

UTNE READER



2017 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

- 79% have signed a petition
- 94% of readers voted at the local, state, or national level
- 60% have written or called a politician at the local, state, or national level

CONSUMERS WHO STAY HEALTHY NATURALLY

- 92% exercise routinely
- 94% cook from scratch
- 93% purchase organic foods regularly
- 65% grow their own herbs

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

- 98% recycle
- 73% have attended a live music event in the past 12 months
- 53% have postgraduate degrees
- 50% travel for vacation more than once per year

Source: 2016 custom study





Demographics & Audience

- Average age: 40*
- Average HHI: \$97,109
- Average value of owned home: \$329,667

<u>GENDER</u>		<u>HHI</u>	
	% of readers		% of readers
Men	49%	\$150,000 or more	25%
Women	51%	\$125,000-\$149,999	16%
		\$100,000-\$124,999	6%
		\$75,000-\$99,999	6%
		\$50,000-\$74,999	19%
		\$40,000-\$49,999	3%
		\$30,000-\$39,999	6%
		\$20,000-\$29,999	13%
		Less than \$20,000	6%
<u>EDUCATION</u>		<u>AREA OF RESIDENCE</u>	
Attended/graduated college	93%	County size A	28%
Postgraduate degree	53%	County size B	32%
Graduated college plus	8%	County size C	4%
Attended college	33%	County size D	36%
<u>AGE</u>			
18-24	22%		
25-34	23%		
35-44	19%		
45-54	15%		
55-64	13%		
65 or older	8%		
<u>HOME</u>			
Home owned	80%		
Home value:			
\$500,000+	21%		
\$200,000-\$499,999	55%		
\$100,000-\$199,999	19%		
\$50,000-\$99,999	2%		
Less than \$50,000	3%		

* Google Analytics
Source: 2016 custom study

50_K

Print Audience

185_K

**Average Monthly Unique
Visitors**

348_K

**Average Monthly Page
Views**

39_K

Newsletter Subscribers

Total Audience: 460K*

Subscriptions: 12.3 K

Single Copy Sales: 2.3 K

National Paid Circulation: 14.7K

Total Print Audience: 50K

Average Monthly Unique Visitors: 185K

Source: 2016 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.

CLOSING DATES

Spring 2017

Ad close: 1/27/17
 Materials due: 2/1/17
 On sale: 3/21/17

Fall 2017

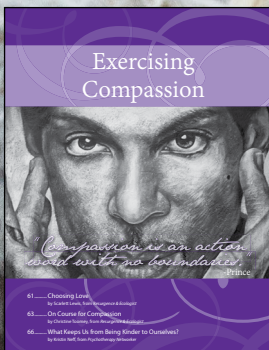
Ad close: 7/28/17
 Materials due: 8/2/17
 On sale: 9/19/17

Summer 2017

Ad close: 4/28/17
 Materials due: 5/3/17
 On sale: 6/20/17

Winter 2017

Ad close: 10/27/17
 Materials due: 11/1/17
 On sale: 12/19/17



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

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

Other acceptable files include 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 jsullivan@ogdenpubs.com. (Only PDF/X-1A files are acceptable for production.)

Hightail FTP site:

- Visit www.Hightail.com.
- Enter recipient email address: jsullivan@ogdenpubs.com and your email address.
- Select file and send it.

Ogden FTP Site:

- Install FTP software on your computer. (Filezilla.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 Utne Reader folder within the ADS_IN folder.
- E-mail jsullivan@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 AD SPECIFICATIONS

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 AD SPECIFICATIONS

RUN-OF-SITE ADVERTISING:

Leaderboard (728 x 90)
Skyscraper (160 x 600)
Double Skyscraper (300 x 600)
Jumbo box (300 x 250)

NEWSLETTER ADVERTISING:

Banner Ad (468 x 60)
Text Ad – logo (150 x 150) + 50 words

MOBILE ADVERTISING:

Banner (300 x 50)
Jumbo Box (300 x 250)

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. Within the email please note the following: Company name, contact name, contact number, website the ad will be running on and expected start date.

PARTNERSHIP PACKAGE DETAILS:

- 1 full-page, 4-color ad in each quarterly print edition
- Full-page ads in 12 monthly digital editions
- 3 newsletters that you own (all 3 ad positions)
- 250,000 impressions at www.Utne.com

- 1 half-page, 4-color ad in each quarterly print edition
- Full-page ads in 12 monthly digital editions
- 1 newsletter that you own (all 3 ad positions)
- 100,000 impressions at www.Utne.com

Premium placement

Advertisers may request premium placement. A 15% surcharge will be added to the regular advertising rate if placement is available.

Contact your advertising representative for available pages.

UTNE READER

1503 SW 42nd St. • Topeka, KS 66609
800.678.5779 • adinfo@ogdenpubs.com
www.Utne.com



Mother Earth News Mother Earth Living Heirloom Gardener Utne Reader Grit Capper's Farmer Farm Collector Gas Engine Magazine Motorcycle Classics
CommunityChickens.com KeepingBackyardBees.com Herbs.MotherEarthLiving.com MotherEarthNews.com/Food-Preservation GoodThingsToEat.com