

REACH INFLUENCERS • BUILD AWARENESS • DRIVE RESULTS

ABOUT US

Founded by abolitionists in 1865, we've long believed 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.

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.

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



CONTACT US

SUZETTE CABILDO
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KIT GROSS
Advertising Assistant
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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

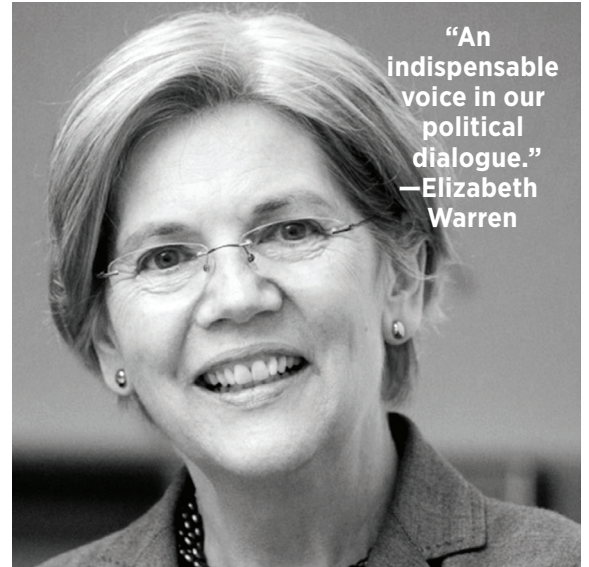


“I always tell people *The Nation* has to meet two bottom lines: a conventional balance sheet that shows we’re attracting enough support—from subscribers, advertisers, and donors—to keep this beacon of progressive thinking and writing going for another 154 years. And a moral and political balance sheet 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*



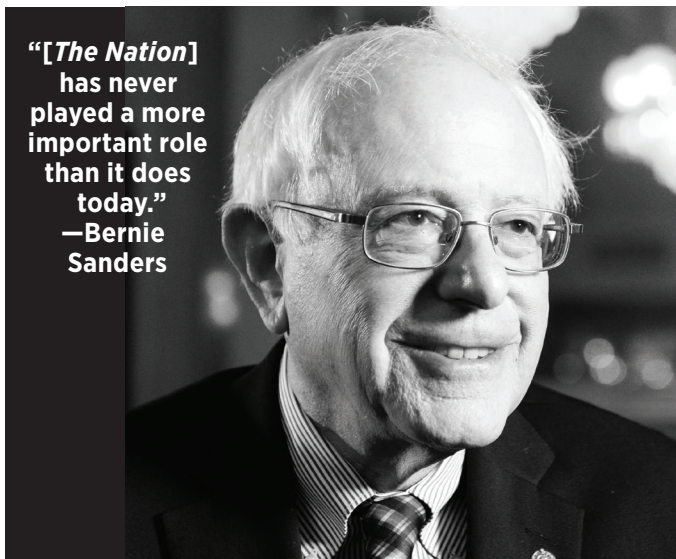
“An indispensable voice in our political dialogue.”
—Elizabeth Warren



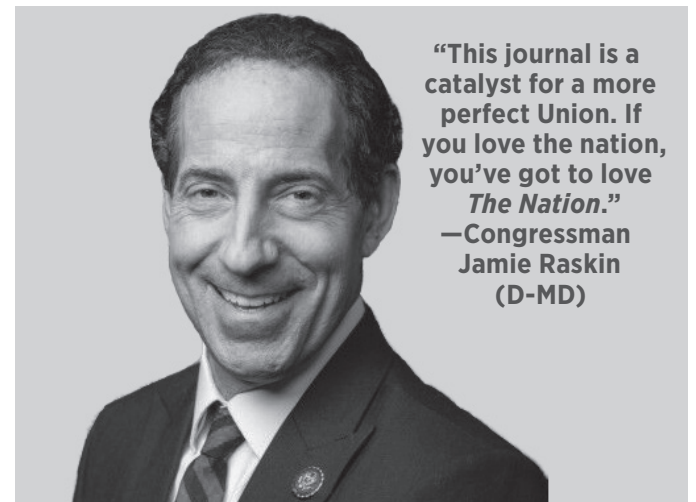
“It’s more than a magazine—it’s a crucible of ideas.”
—President Barack Obama



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



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



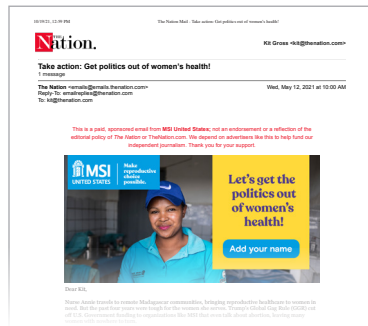
“This journal is a catalyst for a more perfect Union. If you love the nation, you’ve got to love *The Nation*.”
—Congressman Jamie Raskin (D-MD)

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

MSI UNITED STATES

“We have been very happy with the support we’ve seen from *The Nation’s* responsive readers. Not only did we see increases in daily traffic to our web site on the days that we had media placements with *The Nation*, we also saw directly attributable donations.”

—Moira DiJulio, Director of Marketing & Communications, MSI United States

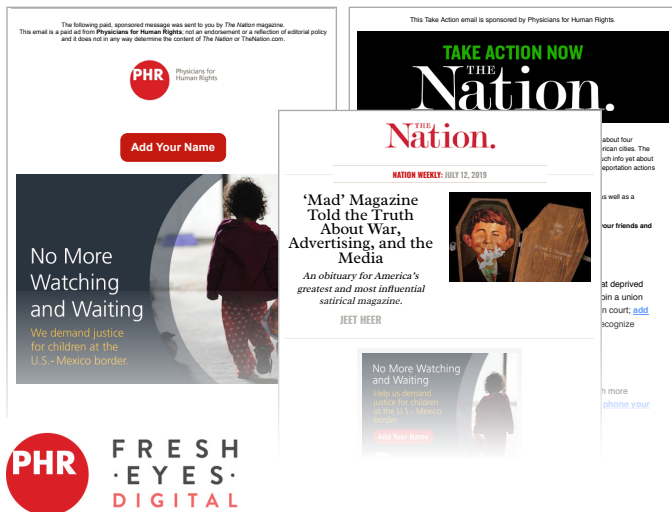


PHYSICIANS FOR HUMAN RIGHTS

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

GLOBAL CONNECTIONS TELEVISION WITH BILL MILLER

Looking for an internationally-oriented talk show with access to the world's leading voices from the public and private sectors who discuss international issues that have local impact? Global Connections Television (GCTV) may fit into your programming very nicely! GCTV is the only program of its type in the world, and is provided to you at no-cost as a public service. You are invited to download any shows that would be of interest to your local audience, such as the general public or students, to mention only a few. You may request that your local PBS/community access television (CATV) media outlets air the Global Connections TV shows on a weekly basis.

Bill Miller is an accredited journalist at the UN for the Washington International and has written extensively on UN issues. He is the Principal of Miller and Associates International Media Consultants, which created the Global Connection Television concept. Bill developed an interest in international issues and the UN when he served as a US Peace Corps volunteer in the Dominican Republic. In his first year he worked as a community developer in a remote rural area; his second year he was Professor of Social Work at the Madre y Maestra University in Santiago, the country's second largest city.

GCTV features in-depth analysis within a wide scope of current issues, topics and events including:

- GLOBAL PARTNERSHIPS • CLIMATE CHANGE • ENVIRONMENTAL SUSTAINABILITY • TECHNOLOGY • FOOD SECURITY • EDUCATION • RENEWABLE ENERGY • GENDER ISSUES • POVERTY REDUCTION • PEACE AND SECURITY • ECONOMIC DEVELOPMENT • HEALTH •

Global Connections Television (GCTV) is an independent, ly-produced, privately-financed talk show that focuses on public-access television, and the World Wide Web. GCTV provides in-depth perspectives from the United Nations and other important organizations that showcase how these groups impact the daily lives of people around the world. Episodes are broadcast worldwide through cable, satellite, and the World Wide Web. GCTV provides in-depth perspectives from the United Nations and other important organizations that showcase how these groups impact the daily lives of people around the world. climate change, environmental sustainability, economic development, global partnerships, renewable energy, technology, culture, education, food security, poverty reduction, peace and security, and gender issues.

GCTV FOR BROADCASTERS, MEDIA OUTLETS & EDUCATIONAL INSTITUTIONS

Within the goal of providing important perspectives and initiatives from the UN and other organizations, Global Connections Television is provided to broadcast, satellite systems, media outlets and educational institutions at no charge subject to terms and conditions found on our website. GCTV believes that by providing this valuable content, we can help to impact lives across the world. No cost, no fee.

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.

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

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

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

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)

TOTAL CIRCULATION

75,000

Source: LSC 10/2022—Total paid print and electronic copies.

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	\$10,350	\$9,801	\$9,261	\$8,712
2/3 PAGE	\$8,280	\$7,839	\$7,407	\$6,966
1/2 PAGE	\$6,417	\$6,075	\$5,742	\$5,400
1/3 PAGE	\$4,347	\$4,113	\$3,888	\$3,654
1/4 PAGE	\$3,416	\$3,236	\$3,056	\$2,876
1/6 PAGE	\$1,728	\$1,652	\$1,575	\$1,499

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

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 2023

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

* Call for extension

Red denotes Special Advertising Section ▲
 Blue denotes SPECIAL FEATURE issue ▲
 Yellow denotes national cultural event ▲

PRINT ADVERTISING SPECIFICATIONS 2023

ADOBE ACROBAT PDF FILES

1. All fonts must be embedded and must be OpenType fonts. [Adobe will no longer support Type 1 fonts by January 2023.](#)
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.

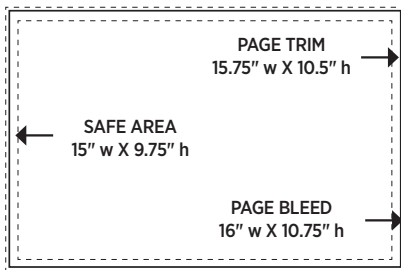
For further production instructions, please contact our IT/Production Manager at production@thenation.com.

TIMING

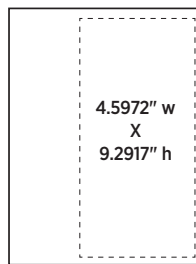
Please adhere to materials due date on ad calendar. For an extension, contact your ad representative. Any changes to files deemed to be author's alterations may be charged at the prevailing hourly rate. Submitted files that do not conform to the above standards may be subject to additional charges for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

PRINT SETTINGS

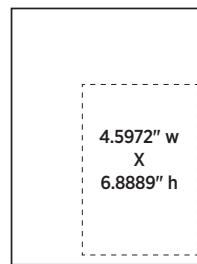
2-PAGE SPREAD (W/BLEED)



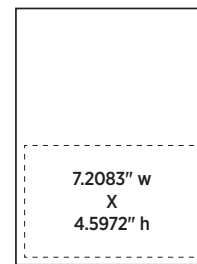
2/3 PAGE*



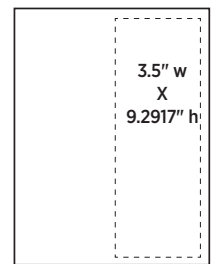
1/2 PAGE ISLAND*



1/2 PAGE HORIZONTAL

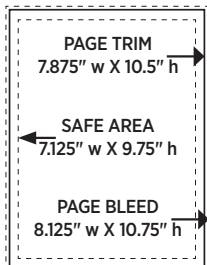


1/2 PAGE VERTICAL**

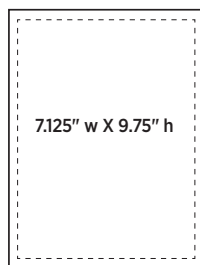


2.8333 x 10.75

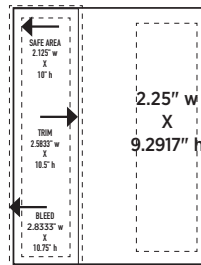
FULL-PAGE (W/BLEED)



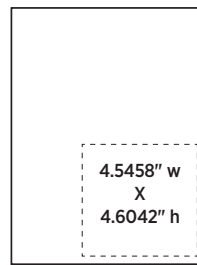
FULL-PAGE (NO/BLEED)



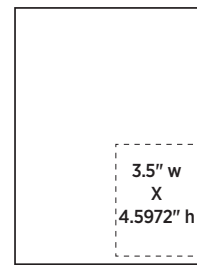
1/3 PAGE VERTICAL***



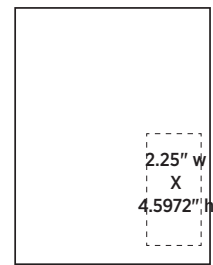
1/3 PAGE SQUARE*



1/4 PAGE**



1/6 PAGE*



*This ad configuration will only appear within the books section of the magazine
 **This ad configuration will only appear within the features section of the magazine
 ***This ad configuration can appear within the front of book or books section of the magazine

DIGITAL AUDIENCE

DEMOGRAPHICS

59% Male	35% 18-34
41% Female	40% 25-44
	32% 45-64
	29% 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/SOCIAL MEDIA

TheNation.com daily visitors and social media followers are highly engaged with particular interests in political movements on the left, social justice, and cultural criticism. They seek investigative reporting and sharp analysis of local, national and international affairs.

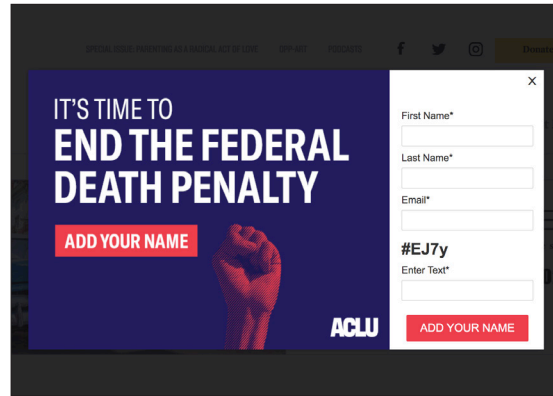
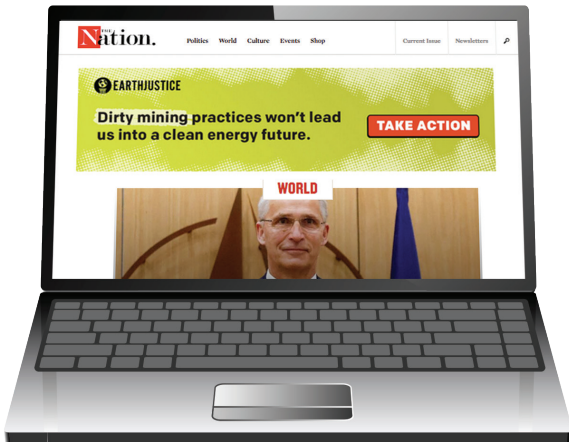
MONTHLY REACH

4.25 MILLION



TheNation.com

DIGITAL / BANNER & VIDEO ADS



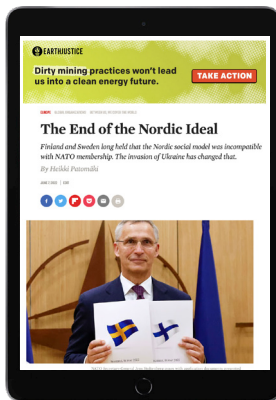
LIGHTBOX ADS

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



DESKTOP AND MOBILE AD UNITS

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

Billboard	(970 X 250)
Medium rectangle	(300 X 250)
Half page	(300 X 600)
Mobile leaderboard	(320 X 50)
Large mobile banner	(320 X 100)
In-Line rectangle	(300 X 250)

All creative is sent to creatives@thenation.com
 Deadline: Minimum 3 - 7 days prior to start date of campaign.



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: :15 - :30 seconds

DIGITAL/DEDICATED EMAIL

The Nation’s dedicated email program delivers some of the best results customer acquisition campaigns.


They are especially effective for issue-based advertisers. Top priorities for 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

The Nation dedicated emails have high click-through rates, especially for petition campaigns, surveys, and candidate endorsement. Delivers on Wednesdays. Ask about list sizes and availability.

This is a paid, sponsored email from **MSI United States**; not an endorsement or a reflection of the editorial policy of The Nation or TheNation.com. We depend on advertisers like this to help fund our independent journalism. Thank you for your support.



Let's get the politics out of women's health!


[Add your name](#)

Dear Kit,


Nurse Annie travels to remote Madagascar communities, bringing reproductive healthcare to women in need. But the past four years were tough for the women she serves. Trump's Global Gag Rule (GGR) cut off U.S. Government funding to organizations like MSI that even talk about abortion, leaving many women with nowhere to turn.

We estimate that 20,000 pregnancy related deaths occurred because of the GGR.

Now, this policy has been repealed. But the next Republican president will likely reinstate it. In the meantime, US domestic politics surrounding abortion threaten a woman's access to choice worldwide through measures like the Helms Amendment.



This is a paid, sponsored email from **Fetterman for PA**; not an endorsement or a reflection of the editorial policy of The Nation or TheNation.com. We depend on advertisers like this to help fund our independent journalism. Thank you for your support.



Dear Kit,

I wanted you to be one of the first to know that I'm taking a hard look at running to represent Pennsylvania in the U.S. Senate.

Pennsylvania will be the most important Senate race in 2022. I'm confident we can win if we go for it. But before we make the call to announce a campaign, I want to get an idea of just how many of you would be with us.

[If you're with us, sign up to support our campaign:](#)

You already know exactly where I stand. I haven't had to 'evolve' on key issues, because I've always said what I believe is true and I've stood and worked for the same things for the last 20 years:

- Establish a living wage that is at least \$15 an hour

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

- Specified send time
- A/B testing
- 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

THE NATION DAILY
DECEMBER 8, 2022

I Was a Chinese Protester. Here's Why I Risked My Freedom.

ADVERTISEMENT

At this season of THE WINTER SOLSTICE may reason prevail.

MORE INFO Request a free issue of our magazine. JOIN FREE TODAY! Free tonight today.

PRESENTER: FREEDOM FROM RELIGION FOUNDATIONS

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
- **42%** are **65+**
- **44%** are **45-64**
- **40%** follow on social media

THE NATION WEEKLY
DECEMBER 9, 2022

“To anyone with some knowledge of the asylum system, or the last half-century of disability rights movements, a sudden increase in the state’s capacity to institutionalize or incarcerate individuals is an ominous sign,” write **Beatrice Adler-Bolton** and **Artie Vierkant**. “Where criteria for involuntary hospitalization have been reduced, increases in psychiatric

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Domini

SPECIAL INTEREST E-NEWSLETTERS

BOOKS & THE ARTS—The Books & the 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

B&A
Books & the Arts

WEB VERSION
November 21, 2022

ADVERTISEMENT

How growth-at-all-costs planning and policy have exacerbated

RED HOT CITY

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

CLIMATE UPDATE—*The Nation* gives climate change the critical journalistic space it deserves direct to subscribers in boxes. Two 300x250 ad units available. Delivers every other Thursday.

TAKE ACTION NOW
THE NATION

In today's **Take Action Now**, we are encouraging people to make calls for candidate for congress, to text for climate justice and to help reimagine pu

Can you help us grow **Take Action Now**? Forward this week's actions to your friends and they can [sign up here](#).

NO TIME TO SPARE?

Representative Jamaal Bowman, a former middle school principal, is spea to revitalize and reimagine public school infrastructure. [The Green New De Schools](#) is a bold proposal that brings students, teachers, and school lead table to help address pressing climate issues affecting schools across the [more and share info about the campaign](#).

LEARN MORE

CLIMATE UPDATE

It's Time for Rich Countries to Pay Up— Before the Next Climate Disaster

ADVERTISEMENT

JOIN THE CONVERSATION

START MAKING SENSE

WITH