

REACH INFLUENCERS • BUILD AWARENESS • DRIVE RESULTS

### ABOUT US

**F**ounded 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

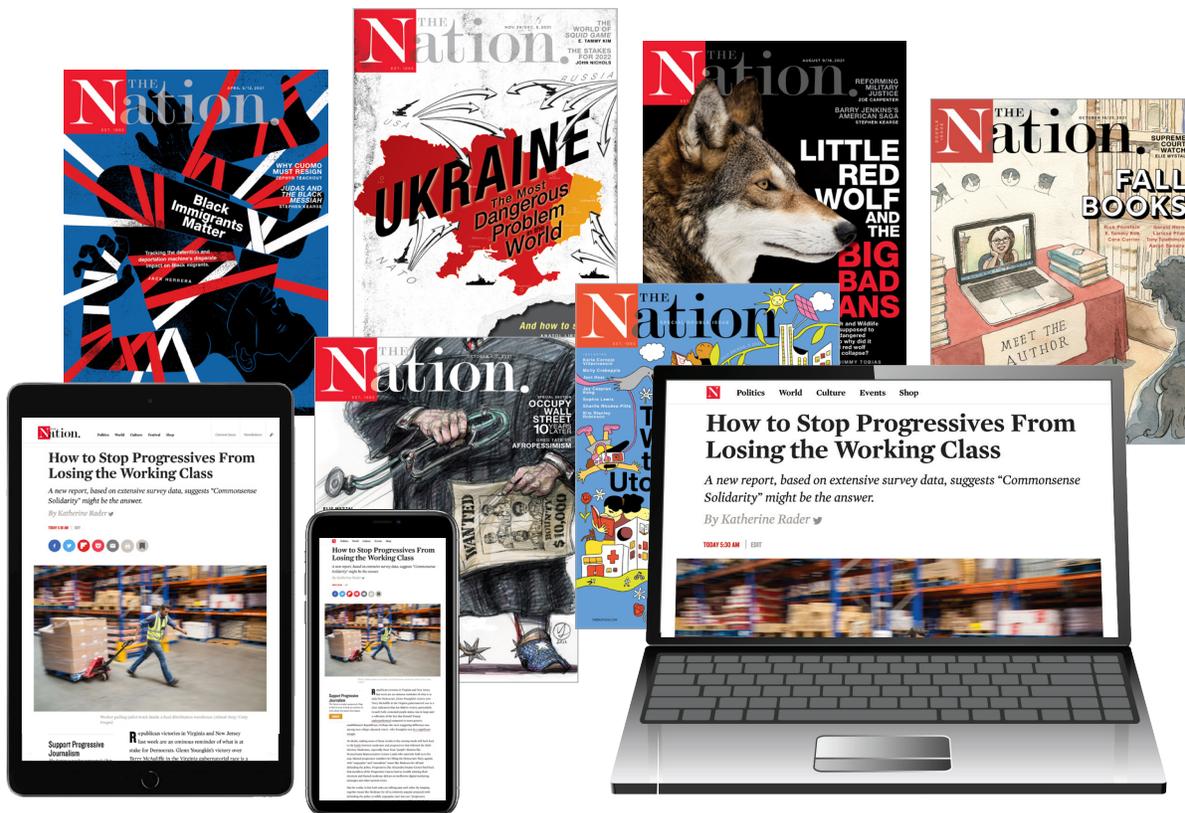
commitment to future generations of torchbearers.

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

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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](http://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

**S**omeone 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.

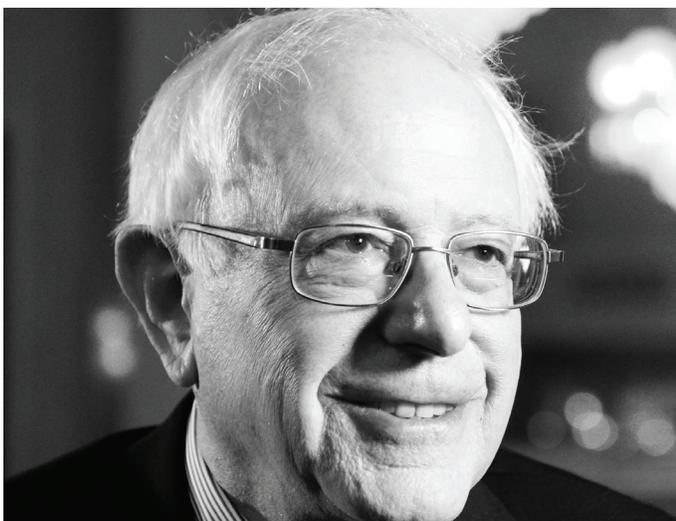
—**Katrina vanden Heuvel**  
Editorial Director & Publisher of *The Nation*



“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



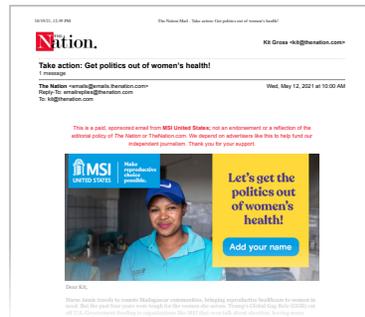
“The very highest standards of journalistic integrity.”  
—Nancy Pelosi

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

### 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

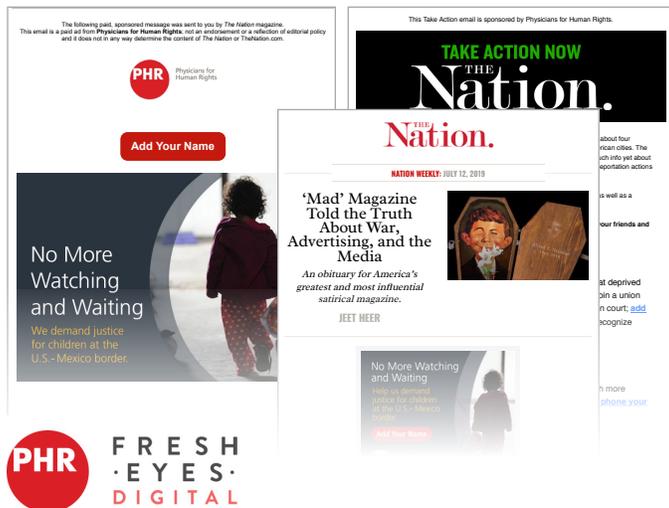


### PHYSICIANS FOR HUMAN RIGHTS

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



## PRINT AUDIENCE

**R**eaders 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

# 96,000

Source: SFG end of 2021, 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**

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

\* Call for extension

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

# 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.

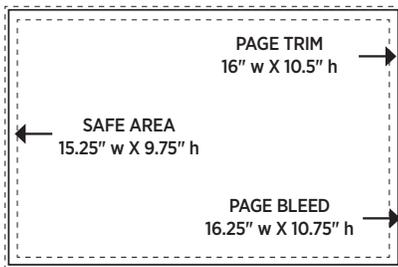
For further production instructions, please contact our IT/Production Manager at [production@thenation.com](mailto:production@thenation.com).

## TIMING

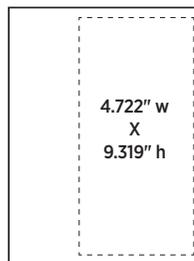
Please adhere to materials due date on ad calendar. For an extension, contact your ad representative. Any changes to files deemed to be author's alterations may be charged at the prevailing hourly rate. Submitted files that do not conform to the above standards may be subject to additional charges for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

# PRINT SETTINGS

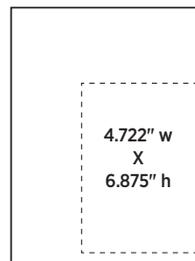
2-PAGE SPREAD (W/BLEED)



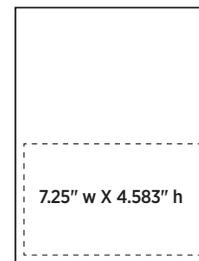
2/3 PAGE\*



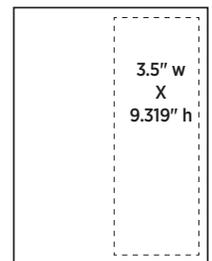
1/2 PAGE ISLAND\*



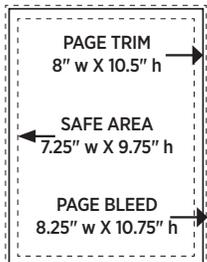
1/2 PAGE HORIZONTAL



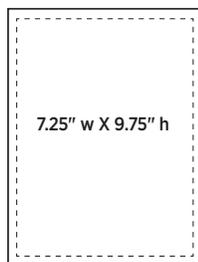
1/2 PAGE VERTICAL\*\*



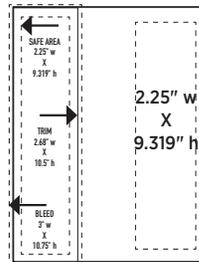
FULL-PAGE (W/BLEED)



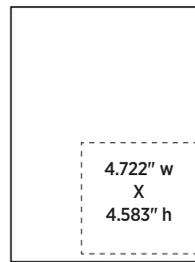
FULL-PAGE (NO/BLEED)



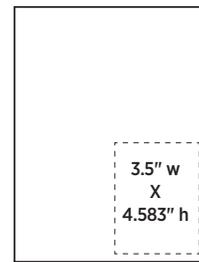
1/3 PAGE VERTICAL\*\*\*



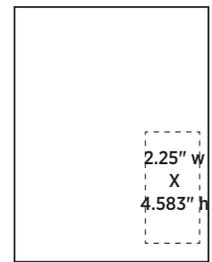
1/3 PAGE SQUARE\*



1/4 PAGE\*\*



1/6 PAGE\*



\*This ad configuration will only appear within the 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

56%	Male	42%	25-44
42%	Female	17%	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	4.4 MILLION
Monthly users	2.5 MILLION

## DIGITAL ACCESS

People visiting TheNation.com:

54%	Mobile	7%	Tablet
38%	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.

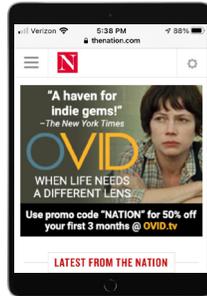
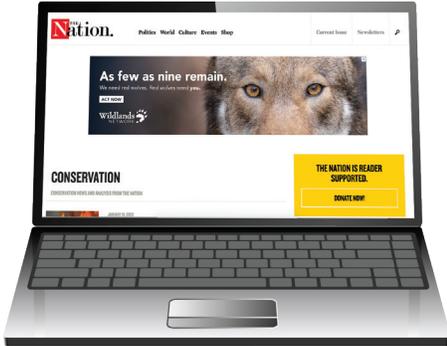
TWITTER: 1.2 MILLION FOLLOWERS

FACEBOOK: 637,160 FOLLOWERS



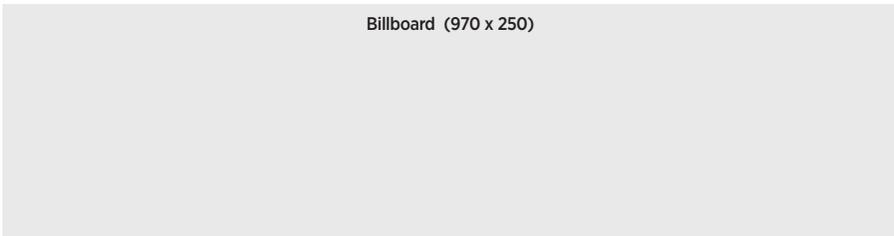
Google Analytics, 2021

## DIGITAL/STANDARD BANNERS



### MOBILE AD SIZES

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



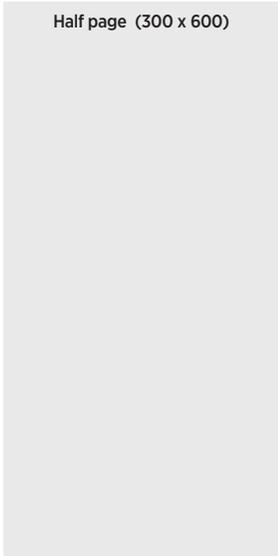
Billboard (970 x 250)

### DESKTOP AND TABLET AD SIZES

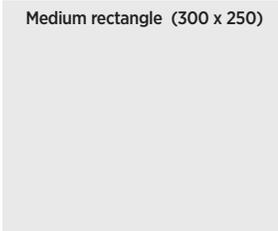
TheNation.com generally adheres to IAB standard advertising dimensions. The creative sizes available:

- Billboard (970 X 250)
- Medium rectangle (300 X 250)
- Half page (300 X 600)

All creative is sent to [creatives@thenation.com](mailto:creatives@thenation.com)  
 Deadline: Minimum 48 hours prior to launch required.



Half page (300 x 600)



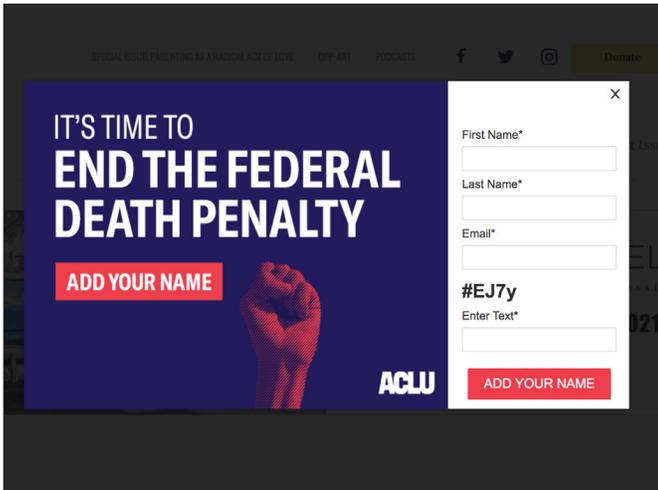
Medium rectangle (300 x 250)



Medium rectangle (300 x 250)

Half page (300 x 600)

**DIGITAL/HIGH IMPACT**



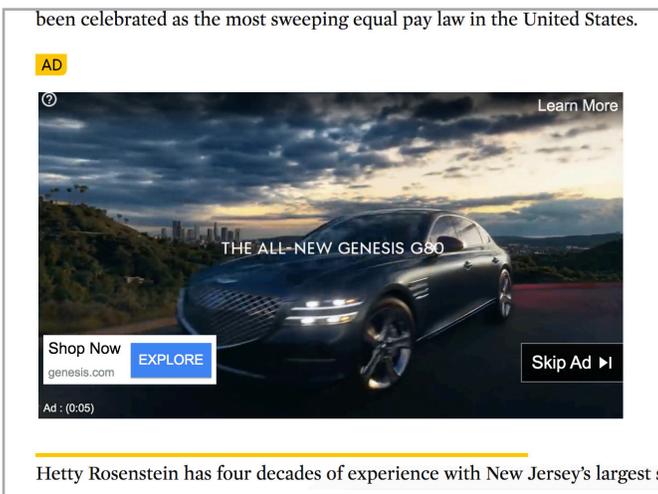
**◀ LIGHTBOX ADS**

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:** :15 - :30 seconds



**◀ 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, vast

**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 6, 2021

**Honduras Elects a Socialist—But Will She Be Allowed to Govern?**

ADVERTISEMENT

JOY TO THE WORLD  
THE BILL OF RIGHTS IS BORN  
HELP ACHIEVE TRUE "PEACE ON EARTH, GOODWILL TO ALL"  
Join the FREEDOM FROM RELIGION FOUNDATION

### 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 10, 2021

EDITOR'S PICK

**Afropessimism and Its Discontents**

A guide for the perplexed, the puzzled, and the politically confused.

ADVERTISEMENT

"This book is an important and exceptionally useful resource for the classroom."  
—Deborah E. Lipstadt  
RUTGERS UNIVERSITY LIBRARY

### 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  
July 5, 2021

**Origin Stories**

Annette Gordon-Reed has spent her career studying the kinds of origin stories the United States tells itself. With her new book *On Juneteenth*, she sets out to show how the histories of Juneteenth and of Black Texas allow one to tell the larger history of Black America. Through recounting the story of Black Texas before emancipation, she also tells her own story of growing up in segregated Texas. By shifting the focus of American history, **Robert Green II** argues in his review of *On Juneteenth* for our latest issue, "away from the East Coast origin stories of Jamestown and Plymouth and toward the West," Gordon-Reed also pushes her readers to "rethink [this] nation's past—in particular, its origin myths." [Annette Gordon-Reed's Personal History of Juneteenth](#) →

ADVERTISEMENT

"A hugely entertaining and urgently important book."  
—Nadine Strossen, former president of the ACLU

**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.

**TAKE ACTION NOW**  
**The Nation**

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

Can you help us grow **Take Action Now**?  
Forward this week's actions to your friends and they can...

**NO TIME TO SPARE?**

Representative Jamaal Bowman, a former middle school principal, has a bold proposal to revitalize and reimagine public school infrastructure. *The Schools* is a bold proposal that brings students, teachers, and parents together to help address pressing climate issues affecting schools. [Learn more and share info about the campaign.](#)

**LEARN MORE**

**GOT SOME TIME?**

Join People's Action in **Tuesday Text-Banking for Climate Justice** initiative launches today and is focused on a huge goal for achieving a Green New Deal and winning the **Thrive Agenda**

**The Nation** **OppART WEEKLY**

**OppArt Weekly from The Nation is here!**