

# UTNE READER



2015 MEDIA KIT



## Reach Affluent, Progressive, and Influential Buyers

Do your products and services need to reach an independent, influential, and growing audience? Then you need buyers who are part of the 'Creative Class': knowledge workers who form the core of economic growth throughout the United States. These scientists, engineers, professors, architects, and technologists put their values where their wallets are, spending on travel, computers and related technology, alternative energy, personal health, and much more.

The creative class comprises more than 25% of the population – an elite segment that is searching for information about the tools and services for both work and play. *Utne Reader* buyers are searching for solutions – you can deliver with your products and services. Whether you're offering organic foods and supplements, breakthrough technology solutions, socially responsible investing, the next green building innovation, or any of the other products that feed the burgeoning creative class, you can reach new buyers via *Utne Reader*.



## AUDIENCE RESEARCH

### CONSUMERS WHO INFLUENCE

- 83% have signed a petition
- 82% of readers voted at the local, state, or national level
- 61% have written or called a politician at the local, state, or national level

### CONSUMERS WHO STAY HEALTHY NATURALLY

- 98% exercise routinely
- 92% cook from scratch
- 82% purchase organic foods regularly

### CONSUMERS WHO VALUE THE ENVIRONMENT, MUSIC, EDUCATION, AND TRAVEL

- 97% recycle
- 78% have attended a live music event in the past 12 months
- 50% have postgraduate degrees
- 50% travel for vacation more than once per year

Source: 2014 custom study, American List Counsel, Quantcast





## Demographics & Audience

- Average age: 50
- Average HHI: \$91,619
- Average value of owned home: \$314,422

<u>GENDER</u>		<u>HHI</u>	
	% of readers		% of readers
Men	48%	\$150,000 or more	16.4%
Women	52%	\$125,000-\$149,999	11.3%
		\$100,000-\$124,999	8.9%
		\$75,000-\$99,999	17.8%
		\$50,000-\$74,999	22.1%
		\$40,000-\$49,999	8.0%
		\$30,000-\$39,999	8.0%
		\$20,000-\$29,999	4.2%
		Less than \$20,000	3.3%
<u>EDUCATION</u>		<u>AREA OF RESIDENCE</u>	
Attended/graduated college	97%	County size A	23%
Postgraduate degree	50%	County size B	23%
Graduated college plus	12%	County size C	24%
Attended college	35%	County size D	30%
<u>AGE</u>			
18-24	9%		
25-34	12%		
35-44	16%		
45-54	21%		
55-64	25%		
65 or older	17%		
<u>HOME</u>			
Home owned	80%		
Home value:			
\$500,000+	18%		
\$200,000-\$499,999	43%		
\$100,000-\$199,999	28%		
\$50,000-\$99,999	8%		
Less than \$50,000	3%		

Source: 2014 custom study, American List Counsel, Quantcast

# 62<sup>K</sup>

Print Audience

# 158<sup>K</sup>

Average Monthly Unique  
Visitors

# 323<sup>K</sup>

Average Monthly Page  
Views

# 47<sup>K</sup>

Newsletter Subscribers

Total Audience: 424 K\*

National Paid Circulation: 20 K

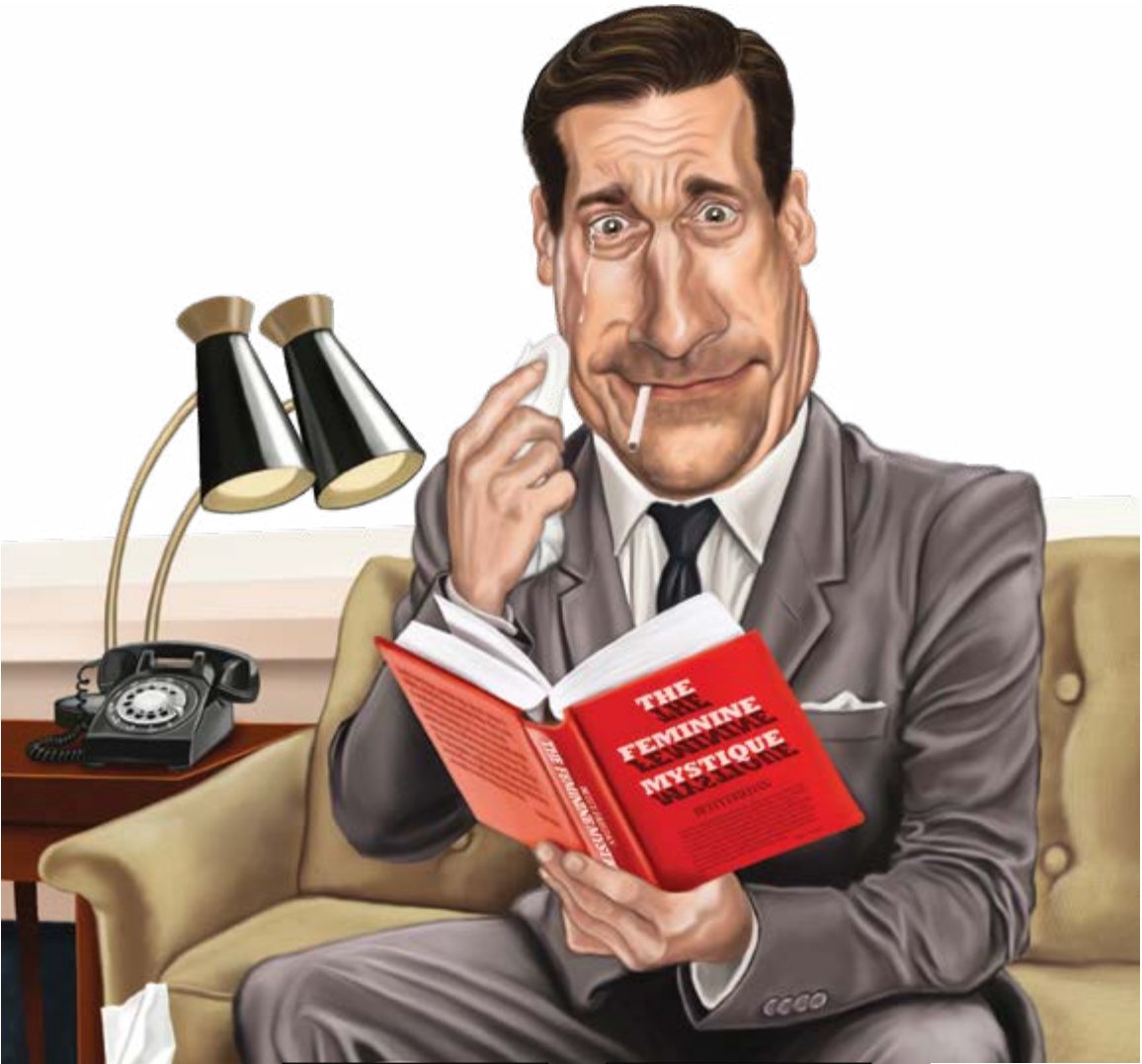
Total Print Audience: 62 K

Average Monthly Unique Visitors: 158 K

Source: 2014 publisher's own data

\*print, online and newsletter

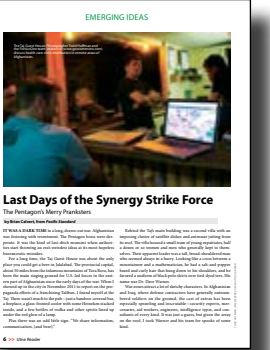
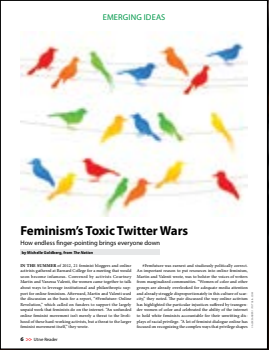




EDITORIAL MISSION

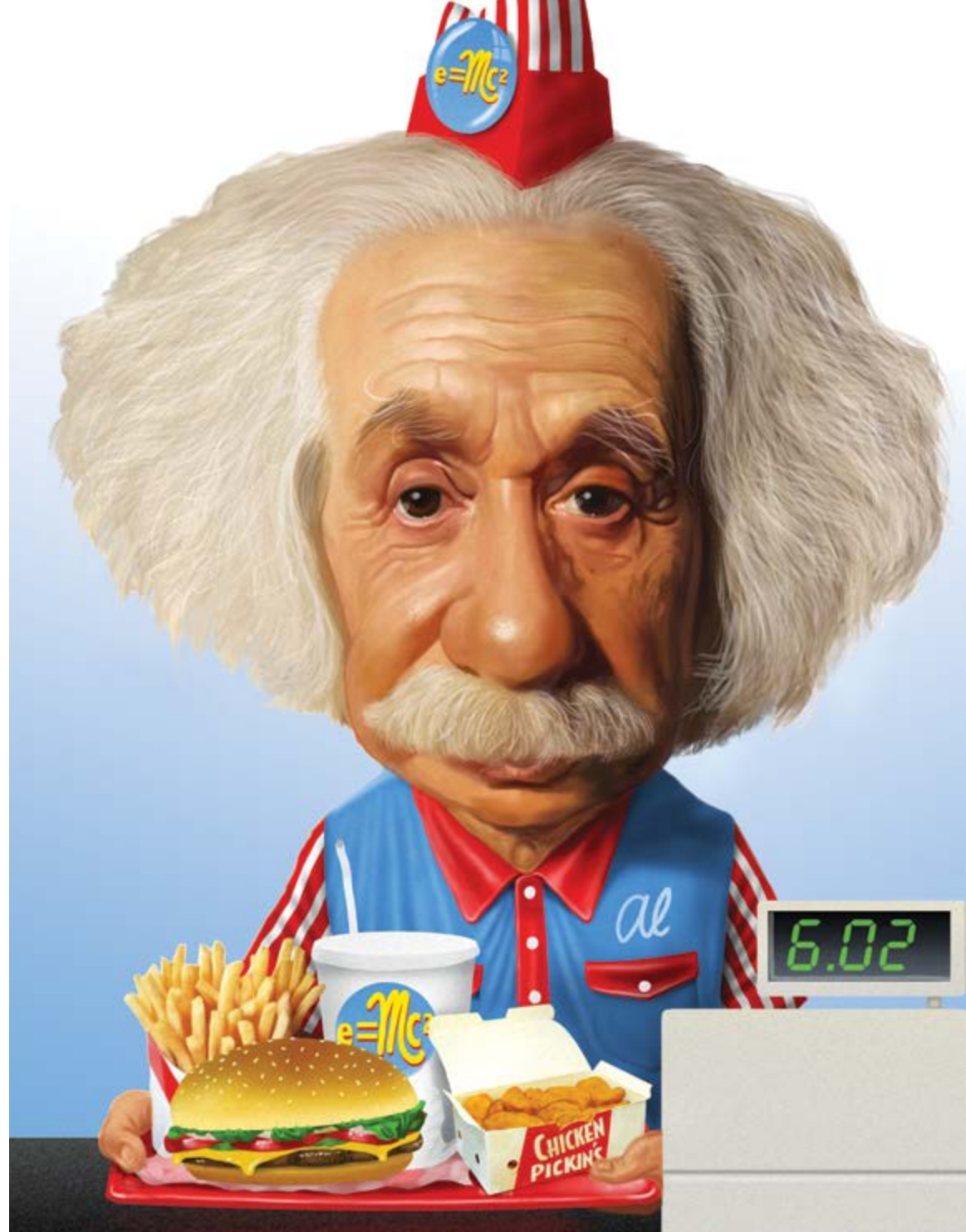
# Why is *Utne Reader* essential reading for affluent, progressive, and influential customers?

Our readers are enthusiastic and motivated agents of social change who want to spend their time and resources making the world a better place. They crave a well-rounded perspective on current events that moves beyond the headlines and sound bites – something *Utne Reader* has been providing in every issue for more than 30 years. Let us put them in touch with you.



## EDITORIAL COVERAGE

- **SOCIAL AWARENESS:** Adapting to climate change, protecting the environment, activism, battling income inequality, and preserving human rights.
- **HEALTH & WELLNESS:** Spiritual inquiry, slow living, alternative medicine, holistic treatments, mindfulness, education, meditation and relaxation.
- **FOOD & DRINK:** Understanding the food system, food co-ops, natural and organic foods, food share programs, food politics.
- **HOME & SANCTUARY:** Alternative energy, living locally and sustainably.
- **TRAVEL & LEISURE:** Outdoor recreation, cycling, volunteering, global awareness, and reading.
- **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 social media.
- **EMERGING IDEAS:** Important trends, innovations, technologies, 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.





## Marketing Solutions

Reach *Utne Reader's* affluent, creative, and influential audience from every direction – online, offline, in person, and through the mail. Trying to reach results-driven technologists? Eco-conscious consumers? Natural health enthusiasts? We can help. We deliver 360° experiential marketing solutions that extend beyond the page. From innovative online tools and sweepstakes to event marketing and sampling, let us design the promotional package that maximizes your ROI.



## Digital Issues

Each interactive monthly digital issue keeps our readers connected to the cultural frontier. Delivered straight to their smart phone or tablet, each 20-page issue combines *Utne Reader's* unique perspective on current events, arts, and technology with a multimedia twist. While each issue can be downloaded and read offline, Wi-Fi access enables the reader to enjoy an interactive experience that includes videos, audio clips, and instant links to content as well as to your company's advertising campaign.

# UTNE<sup>READER</sup> Digital



## Green Romans



## Capturing the Flux

Cheryl Pagurek illustrates the impacts of urbanization



## Deserted Winter



## Heart of Snarkness

Travel writers masquerading as journalists

- Emerging Ideas
- Music
- Art
- Books
- Film

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

**PRINT FILE FORMATS:** PDF/X-1a files or Macintosh InDesign CS files are preferred. Do NOT send low-res PDFs.

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.

Rich blacks should not exceed 280% and 100% is recommended for the black channel. Using 4-color black type on small type is not recommended.

#### SUBMITTING MATERIALS:

Email: Ads (no larger than 10 megabytes) can be e-mailed to [lmathews@ogdenpubs.com](mailto:lmathews@ogdenpubs.com) (Only PDF/X-1A files are acceptable for production.)

Hightail FTP site:

- Visit [www.Hightail.com](http://www.Hightail.com).
- Enter recipient email address: [lmathews@ogdenpubs.com](mailto:lmathews@ogdenpubs.com) and your email 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](http://www.Download.com)).
- Log on to FTP address <ftp.oweb.net>.
- Enter login: ogdenpubs-guest (lower case).
- Enter Confidential Password: t017pa (lower case).
- Upload file/files in the Motorcycle Classic folder within the ADS\_IN folder. Save any Mac Files as MacbinaryII.
- E-mail [lmathews@ogdenpubs.com](mailto:lmathews@ogdenpubs.com) or fax a hard copy to (785) 274-4316 to let us know the file has been uploaded with information about the software used.

Please note that any files sent through email or FTP must be compressed. Please verify receipt of all emailed/FTP ads.

CD-ROM or DVD: Submit ads on a Macintosh-formatted CD-ROM or DVD. They 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.

## PRINT SPECIFICATIONS

Trim size	8" x 10.5"
Full Page with bleed	8.25" x 10.75"
Full page	7.5" x 10"
1/2 pg horizontal	7" x 4.5"

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. 2-page spreads should have live area 1/2" in from the trim on all 4 sides and gutters.

Trim size: 8" x 10.5"

## ONLINE SPECIFICATIONS

#### RUN-OF-SITE ADVERTISING:

Leaderboard (728 x 90)

Jumbo box (300 x 250)

Skyscraper (160 x 600)

#### NEWSLETTER ADVERTISING:

Banner Ad (468 x 60)

Skyscraper (160 x 600)

Text Ad – logo (150 x 150) + 50 words

#### MOBILE ADVERTISING:

Banner (300x50)

Jumbo Box (300x250)

FILE SIZE: 40kb or less at 72 dpi (larger for Flash)

#### ACCEPTED AD FORMATS:

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

(Website only) 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.

#### VIDEO ADVERTISING FORMATS:

.mp4 or .wmv; 4:3 aspect ratio

DIGITAL MATERIAL SUBMISSION: Send all ads to: [lmathews@ogdenpubs.com](mailto:lmathews@ogdenpubs.com). Within the email please note the following: Company name, contact name, contact number, website the ad will be running on and expected start date.

## CLOSING DATES

### Winter 2014

Ad close: 10/20/14

Materials due: 10/24/14

Copies ship: 12/9/14

### Summer 2015

Ad close: 4/20/15

Materials due: 4/24/15

Copies ship: 6/9/15

### Winter 2015

Ad close: 10/19/15

Materials due: 10/23/15

Copies ship: 12/8/15

### Spring 2015

Ad close: 1/19/15

Materials due: 1/23/15

Copies ship: 3/10/15

### Fall 2015

Ad close: 7/20/15

Materials due: 7/24/15

Copies ship: 9/8/15

# UTNE READER

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