

REACH INFLUENCERS • BUILD AWARENESS • DRIVE RESULTS

ABOUT US

Principled. Progressive. *The Nation* speaks truth to power to build a more just society.

We believe in intellectual freedom. We value facts and transparency. We argue that dissent is patriotic and we hold the powerful to account, no matter their political persuasion.

Founded by abolitionists in 1865, we've long believed that independent journalism has the capacity to bring about a more democratic and equitable world. Our writers shift paradigms and open minds. Our deep investigative reporting launches congressional hearings, forces policy change, and shapes news cycles.

Instigating progress: It's not only our legacy, it's our continued commitment to future generations of torchbearers.



CONTACT US

SUZETTE CABILDO
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212-209-5443
scabildo@thenation.com

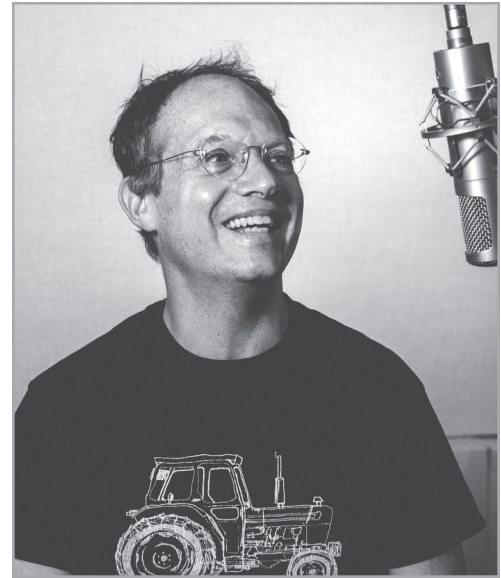
KIT GROSS
Advertising Assistant
212-209-3387
kit@thenation.com

OUR VISION

“*The Nation* has for more than a century been a beacon for progressive ideas, democratic politics, women’s rights, racial and economic justice and peace. And while I value *The Nation’s* illustrious history, I am determined to bring it into the 21st century by nurturing younger writers, appealing to young readers, and engaging with the issues and movements that inspire the passions of a new generation.

As our country and the world undergo extraordinary and tectonic shifts, these times demand that *The Nation* be ever bolder, willing to unleash our imaginations and ready to think anew. The advent of digital publishing and social media offers us a historic opportunity, which we are seizing, to reach vastly larger audiences and have a greater impact in the world.”

—**Katrina vanden Heuvel**
Editorial Director & Publisher



“I always tell people *The Nation* has to meet two bottom lines: a conventional balance sheet that shows we’re attracting enough support—from subscribers, advertisers, and donors—to keep this beacon of progressive thinking and writing going for another 154 years. And a moral and political balance sheet that has to do with trying to change the world, not just to report it. Of course I share Katrina’s determination to nurture younger writers and attract younger readers, grow our audience, and extend our reach. But as editor my particular focus is on content—what we cover, how we cover it, and why we think our readers either need to know this *right now* (in which case they’ll probably find it on www.thenation.com) or why, given all the other demands on their time, we think this article will inform, enlighten, and with any luck delight. Because I don’t take any reader—or any reader’s time—for granted. When I was writing *The Nation: A Biography*, I said that the one constant throughout our history has been ‘a faith—not in political parties or programs, but in what might happen if you tell people the truth.’ If you want to know my philosophy as editor, that’s a pretty good summary.”

—**D.D. Guttenplan**
Editor

Someone asked me the other day, “How has *The Nation* survived for over 150 years?” There’s the astonishing loyalty of our readers, who see us as a magazine and a website, but also as a cause and a community. There’s our independence of thought and ownership that has meant we are beholden to no one. There’s our abiding belief that it’s possible—by the passionate airing of bold ideas—to force new perspectives into the public debate. We’re passionate about introducing *The Nation* and its mission to the next generation of readers.

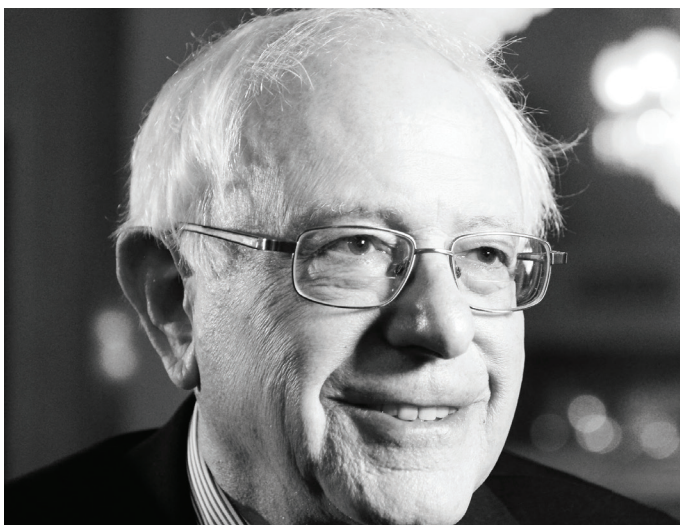
—**Katrina vanden Heuvel**
Editorial Director & Publisher of *The Nation*



“It’s more than a magazine—it’s a crucible of ideas.”
—President Barack Obama



“An indispensable voice in our political dialogue.”
—Elizabeth Warren



“[*The Nation*] has never played a more important role than it does today.”
—Bernie Sanders



“The very highest standards of journalistic integrity.”
—Nancy Pelosi

The Nation media platform gets results for both new and repeat advertisers.

PHYSICIANS FOR HUMAN RIGHTS

Through a dedicated e-mail sent to *The Nation's* e-mail list of readers, as well as ads in our NationDaily and Take Action Now e-newsletters, PHR.org alerted our deeply engaged and highly responsive readers to the horrors of separating children from their families at the U.S. border with Mexico and inspired them to respond by writing to President Trump.

PHR's agency told us: "The buy with *The Nation* was one of our best performers—not only in terms of clicks, but in terms of conversion. We're definitely looking forward to doing more work with you all in the future!"

—Jenn Lejano, Principal & Co-founder, Fresh Eyes Digital

GLOBAL CONNECTIONS TV

"Since its launching in 1865, *The Nation* has been a source of reliable, unique and substantive information. Global Connections Television, in that same vein, is proud to run ads in such a prestigious magazine that disseminates our mutual goals and concerns about such major issues as climate change, empowering women, world peace and human trafficking.

The ads have assisted GCTV to get its message out to over 70 million potential viewers worldwide each week."

—Bill Miller, CEO/Moderator, Global Connections Television



FRESH
EYES
DIGITAL

GCTV
GLOBAL CONNECTIONS
TELEVISION
WITH BILL MILLER

PRINT AUDIENCE

Readers of *The Nation* are those rare individuals who influence others on how to vote and what to buy. GFK MRI Market Solutions found that 85% of *The Nation*'s readership qualifies as influential based on positive responses to GFK's Influentials list of

questions—far exceeding the U.S. population of influentials at just 8%. Reach this Influential audience through *The Nation*'s print pages and other media channels including Email, Display Banners, Mobile Banners, Podcasts and Events.

NATION IMPACT

Actions taken as a result of reading *The Nation*

- 82% Discussed or passed along an article
- 56% Became interested in reading a specific book
- 43% Donated to a cause
- 41% Engaged in a political, social, or environmental campaign

DEMOGRAPHICS

- 56% Male 44% Female
- 65 Median age
- \$98,200 Median household income
- \$559,400 Median net worth

EDUCATION

- 99% Attended college
- 85% Graduated college or higher
- 55% Graduate degree
- 27% Employed in the field of education

Source: 2016 *The Nation* Subscriber Study, GfK MRI Market Solutions

ACTIVISM

Subscribers to *The Nation* were much more likely to have participated in the following civic activities than all U.S. adults (index of 100 = U.S. average)

- 88% Voted in a federal, state, local election (index: 228)
- 85% Signed a petition (index: 228)
- 65% Wrote or called a politician (index: 793)
- 43% Attended a public rally, speech, or organized protest (index: 1,065)
- 36% Participated in environmental groups/causes (index: 934)

READER DEDICATION

- 88% Read at least 3 out of the last 4 issues
- 1HR 16MIN Time spent reading each issue
- 66% Find news and information in *The Nation* that they find nowhere else

TOTAL CIRCULATION

103,000

Source: Alliance of Audited Media, October 2019

GENERAL PRINT ADVERTISING RATES

Contact us for promotional packages, book publishing rates and other special small-advertiser rates.

4-COLOR RATES

	1-3 TIME RATE	4-6 TIME RATE	7-11 TIME RATE	12-26 TIME RATE
FULL PAGE	\$11,500	\$10,890	\$10,290	\$9,680
2/3 PAGE	\$9,200	\$8,710	\$8,230	\$7,740
1/2 PAGE	\$7,130	\$6,750	\$6,380	\$6,000
1/3 PAGE	\$4,830	\$4,570	\$4,320	\$4,060
1/4 PAGE	\$3,795	\$3,595	\$3,395	\$3,195
1/6 PAGE	\$1,920	\$1,835	\$1,750	\$1,665

Contact us for promotional packages, special small-advertiser rates and other rate cards.

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

COVER DATE	DELIVERED BETWEEN	RESERVE BY	MATERIALS DUE*	SPECIAL ISSUE
Jan 11/18	12/31/20-1/5/21	12/10/20	12/17/20	
Jan 25/Feb 1	1/14-19/21	12/24/20	12/31/20	
Feb 8/15	1/28-2/2/21	1/7/21	1/14/21	Black History Month
Feb 22/Mar 1	2/11-16/21	1/21/21	1/28/21	
Mar 8/15	2/25-3/2/21	2/4/21	2/11/21	
Mar 22/29	3/11-16/21	2/18/21	2/25/21	RADICAL PARENTING
April 5/12	3/25-30/21	3/4/21	3/11/21	
April 19/26	4/8-13/21	3/18/21	3/25/21	
May 3/10	4/22-27/21	4/1/21	4/8/21	AUPresses (I)
May 17/24	5/6-11/21	4/15/21	4/22/21	SPRING BOOKS
May 31/June 7	5/20-25/21	4/29/21	5/6/21	AUPresses (II)
June 14/21	6/3-8/21	5/13/21	5/20/21	
June 28/July 5	6/17-22/21	5/27/21	6/3/210	
July 12/19	7/1-6/21	6/10/21	6/17/21	
July 26/Aug 2	7/15-20/21	6/24/21	7/1/21	UTOPIAS
Aug 9/16	7/29-8/3/21	7/8/21	7/15/21	
Aug 23/30	8/12-17/21	7/22/21	7/29/21	
Sep 6/13	8/26-31/21	8/5/21	8/12/21	
Sep 20/27	9/9-14/21	8/19/210	8/26/21	
Oct 4/11	9/23-28/21	9/2/21	9/9/21	AUPresses (III)
Oct 18/25	10/7-12/21	9/16/21	9/23/21	FALL BOOKS
Nov 1/8	10/21-26/21	9/30/21	10/7/21	AUPresses (IV)
Nov 15/22	11/4-9/21	10/14/21	10/21/21	
Nov 29/Dec 6	11/18-23/21	10/28/21	11/4/21	
Dec 13/20	12/2-7/21	11/11/21	11/18/21	Holiday Gift Guide
Dec 27/Jan 3	12/16-21/21	11/25/21	12/2/21	

* Call for extension

Red denotes Special Advertising Section ▲
Blue denotes FEATURE issue ▲

PRINT 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.

DIGITAL FILE EMAIL INSTRUCTIONS

Emails may be used to send advertising files to *The Nation* only if they are smaller than 50 megabytes. Larger files should be sent via Dropbox, WeTransfer, or AdTransit.

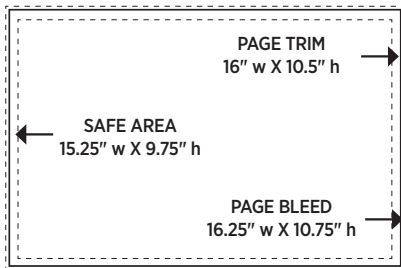
For further production instructions, please contact our IT/Production Manager at production@thenation.com.

TIMING

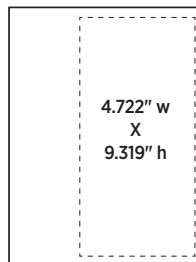
Please adhere to materials due date on ad calendar. For an extension, contact your ad representative. Any changes to files deemed to be author's alterations may be charged at the prevailing hourly rate. Submitted files that do not conform to the above standards may be subject to additional charges for the file conversion/manipulation. Advertisers wishing to cancel, should do so 14 business days prior to the copy deadline.

PRINT SETTINGS

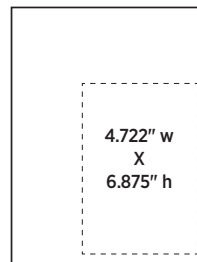
2-PAGE SPREAD (W/BLEED)



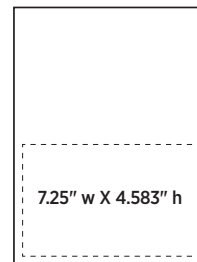
2/3 PAGE*



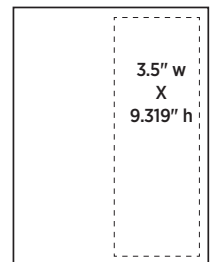
1/2 PAGE ISLAND*



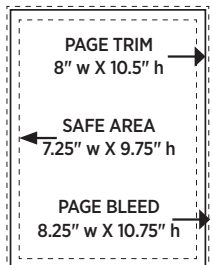
1/2 PAGE HORIZONTAL



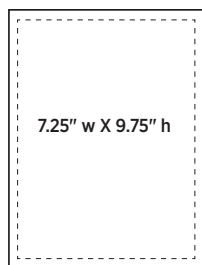
1/2 PAGE VERTICAL**



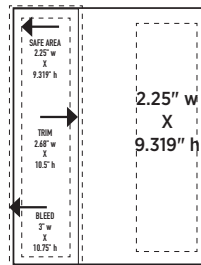
FULL-PAGE (W/BLEED)



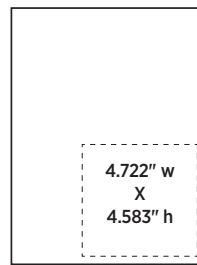
FULL-PAGE (NO/BLEED)



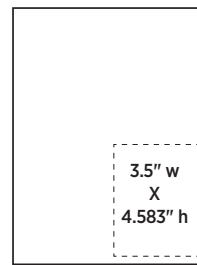
1/3 PAGE VERTICAL*



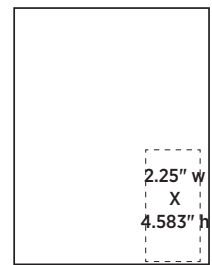
1/3 PAGE SQUARE*



1/4 PAGE**



1/6 PAGE*



*This ad configuration will only appear within the book section of the magazine

**This ad configuration will only appear within the features section of the magazine

DIGITAL AUDIENCE

DEMOGRAPHICS

55% Male	41% 25-44
45% Female	15% 45-54
	32% 55+

WHAT THEY BUY (IN-MARKET SEGMENTATION)

- Education/Post Secondary Education
- Financial Services/Investment Services
- Travel/Hotels Accommodations/Air travel
- Autos/Vehicles

WHAT THEY LOVE (AFFINITY)

- Culture/Arts/Entertainment
- News/Politics/Campaigns & Elections
- Education/Colleges/Universities
- Law & Government/Executive Branch

TRAFFIC

Monthly average page views	4.92 MILLION
Monthly users	2.73 MILLION

DIGITAL ACCESS

People visiting TheNation.com:

63% Mobile	4% Tablet
33% Desktop	

SOCIAL MEDIA

Our followers are highly engaged news and politics junkies with an interest in sharp analysis of national and international affairs. They are particularly interested in political movements on the left, social justice, and cultural criticism.

TWITTER: 1.2 MILLION FOLLOWERS

FACEBOOK: 638,500 FOLLOWERS

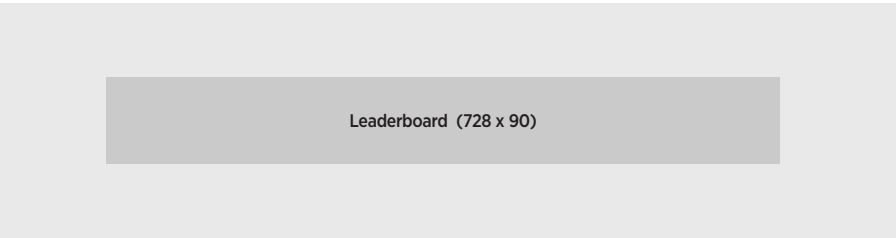


Google Analytics, 2019

DIGITAL/STANDARD BANNERS



Billboard (970 x 250)



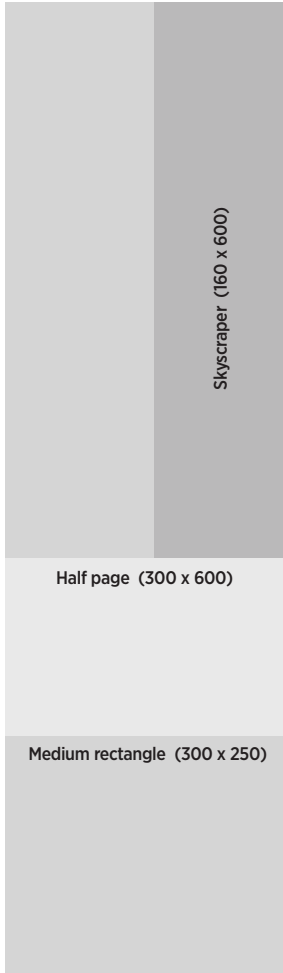
Leaderboard (728 x 90)

DESKTOP AND TABLET AD SIZES

TheNation.com generally adheres to IAB standard advertising dimensions. The creative sizes available:

- 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 creative is sent to creatives@thenation.com
 Deadline: Minimum 48 hours prior to launch required.



Skyscraper (160 x 600)

Portrait (300 x 1050)

Half page (300 x 600)

Medium rectangle (300 x 250)

PHONE AD SIZES

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



Mobile leaderboard (320 x 50)

Medium rectangle (300 x 250)

Half page (300 x 600)

DIGITAL/HIGH IMPACT



◀ LIGHTBOX ADS

Lightbox ads are perfect for getting immediate action from *Nation* readers. Signing petitions, collecting names and emails, and other actions can all be solicited from this single unit.

The lightbox activates upon entering our 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 page.

RESOLUTION: 660 x 450

MAXIMUM FILE SIZE: 100kb



◀ VIDEO ADS

The Nation offers video ads via our in-line article player.

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)



◀ FULL SCREEN VIDEO ADS

A new full width, full screen responsive unit appears exclusively on *The Nation's* home page.

RESOLUTION: 1080 dpi

FILE: mp4

LENGTH: 30-60 sec

DIGITAL/DEDICATED EMAIL

The Nation emails get some of the best results for issue-based advertisers.

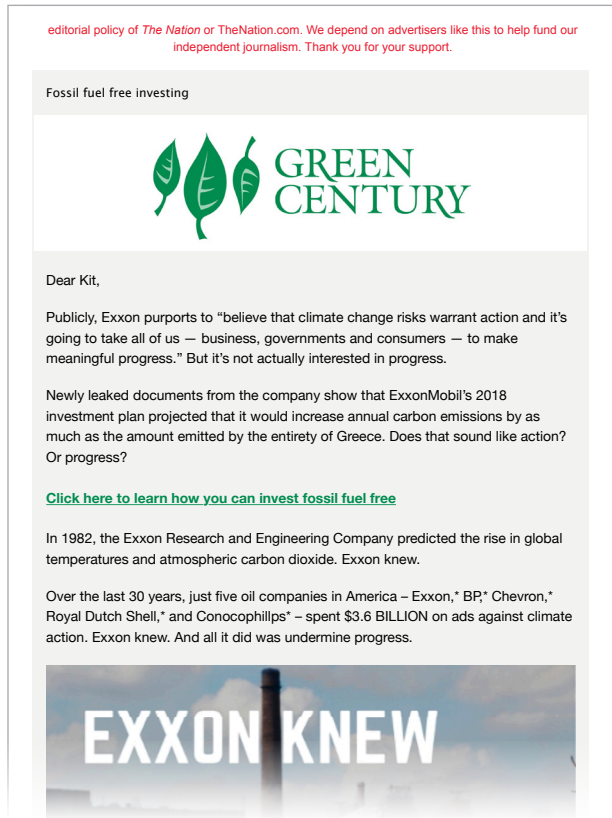
Top priorities for ALL *Nation* email recipients include: Environment, racial justice, women’s rights, workers’ rights, and immigration. *The Nation* subscribers ranked the following as their #1 action to take for these important issues:

- Sign a petition
- Support a candidate who shared their views
- Attend an event or rally
- Donate money

DEDICATED EMAIL BLASTS

List size: **350k**. Send your message directly to *Nation* readers. *Nation* dedicated emails have high click-through rates, especially for petition campaigns, survey participation, and candidate endorsement. Delivers on Wednesdays.

- **50/50** Male/Female
- **54%** are **65+**
- **37%** are **45-64**
- **25%** have a paid print subscription to *The Nation*



DEDICATED EMAIL EXTRAS—Campaigns can be customized for a small set-up fee:

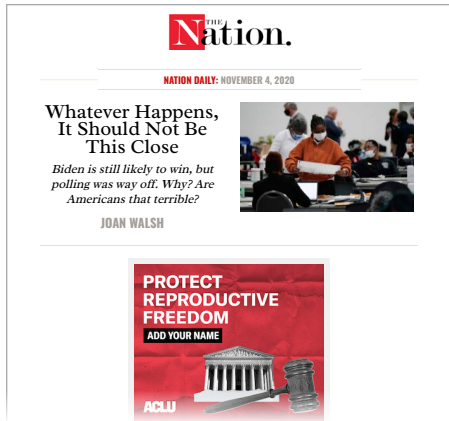
- Personalized name in subject line
- Specified send time
- A/B testing
- Non-Wednesday send
- Suppression
- *Nation* produced email HTML

DIGITAL/E-NEWSLETTERS

NATION DAILY NEWSLETTER

DAILY—Subscribers are the most avid consumers of *The Nation* content. Two 300x250 ad units available. Delivers Monday-Friday.

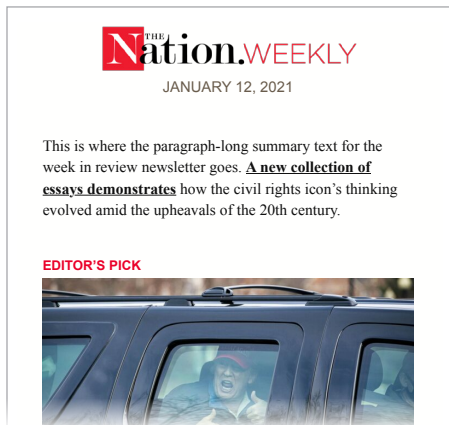
- **50/50** Male/Female
- **43%** are **65+**
- **42%** are **45-64**
- **40%** have a paid subscription to *The Nation*—the most engaged of *Nation* readers



NATION WEEKLY NEWSLETTER

WEEKLY—Subscribers have a higher open rate and are very active with *The Nation* content on social media. Two 300x250 ad units available. Delivers on Fridays.

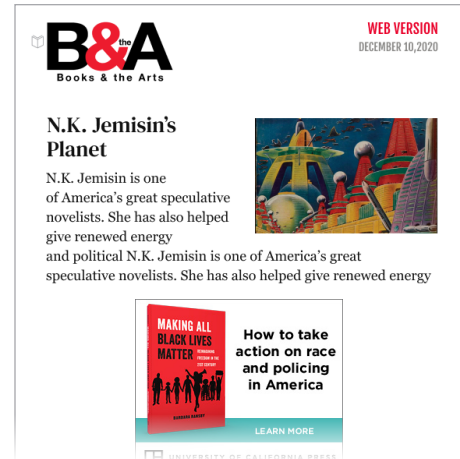
- **50/50** Male/Female
- **44%** are **45-64**
- **42%** are **65+**
- **40%** follow on social media



SPECIAL INTEREST E-NEWSLETTERS

BOOKS & ARTS—The Books & Arts Newsletter reaches avid book readers. Two slots available - 300x250 ad unit. Delivers on Mondays, every other week.

- **70%** bought books in the last month
- **30%** bought in the last 7 days
- **40%** purchased 2-3 titles



TAKE ACTION NOW—Three actions curated by our editors. One 300x250 ad unit available. Delivers on Tuesdays.

OPPART—A curation of the best political artwork from the front lines of resistance. One 300x250 ad unit available. Delivers on Wednesdays.

