

ABOUT US

The *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, Melissa Harris-Perry, Michelle Alexander, Tony Kushner, Christopher Hayes, Eric Foner, Bill McKibben, Jeremy Scahill, Alice Waters, Marilynne Robinson, Katha Pollitt, and Calvin Trillin.

The Nation magazine has been instigating progress for 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

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COMMUNITY FACTS

The *Nation* consistently outranks peer opinion-leader periodicals in overall influence on key issues like energy, the economy, healthcare, science, law, and defense, according to a recent Erdos & Morgan Opinion Leaders Study. Each week, every member of Congress and the most influential members of the executive branch receive the magazine, and

our readers coast to coast include some of the most educated and influential thinkers and cultural leaders in America.

We offer multiplatform ways to communicate and interact with these leaders, increase your organization's brand value, and sell your merchandise and services to the DC Beltway and beyond.

NATION IMPACT

Actions taken as a result of reading *The Nation*

- 85%** Became aware of a political, social, or environmental issue
- 84%** Discussed or passed along an article
- 60%** Became interested in reading a specific book

DEMOGRAPHICS

- 66%** Male
- 63** Median age
- \$89,600** Median household income
- \$479,600** Median net worth

EDUCATION

- 98%** Attended college
- 83%** Graduated college or higher
- 56%** Graduate degree
- 29%** Employed in the field of education

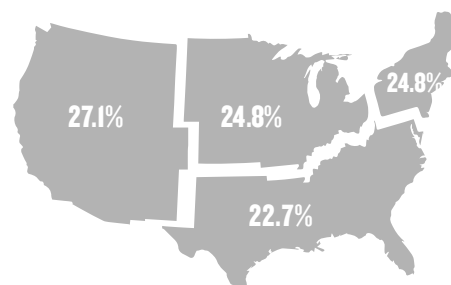
ACTIVISM

- 87%** Signed a petition
- 84%** Voted in a local, state, or federal election
- 82%** Donated to a cause
- 76%** Wrote or called an elected official
- 65%** Donated to a political party, candidate, or committee

READER DEDICATION

- 90%** Read at least 3 out of the last 4 issues
- 1 HR 11 MIN** Time spent reading each issue
- 82%** Share issue with someone else
- 65%** Find news and information in *The Nation* that they find nowhere else

LOCATION



Source: 2012 The Nation Subscriber Study, MRI Market Solutions

GENERAL 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
1/6 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 2016

COVER DATE	DELIVERED BETWEEN	RESERVE BY	MATERIALS DUE*	SPECIAL ISSUE
01/04/16	12/21-12/29/15	12/03/15	12/10/15	
01/11-01/18/16**	12/30/15-01/05/16	12/10/15	12/17/15	
01/25-02/1/16**	01/11-01/19/16	12/23/15	12/29/15	
02/08/16	01/25-02/02/16	12/29/15	01/07/16	
02/15/16	02/01-02/09/16	01/14/16	01/21/16	
02/22/16	02/08-02/16/16	01/21/16	01/28/16	
02/29/16	02/15-02/23/16	01/28/16	02/04/16	
03/07/16	02/23-03/01/16	02/04/16	02/11/16	
3/14/16	02/29-03/08/16	02/11/16	02/18/16	
03/21/16	03/07-03/15/16	02/18/16	02/25/16	
03/28-04/04/16**	03/15-03/22/16	02/25/16	03/03/16	
04/11-04/18/16**	03/28-04/05/16	03/10/16	03/17/16	
04/25-05/02/16**	4/11-04/19/16	03/24/16	03/31/16	
05/09-05/16/16**	04/25-05/03/16	04/07/16	04/14/16	
05/23-30/16**	05/09-05/17/16	04/21/16	04/28/16	
06/06-06/13/16**	05/23-05/31/16	05/05/16	05/12/16	SPRING BOOKS
06/20-06/27/16**	06/06-06/14/16	05/19/16	05/26/16	AAUP
07/04-07/11/16**	06/20-06/28/16	06/02/16	06/09/16	
07/18-07/25/16**	07/05-07/12/16	06/16/16	06/23/16	
08/01-08/08/16**	07/18-07/26/16	06/30/16	07/07/16	DNC
08/15-08/22/16**	08/01-08/09/16	07/14/16	07/21/16	
08/29-09/05/16**	08/15-08/23/16	07/28/16	08/04/16	
09/12-09/19/16**	08/29-09/06/16	08/11/16	08/18/16	
09/26-10/03/16**	09/12-09/20/16	08/25/16	09/01/16	
10/10/16	09/26-10/04/16	09/08/16	09/15/16	
10/17/16	10/03-10/11/16	09/15/16	09/22/16	
10/24/16	10/10-10/18/16	09/22/16	09/29/16	
10/31/16	10/17-10/25/15	09/29/16	10/06/16	
11/07/16	10/24-11/01/16	10/06/16	10/13/16	
11/14/16	10/31-11/08/16	10/13/16	10/20/16	
11/21/16	11/07-11/16/16	10/20/16	10/27/16	FALL BOOKS
11/28/16	11/14-11/22/16	10/27/16	11/03/16	
12/05-12/12/16**	11/21-11/29/16	11/03/16	11/10/16	
12/19-12/26/16**	12/05-12/13/16	11/17/16	11/23/16	OBAMA ERA

* Call for extension / ** Double issue

ADVERTISING SPECIFICATIONS

ADOBE ACROBAT PDF FILES

1. 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.
4. PDF/X in conformance with all ANSI/CGATS/SWOP current standards is acceptable.

SENDING VIA ANONYMOUS FTP

FTP software such as [CuteFTP](#) (Windows) or [fetch](#) (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.

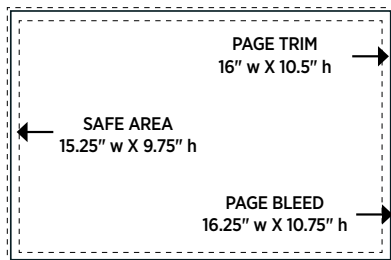
For further production instructions, please contact Omar Rubio at 212-209-5421 or e-mail omar@thenation.com, or Mel Gray at mel@thenation.com

TIMING

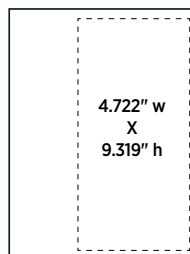
Please adhere to materials due date on ad calendar. For an extension, contact your ad representative. Any changes to files deemed to be author's alterations may be charged at the prevailing hourly rate. Submitted files that do not conform to the above standards may be subject to additional charges for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

PRINT SETTINGS

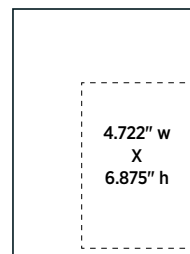
2-PAGE SPREAD (W/BLEED)



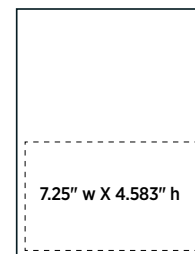
2/3 PAGE*



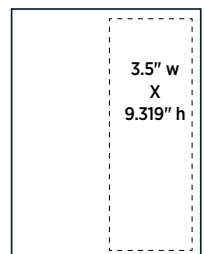
1/2 PAGE ISLAND*



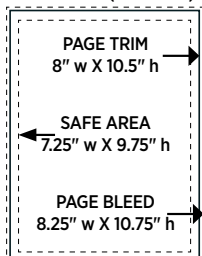
1/2 PAGE HORIZONTAL



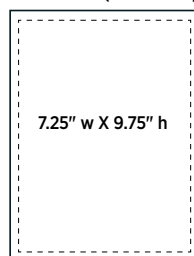
1/2 PAGE VERTICAL**



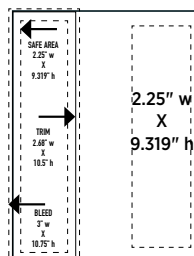
FULL-PAGE (W/BLEED)



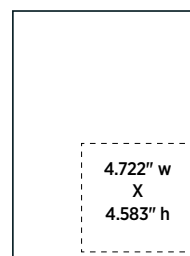
FULL-PAGE (NO/BLEED)



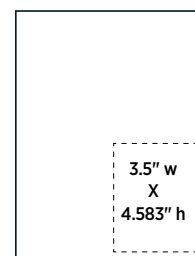
1/3 PAGE VERTICAL*



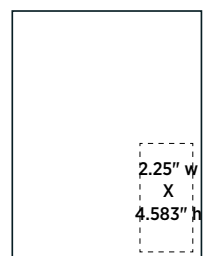
1/3 PAGE SQUARE*



1/4 PAGE**



1/6 PAGE*



*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



DEMOGRAPHICS

- 60%** Male
- 38%** Female
- 30%** Largest age group is 25 – 34
- 42%** Household income over \$75K

EDUCATION

- 96%** Attended college
- 68%** Graduated college or higher
- 26%** Master's degree
- 15%** Doctorate

ONLINE READERS

- 32%** Read *The Nation* both online and in print
- 50%** Read primarily online
- 19%** Read on mobile devices
- 40%** Look at the website at least 3 times a week

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

TRAFFIC

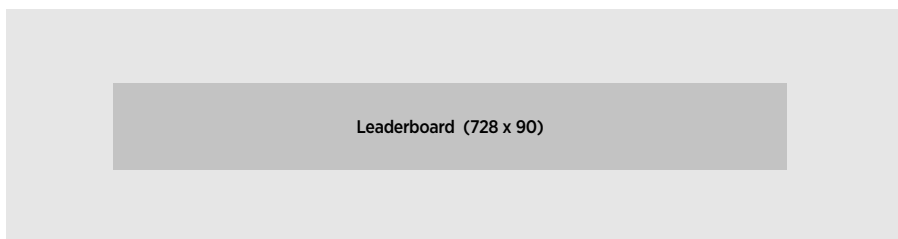
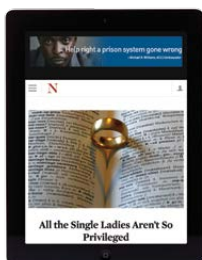
Monthly unique visitors	2.3 MILLION
Page views	4 MILLION
Available ad impressions	15 MILLION
Average time on page	2:55 MINUTES

Source: TheNation.com reader survey, April 2014 + Google Analytics, April 2015

DIGITAL ADS



Billboard (970 x 250)



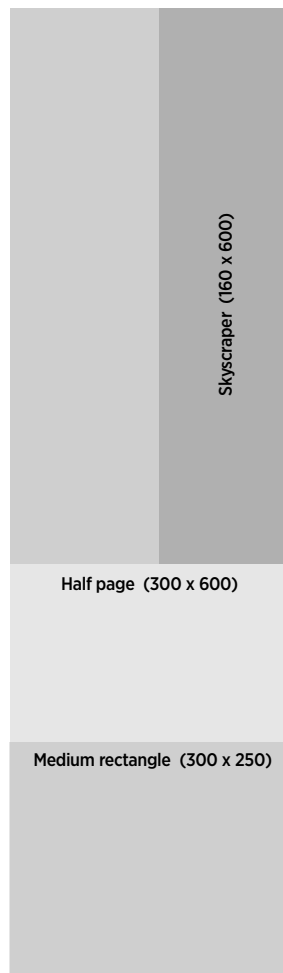
Leaderboard (728 x 90)

DESKTOP AND TABLET AD SIZES

TheNation.com generally adheres to IAB standard advertising dimensions. The creative sizes available as of July 2015:

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 sent to creatives@thenation.com 48 business hours before launch.



Skyscraper (160 x 600)

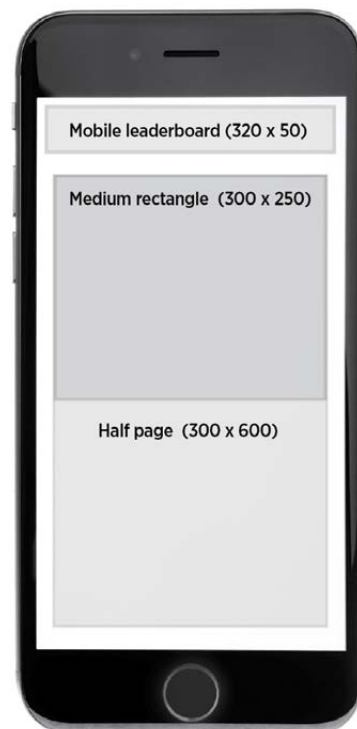
Half page (300 x 600)

Medium rectangle (300 x 250)

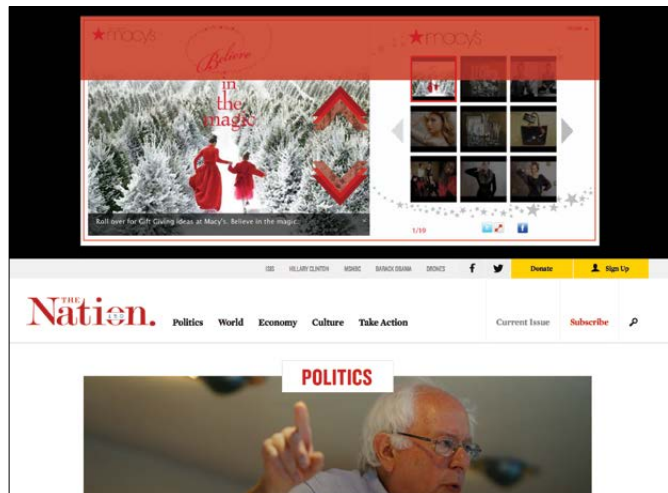
Portrait (300 x 1050)

PHONE AD SIZES

Mobile leaderboard	(320 X 50)
Medium rectangle	(300 X 250)
Half page	(300 X 600)



PUSHDOWN, IN-LINE VIDEO, AND LIGHTBOX ADS



PUSHDOWN ADS

Content is “pushed” downward to make room for your ad.

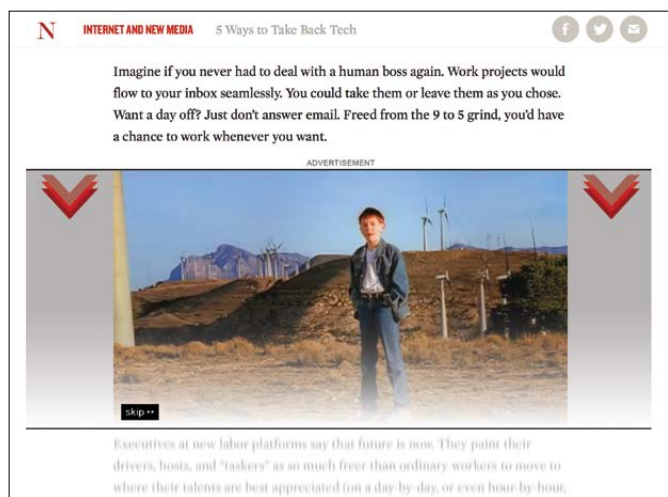
INITIAL DIMENSIONS

Teaser Image: 970 x 90

EXPANDED DIMENSIONS

Ad Unit: 970 x 415

Please contact us for further details or [click here](#) for full specs.



IN-LINE ARTICLE VIDEO ADS

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

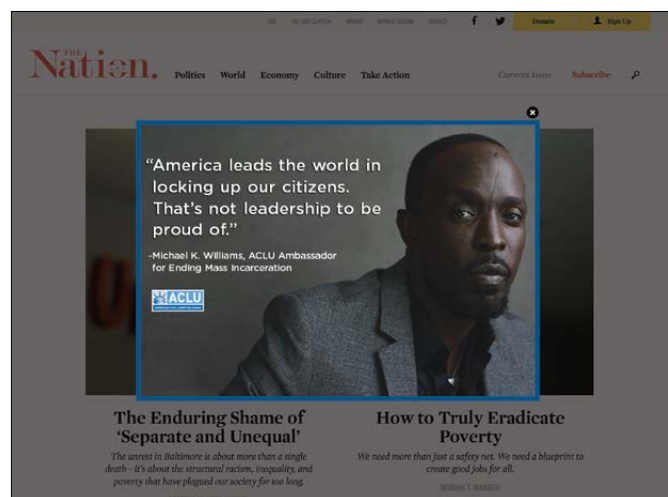
RESOLUTION: max 1920 x 1080 – min 640 x 360

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.



LIGHTBOX ADS

The lightbox activates upon entering site with a dimming effect on the visible page underneath. Your content stands out, while still giving the user the comfort of staying on the same web page.

RESOLUTION: 660 x 450

Please contact us for further details.

SLED MOBILE ADS



SCROLL BASED



INTERACTIVE



FULL SCREEN

CHARACTERISTICS

Sled is high-impact mobile advertising like you've never seen before.

ENGAGING MOBILE ADS

FOCUS ON KPI RESULTS

24-HOUR PRODUCTION

DETAILED REPORTING

SLED PERFORMANCE BENCHMARKS

- 11%** Average engagement rate
- 1-3%** Average click-through rate
- 5s** Average on-screen time

SLED RICH MEDIA

Sled rich media ads contain video, carousels, maps, coupon downloads, user polls, and other engaging functionality right inside the ad unit. The format is available in a variety of heights and features a responsive full-screen width.

Sled can create dynamic campaigns by feeding data into ads via JSON, XML, or Google Docs.

This format leverages Sled's innovative scrolling UX to surface and hide the creative without requiring any change in reader

TECHNICAL SPECIFICATIONS

- Size: Responsive to width of screen, 200-600px tall
- Video format: mp4 (preferred), .mov, .mpg, .avi @ 24fps (or higher) with VBR of .6-.72
- Creative: PSD templates available
- Contact us for further details

E-MAIL PRODUCTS



Source: CREDO Action

DEDICATED E-MAIL BLASTS

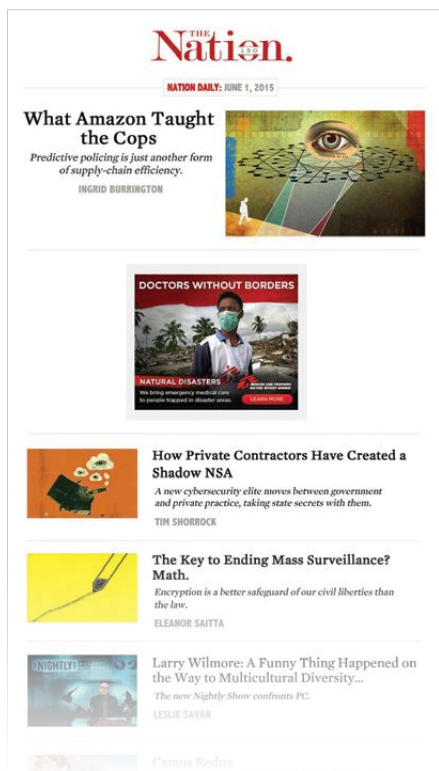
For lead generation or branding, *The Nation's* dedicated e-mails have many repeat advertisers as it is a highly responsive list. We continually add more names and delete low-performing ones. Contact us for the most up-to-date numbers.

E-MAIL SUBSCRIBERS

List size	380,000
Minimum buy	50,000

* as of December 2015

NEWSLETTERS



NEWSLETTERS

The Nation sends out weekly and daily e-newsletters. Call us for respective audience sizes and rates.

THE NATION DAILY

The latest news and analysis from *Nation* voices, delivered each morning. (list size: 181,000*)

THIS WEEK IN THE NATION

A weekly digest of the best of our coverage, sent every Friday.

AD SIZES / FORMAT

Newsletter sponsor rectangle **(300 X 250)**

Please supply static JPEG, GIF or PNG files, 50kb or lower

* as of December 2015

SOCIAL / COMMUNITY



EVENTS

Panel discussions, campus screenings, student journalism training, and town hall meetings, in addition to over 30 *Nation* discussion groups around the country.

For the past 17 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 have begun leading educational and cultural exchange trips. Havana, Iran, Russia and Vietnam are on our current schedule.

EDUCATORS/STUDENTS

29% 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

17% of subscribers to *The Nation* become Nation Builder donors (similar to supporters of public radio and public television).

TWITTER: 464,000* FOLLOWERS (AND GROWING)

In 2015, we've averaged over **250** clicks per tweet.

We're mentioned on Twitter an average of **36,400** times a month.

We gain between **6,000** and **7,500** new followers on Twitter each month.

Our tweets are retweeted an average of **15,330** times per month.

FACEBOOK: 475,000* LIKES (AND GROWING)

Posts from our Facebook page alone are shared an average of **19,821** times each month.

We gain between **3,000** and **6,000** new followers on Facebook each month.

NATION WINE CLUB

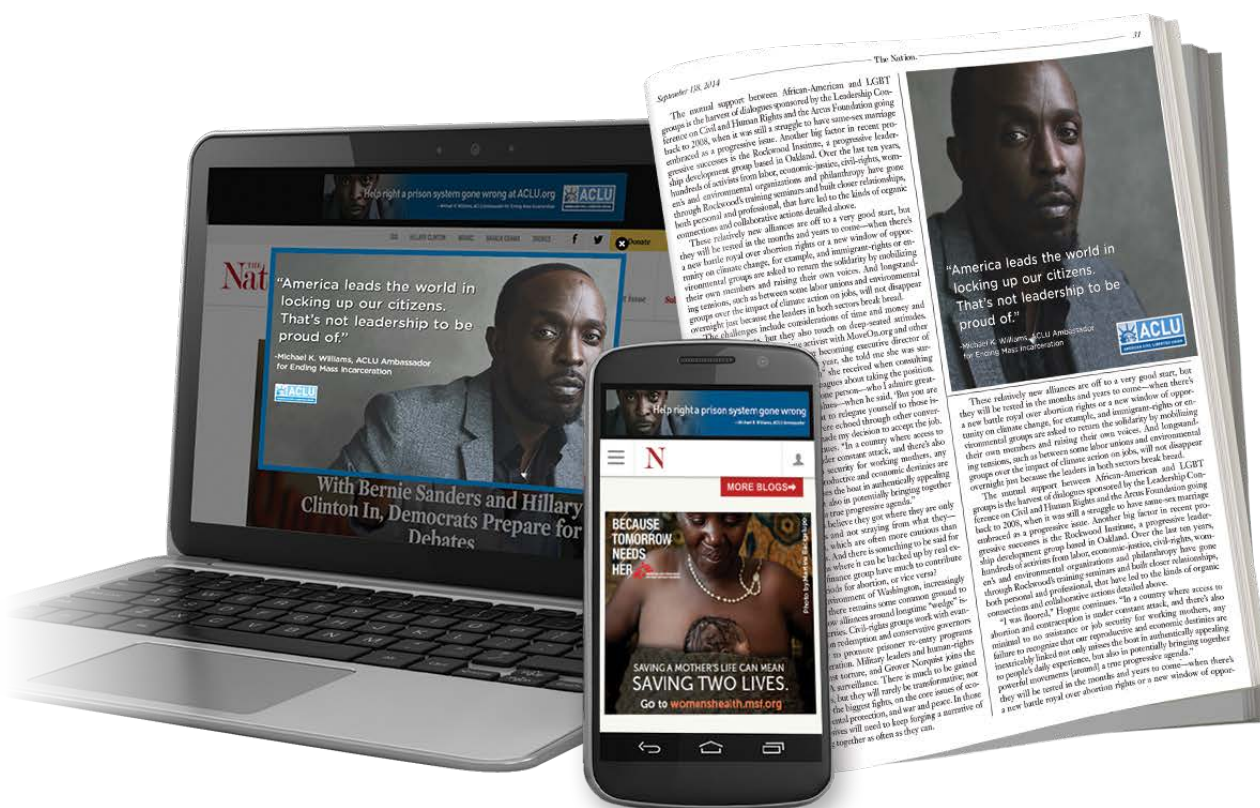
Over **700** people have signed up to our new *Nation* Wine Club!

* as of December 2015

CROSS-PLATFORM PACKAGING

The *Nation* offers multiple tablet and mobile applications — the most widely used provide enhanced versions of the print and web content with multimedia and interactive options for

advertisers. *Nation* apps are available on iPhone, iPad, and Android phones and tablet operating systems, and on Kindle and Nook. All web content is mobile-optimized.



YOU TELL US YOUR STRATEGY, WE WILL CREATE A CUSTOMIZED PLAN