and complete responsibility and liability for advertising submitted, printed, or published.
- The liability of the publisher for any error for which the publisher may be held legally responsible will not exceed the cost of the space. The publisher specifically assumes no liability for errors in the key numbers or in type set by the publisher.

All advertising insertion orders are accepted subject to the condition that the publisher should have no liability for failure to execute accepted advertising orders because of acts of God, governmental restrictions, fires, strikes, accidents or other occurrences beyond the publisher's control (whether like or unlike any of those enumerated herein) that prevent the publisher from partially or completely producing, publishing or distributing *Utne Reader* or *Utne Reader Online*.

WHY ADVERTISERS DEPEND ON *Utne Reader*

Because *Utne Reader*'s powerful community of readers not only buy products, they champion brands.

"*Utne Reader*'s vibrant format and upbeat articles match Peace Coffee's desire to bring fun to the Fair Trade movement. We love the response we're getting. Our loyal customer base is a direct result of our *Utne Reader* ad."

— MELANEE MEEGAN, *Marketing Manager & Fair Trader*
Peace Coffee

"It was a great decision nearly 10 years ago on our part to advertise with *Utne* magazine. Our nonprofit education organization is now a mirror of the *Utne* community of people that are smart, progressive and thoughtful. Thank you, *Utne*, for giving us the opportunity to reach out to your beloved readership and have those that were curious and responded to our ad become part of our international family of life-cycle ritual makers called 'certified Celebrants.'"

— CHARLOTTE EULETTE, *International Director*
Celebrant Foundation and Institute

"When we looked at the spectrum of magazines and online publications to target our core consumer, who is a politically active and well-informed person, we saw that *Utne Reader* was a perfect fit."

— TODD KLUGER, *VP Marketing*
Lundberg Farms

"There is no doubt that advertising in *Utne Reader* works. As a direct result of our initial public offering ad, readers have expressed interest in investing \$3 million to \$5 million. I always knew that *Utne* readers put their money where their values are, but this kind of response far exceeds my wildest expectations. Advertising in *Utne Reader* should be a priority for every business that wants to do well by doing good."

— CHRIS REED, *Founder*
Reed's Ginger Brew



www.Utne.com

Sell your green luxury products to these affluent, forward thinkers. Since 1984, Utne Reader has been the leading voice for alternative ideas. The site offers editorial content, Utne Daily updates, editorial blogs, Utne-sponsored happenings, contests, special offers and more.

Average Monthly Page Views: 344,526

Average Monthly Unique Visitors: 144,384



www.MotherEarthNews.com

Reach green consumers most efficiently with America's No. 1 environmental website. Contains all editorial content from the magazine's first 40 years in a searchable database, as well as an "Ask the Experts" section, editorial blogs, reader forums and polls.

Average Monthly Page Views: 3,346,214

Average Monthly Unique Visitors: 697,232



www.NaturalHomeandGarden.com

Introduce, brand and sell your product to this female, health-conscious audience. Features content from the magazine, editorial blogs, a directory of green professionals and Web-only content for creating beautiful, healthy spaces for people and the planet, as well as videos of home tours and DIY projects.

Average Monthly Page Views: 210,341

Average Monthly Unique Visitors: 49,145



www.HerbCompanion.com

Save big when you promote your natural cooking, gardening, healing and lifestyle products and services with this one-stop shop for herbal enthusiasts. This site helps readers upgrade the basics in their life – from food to gardening to health – with herbal recipes, tips of the week, articles, daily polls and editorial blogs.

Average Monthly Page Views: 253,845

Average Monthly Unique Visitors: 72,625



Video

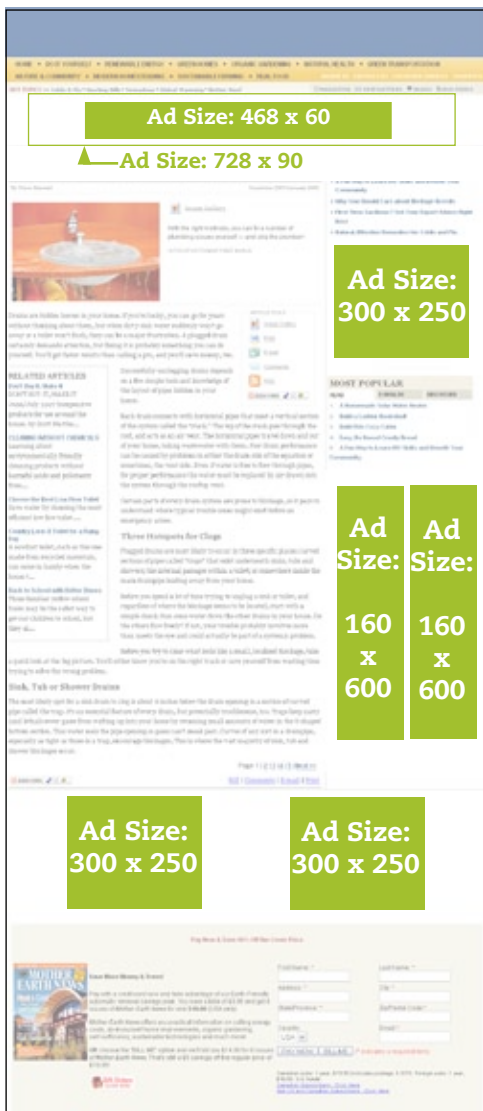
Our eco-friendly network visitors always enjoy watching our video features on green homes, gardening, natural health, recipes, green hints and more.

Average Monthly Views: 400,000

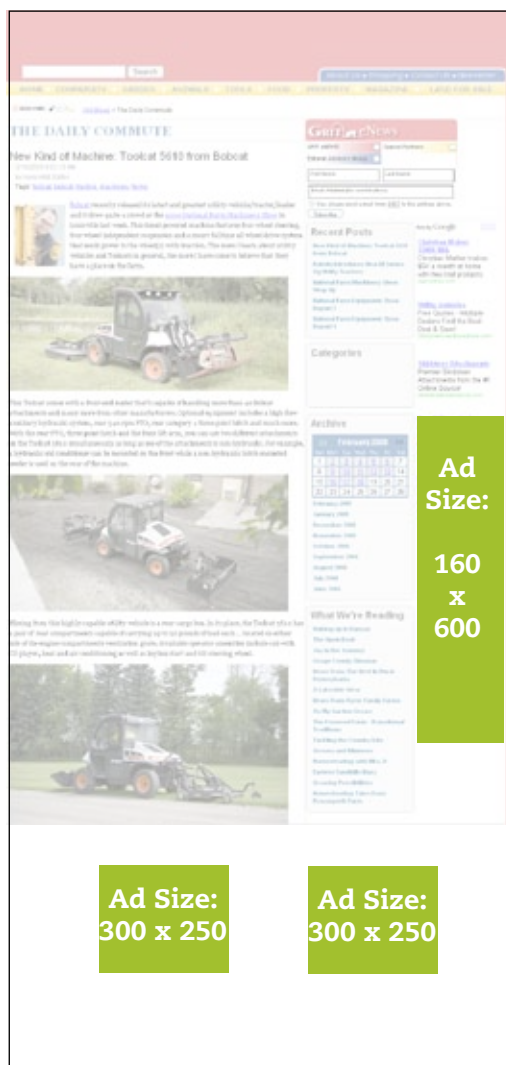
Ad spot: 15 second pre-roll

ONLINE ADVERTISING SPECIFICATIONS

ARTICLE PAGES All Titles



BLOG PAGES All Titles



SIZES FOR RUN-OF-SITE ADVERTISING:

- Leaderboard (728 x 90)
- Banner Ad (468 x 60)
- Jumbo box (300 x 250)
- Scraper (160 x 600)

CURRENTLY ACCEPTED AD FORMATS:

- GIF, GIF89, Animated GIF, JPEG
- All ads should include a click-through URL.
- All ads may include an alternate text description.

HTML/JavaScript (DHTML)/Flash (URL embedded)

Locally hosted on ad servers, these HTML and JavaScript ads can consist of text, images, pull-down menus and/or formats.

FILE SIZE:

File size of 40kb or less @ 72 dpi (larger for Flash)

VIDEO ADVERTISING FORMATS:

- .mp4 or .wmv
- 4:3 aspect ratio

MATERIAL SUBMISSION:

Send all ads to bhurwitz@ogdenpubs.com. Within the e-mail please note the following: Company name, contact name, contact number, website the ad will be running on and expected start date.

E-NEWSLETTER SPECIFICATIONS



Utne Reader (20 issues per month)

Join the “in-the-know” audience with Utne’s Emerging Ideas. Topics include: environment, spirituality, politics, arts, media, science and technology, great writing.
Rates: \$260 per ad or \$520 for all 3 ad positions
Average opt-in subscribers: 25,421

Mother Earth News (5 categories – 10 issues per month)

Use Mother Earth’s unique insight to reach subscribers interested in DIY skills and projects, food and gardening, simple living and country skills, green energy and great homes, and health and environment. Available for entire month or by category.
Rates: \$1,250 per ad or \$2,500 for all 3 ad positions
Average opt-in subscribers: 217,073

Natural Home and Garden (weekly)

Target homeowners looking to green their living spaces. Each issue offers news, gardening tips, recipes, blog teasers and more. Available for entire month or by issue.
Rates: \$500 per ad or \$1,000 for all 3 ad positions
Average opt-in subscribers: 45,190

The Herb Companion (weekly)

Connect with the growing herbal market! This newsletter features recipes, gardening tips, new natural health research updates from the American Botanical Council and more. Available for entire month or by issue.
Rates: \$260 per ad or \$520 for all 3 ad positions
Average opt-in subscribers: 49,558

Specifications

SIZES FOR E-NEWSLETTER ADVERTISING:

- Banner Ad (468 x 60)
- Skyscraper (160 x 600)
- Text Ad with logo (150 x 150) + 50 words

CURRENTLY ACCEPTED AD FORMATS:

- GIF, GIF89, Animated GIF, JPEG
- All ads should include a click-through URL.
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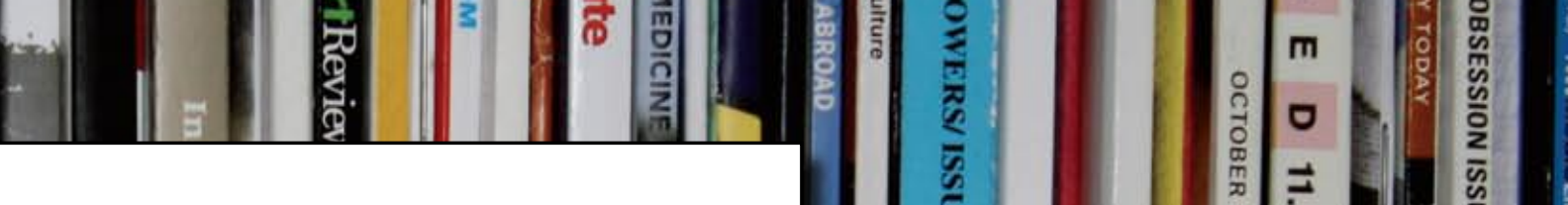
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Kin Lai and Raymond Ho, director Casson Trenor, for red-listed eat, chefs' pick.



...aten our oceans

...ness of the role sushi has played in...
...hermes, one wonders whether places...
...dipped 2.5...
...urries of wasabi and soy sauce. It's a...
...tion mark: Is sushi as we know it—...
...t rolls to exquisite omakase meals—...
...ction?
...ost American sushi: It is the realm of...
...y with spicy mayo, often deep-fried...
...in layer of fish. Like meat lover's pizza...
...ster maki were born in the USA, for...
...bottomless craving for proteins and no...
...ntion an apparent lack of curiosity...
...layers of seafood originate.

"We've somehow moved ourselves into this strange relationship with food," says Sheila Bowman, manager of outreach for Seafood Watch at the Monterey Bay Aquarium. "Look at how Americans eat shrimp. Forty years ago, you most likely ate five shrimp a year, probably in a shrimp cocktail on Christmas Eve. Now we just gorge on them whenever we want. Some things simply should not be all you can eat, and fish is one of them."

Casson Trenor, director of business development for FishWise, advised Lai and Ho about acceptable seafood buys almost from the moment they first toyed with the idea of ocean-friendly sushi. The problem with sushi, as Trenor sees it, is this: The five most popular menu items are threatening to decimate global fisheries or destroy the environments in which they're farmed—or both. Soon.

Take salmon, number one in U.S. popularity. Wild fish are pricier than farmed, and aquacultured salmon are voracious feeders, crowded like factory hogs in filthy ocean farms. Ditto *hamachi*, also known as amberjack. Most wild shrimp are bottom-trawled, a practice as devastating as slash-and-burn, while farming shrimp often entails ecological destruction. *Ungai*, freshwater eel, are snatched and penned young before they can breed, then fattened on wild fish. And the numbers of bluefin tuna, which is nearly always wild caught, are crashing about as precipitously as stock prices.

A bigger problem with the five—dubbed the toxic five—is that they also tend to be a sushi bar's biggest profit makers. Meaning that, even if chefs wanted to do the right thing and banish them, the economics of the sushi bar are skewed in favor of keeping them in the case.

Trenor devised a menu of swap-outs for *Tataki*. For salmon, it uses sustainably farmed arctic char. Its amberjack comes from lower-density U.S. and Australian farms. It buys wild shrimp from the Gulf of Mexico, the Pacific coast, and the mid-Atlantic, where shrimpers employ better resource management. For tuna, it relies on troll- and pole-caught bigeye and yellowfin, and albacore from Hawaii and

the northern Pacific. These are relatively straightforward substitutions, double for sushi bars willing to accept reduced or negative profit margins on select menu items.

But *unagi*? That was tough. Trenor, Lai, and Ho got creative, perfecting something they call *faux-nagi*: thin slices of Canadian black cod, seared with a blowtorch so the muscle fibers swell to an approximation of eel flesh. Glazed with viscous sweet soy, it's an interesting solution. But at

five until sushi as we know it disappears.

Which is why some think we should reexamine our very notion of sustainability and extend it beyond swapping "good" ingredients for "bad." Perhaps sushi needs to become as rare as that once-a-year shrimp cocktail.

Michael Black, co-owner and chef of the celebrated Sebo in Hayes Valley, California, understands special occasion sushi. The sparkling pieces of *nigiri* that Sebo serves are links in a Japanese tradition going back to the early 1800s, when Edomae-sushi (Tokyo-style sushi) was born. Most people think of sushi as pieces of raw seafood. Authentic Edomae is a complex choreography of timing and curing, yielding subtle and not-so-subtle transformations of fish.

Almost all of Sebo's seafood comes from Japan. It's expensive, of course—a solo meal will set you back at least \$50, and even then you'll be tempted to grab a slice from the pizza parlor next door. Eating at Sebo is about something besides stuffing your gullet, however: The restaurant satisfies a yearning to connect with the oceans and the creatures it contains. "You shouldn't have the same fish on the menu 365 days a year," Black says. "One of the fundamentals of Japanese cooking is seasonality." If shrimp isn't on Sebo's menu, that's not because someone forgot to order it, just that it's not time—in part, a kind of naturally imposed check against depleting fragile stocks.

Meanwhile, I'm taking my first bite of *umekyu*, a slightly dented *maki* filled with sweet-tasting Japanese cucumber and sour-salty pickled plum. It's refreshing, delicious, suffused with a kind of handmade, wabi-sabi aesthetic.

And it doesn't contain even a single fiber of fish. ☺

least in the *nigiri* I tasted, also a slightly unpleasant one, with an acrid taste from the blowtorch. Is this, I asked myself, the key to saving fisheries? Forging simulacra of sushi bar favorites?

Perhaps it could work. In the absence of pressure from customers, however, there's little incentive for restaurants to make decisions that chip away at their profits. And once customers have developed a taste for American creations like the Rock 'n' Roll,

it may be hard to entice them toward sustainability. Even with clever alternatives available, monster-*maki* joints could just go on rolling the toxic

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Like meat lover's pizza and the Croissan'wich, monster maki were born in the USA, for people with a seemingly bottomless craving for proteins and no fear of calories.

Singer-songwriter and political activist Billy Bragg



Brian the dog, from the hit TV show *Family Guy*, reads *Utne Reader*.

