

UTNE

READER



2019 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

- 87% of readers voted at the local, state, or national level
- 78% have signed a petition
- 55% have written or called a politician at the local, state, or national level

CONSUMERS WHO STAY HEALTHY NATURALLY

- 80% exercise routinely
- 88% purchase organic foods regularly
- 85% cook from scratch

CONSUMERS WHO VALUE TRAVEL, COMMUNITY, AND THE ENVIRONMENT

- 98% recycle
- 94% have traveled outside the United States for vacation
- 86% make monetary donations to charitable organizations at least 3 times a year
- 83% travel for vacation at least once a year

CONSUMERS WHO ARE WELL-READ & EDUCATED

- 71% are interested in continuing education
- 76% read nonfiction literature; 71% read fiction
- 53% have postgraduate degrees

Source: 2018 custom study





Demographics & Audience

- Average age: 42*
- Average HHI: \$94,606
- Average value of owned home: \$377,381

<u>GENDER</u>	% of readers
Men	42%
Women	58%

<u>EDUCATION</u>	% of readers
Attended/graduated college	98%
Postgraduate degree	53%
Postgraduate work	11%
Attended college	12%

<u>HOME</u>	% of readers
Home owned	85%
Home value:	
\$500,000+	29%
\$200,000-\$499,999	44%
\$100,000-\$199,999	21%
\$50,000-\$99,999	4%
Less than \$50,000	2%

<u>HHI</u>	% of readers
\$150,000 or more	16%
\$125,000-\$149,999	9%
\$100,000-\$124,999	16%
\$75,000-\$99,999	20%
\$50,000-\$74,999	23%
\$40,000-\$49,999	5%
\$30,000-\$39,999	4%
\$20,000-\$29,999	4%
Less than \$20,000	3%

<u>AREA OF RESIDENCE</u>	% of readers
County size A	22%
County size B	27%
County size C	26%
County size D	25%

*Google Analytics
Source: 2018 custom study

Convergent Media: Your Ultimate Marketing Solution

Getting your story in the hands of consumers has never been easier, but with so much competition, you need the added credence and visibility of a trusted brand to amplify your message – let *Utne Reader* help you cut through the noise! We provide a full-scale marketing service that can research and respond to the questions and challenges facing your business. Our Convergent Media team has its eye on the future, as each new day is chock-full of opportunities spanning a vast, multi-layered consumer landscape. Keep pace with your audience as they navigate from page to screen to mobile device in order to maximize your ROI.

38_K
Print Audience

30_K
Newsletter Subscribers

72_K
Average Monthly Unique
Visitors

122_K
Average Monthly Page
Views

Total Audience: 253K*

Subscriptions: 9K

National Paid Circulation: 10K

Total Print Audience: 38K

Average Monthly Unique Visitors: 72K

Source: 2018 publisher's own data

*Print, online, newsletter, and social media

PRINT | ENGAGE READERS TO BUILD TRUST

In the pages of *Utne Reader* we compile the most relevant and thought-provoking stories of the day. Our print offerings give brands the opportunity to showcase their innovation and leadership in their fields of expertise. This includes full-color print advertising, but have you considered sponsoring a sidebar or contributing more extensive information with an advertorial? Print placement with an authoritative brand is one tried and trusted component of the Convergent Media front, and there are myriad ways to make an impact.



SOCIAL MEDIA | BOLSTER YOUR COMMUNITY

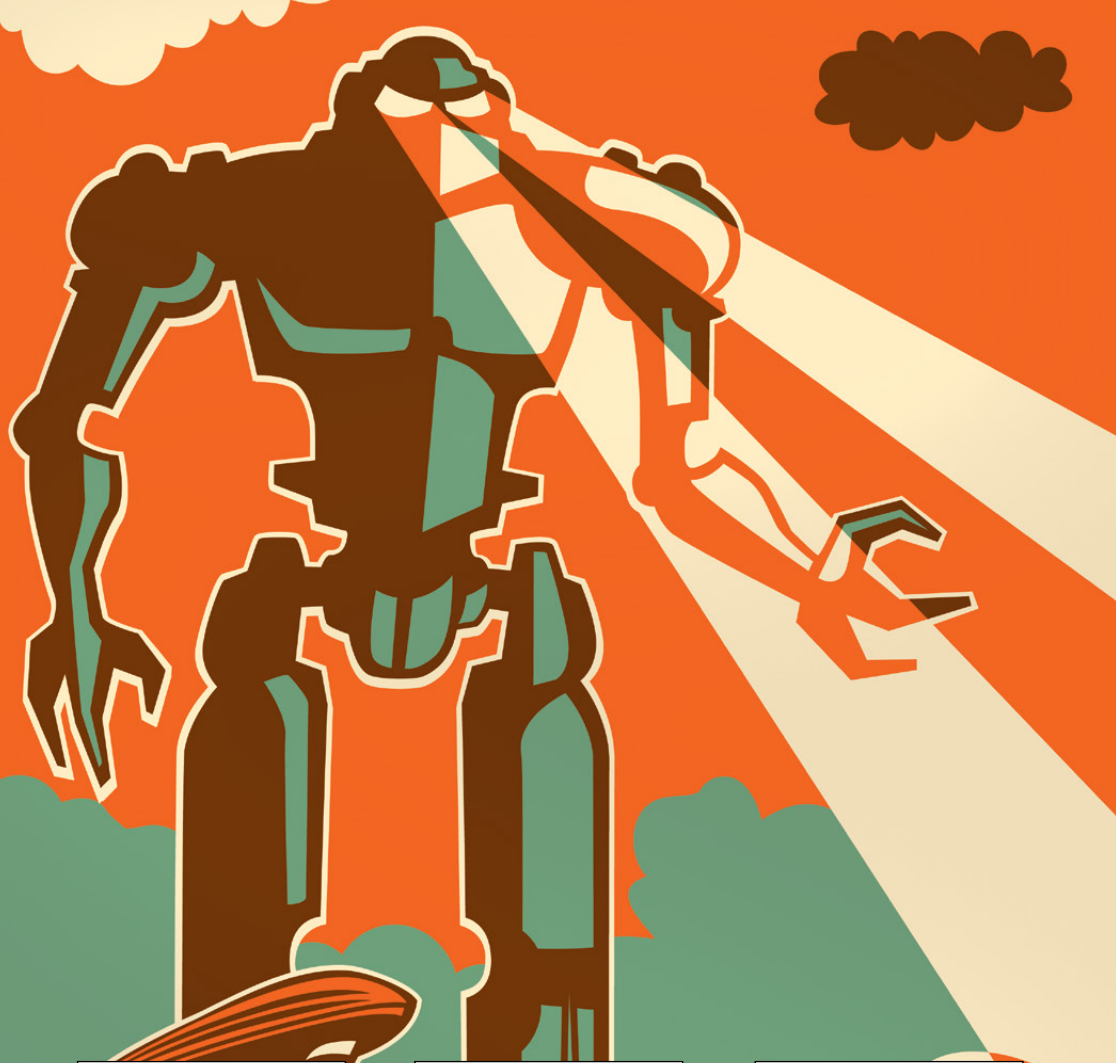
Social media has served as both a witness and change agent around the world in the past several years, and the *Utne* audience is vigilant and energized. Whether on Facebook, Twitter, or Instagram, real-time discussion about your brand creates instant connections — and those connections lead to attitudes and behaviors that generate awareness and sales. Tell your story to the discerning influencers who will “like” and “share” your message with like-minded consumers.



DIGITAL | REACH YOUR TARGET AUDIENCE WITH PINPOINT ACCURACY

Stay front and center as the consumer market evolves online! We assign tried and trusted wordsmiths, videographers, and designers to every campaign. Story-telling is the heart and soul of what we do at *Utne Reader*. Let us tell your story alongside ours, so that your message is carefully tailored to acknowledge the concerns and sensibilities of our loyal online followers. We are here to pair the right message with the right medium – inquire about podcasts, sponsored digital articles, customized dedicated emails, and beyond ...





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

Utne Reader has always sought and assembled the most relevant stories of the day with a focus on independent voices – agents of change working from the trenches of the cultural zeitgeist. We profile the issues that matter most, leaving no stone in society unturned. Along with shining a spotlight on environmental crises, marginalized communities, and political strife, we make time to appreciate the regenerative power of art, philosophy, and spirituality in all its forms.

But we're more than just curators of media. We strive to facilitate the essential conversations that lead to real action and progress by engaging our enthusiastic and highly motivated readers along the way. Everyone has a place at the table, because everyone has a stake in the future of mankind. Join *Utne Reader* to elevate the dialog, one dynamic page at a time! Let's squash partisan barriers to unlock the collective potential of human creativity and innovation.

CLOSING DATES

Spring 2019

Ad close: 2/4/19
 Materials due: 2/6/19
 On sale: 3/11/19

Fall 2019

Ad close: 7/22/19
 Materials due: 7/24/19
 On sale: 9/9/19

Summer 2019

Ad close: 5/6/19
 Materials due: 5/8/19
 On sale: 6/10/19

Winter 2019

Ad close: 10/21/19
 Materials due: 10/23/19
 On sale: 12/9/19



2019 Specifications

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 emailed to adsupport@ogdenpubs.com. (Only PDF/X-1A files are acceptable for production.)

Hightail FTP site:

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

Ogden FTP Site:

- Install FTP software on your computer. (www.filezilla-project.org)
- 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.
- Email adsupport@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"
1/2 pg horizontal, bleed	8.25" x 5.375"

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.

Full page trim size: 8" x 10.5"
Half page trim size: 8" x 5.25"

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)
Skyscraper (160 x 600)
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

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). 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: adsupport@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
- 3 newsletters that you own (all 3 ad positions)
- 300,000 impressions at www.Utne.com

- 1 half-page, 4-color ad in each quarterly print edition
- 1 newsletter that you own (all 3 ad positions)
- 150,000 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

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800.678.5779 • adinfo@ogdenpubs.com
www.Utne.com



Inspiring Passionate Can-Do Communities

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