

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

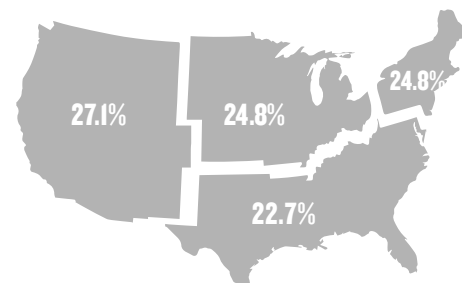
ACTIVISM

- 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