

NATIONAL

2017 MEDIA KIT

WILDLIFE[®]





Sue Christensen

Stretching Our Wings

In 2017, *National Wildlife* magazine celebrates 55 years as the flagship publication of the National Wildlife Federation, the nation's leading wildlife conservation organization. Through compelling articles and spectacular photography, we bring the natural world to life for our readers and offer practical tips on gardening, birding, photography, healthy living, wildlife viewing and engaging kids with nature.

Our readers are passionate about wildlife and wild lands—and they take action to protect them, whether in their own backyards or across the nation and the world.

When you advertise in *National Wildlife*, you will reach well beyond our core print subscribers. Through our digital edition, e-newsletter, social media channels and website, you can also connect with the nearly 6 million loyal supporters of the National Wildlife Federation. Together, we are building a conservation army dedicated to ensuring that wildlife thrive in a rapidly changing world. Join us!



Mission

Uniting all Americans to ensure wildlife thrive in a rapidly changing world.

Editorial scope of *National Wildlife* magazine



Jacqueline Orsulak

Wildlife

In-depth coverage of the challenges that affect our nation's wildlife—and what's being done to save species.



Em Sartor

Kids and Nature

Tips on how to connect children with nature to benefit their health and inspire future conservation.



Brian Shults

Habitats

Exploration of glorious landscapes that sustain species, with advice on how to preserve wild lands.



James Hendrickson

Gardening for Wildlife

Guidance on how to create wildlife-friendly gardens for birds, bees, butterflies and other species.



Eric Lefranc

Sustainable Living

Strategies for sustainable gardening, water conservation, use of native plants and more.



Mark Lagrange

Science and Conservation

The latest discoveries about wildlife and efforts to preserve and protect species and places.



John E Heintz Jr

Wildlife Photography

Images from the world's best wildlife photographers and advice on how to make memorable photos.



Laura Carter

Outdoor Adventure

Advice on the best wildlife-watching excursions and tips on how to view wildlife with minimal impact.



Mark Winwood



Nancy Pound



Vic Schendel

Reader profile

National Wildlife provides unparalleled access to hundreds of thousands of loyal, engaged readers who crave dynamic content about wildlife and the environment. Our readers are affluent, educated, passionate about nature, active in the outdoors and committed to improving the planet through environmentally responsible living.



Outdoor Enthusiasts

Our readers love to experience the great outdoors. Whether hiking, fishing, kayaking, camping, skiing, bicycling, hunting or gardening, they relish all aspects of the natural world.



Cultured Travelers

Fascinated by the beauty and wildlife of the United States and beyond, our readers love to travel, experience local and foreign cultures, and document their travels through photography.



Backyard Explorers

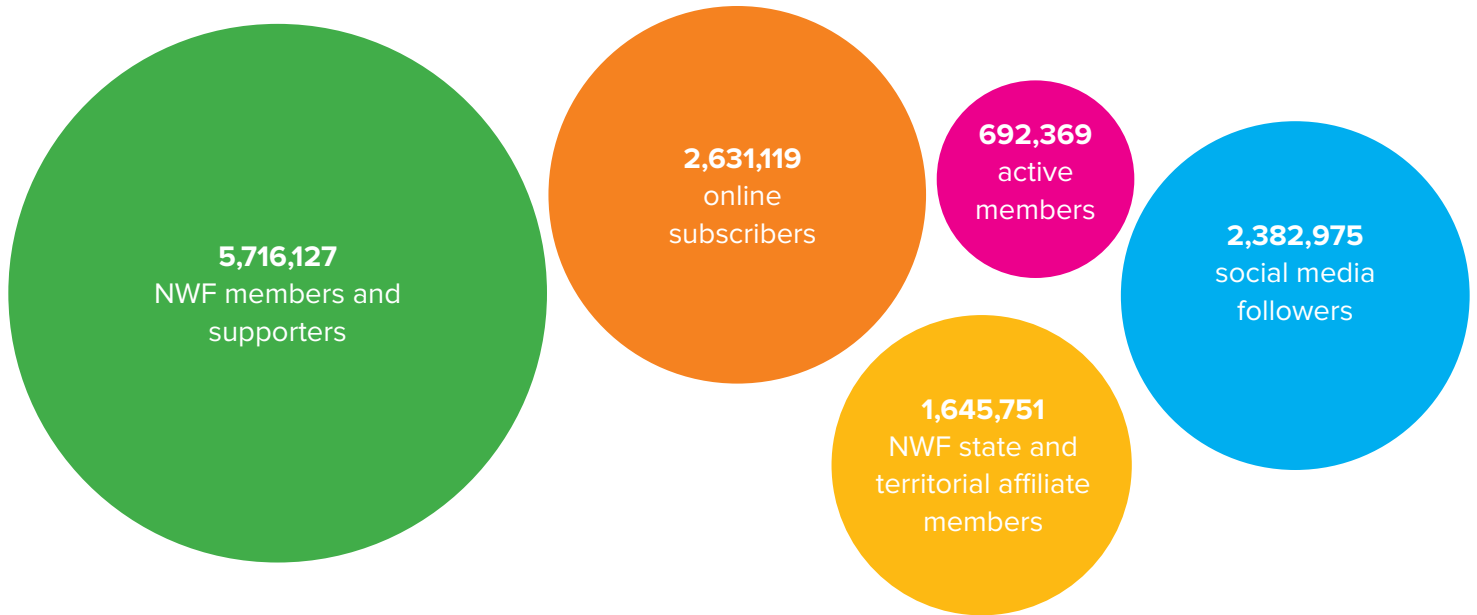
Appreciating the wonders of nature in their own backyards and neighborhoods, our readers avidly pursue gardening, bird-watching, photography and sustainable living.



Conservation Activists

Our readers take part in local issues, serve as volunteers, write their representatives and work on behalf of wildlife conservation—determined to leave a healthier planet for future generations.

Reach of the National Wildlife Federation



From our readers

“It’s my favorite magazine to get in the mail. I love hearing stories from around the country and world about restoration projects to the natural environment. It does pique my interest in visiting those places as well.”

“*National Wildlife* is a pleasure to read but also one of the most informative wildlife publications available.”

“I enjoy the articles on wildlife. My husband and I spend our vacations visiting national parks, and I love taking photos of the wildlife that we see.”

“I enjoy the photos and gardening articles. Actually, I read the whole magazine. And I have planted a drought-tolerant, native-plant garden.”

“I love the magazine. It keeps me aware of living with a green consciousness.”



Valdir Pessoa

By the numbers



Readership

Regularly reads 3 or 4 out of 4 issues	89.0%
Average reading time	40 minutes
Readers per copy	4.45
Discussed an article with others	79.0%
Passed along an article or ad	59.6%



Demographics

Female	72.3%
Male	27.7%
Married	59.0%
Average age	62.5
Average household income	\$132,561
Median household income	\$102,425



Education

Graduated from 4-year college	37.3%
Advanced degree (Ph.D., Masters)	46.6%



Activism (past 12 months)

Contacted an elected official	63.5%
Contributed to public TV or radio	53.8%
Worked as a volunteer	47.9%
Responded to an NWF call to action	47.3%



Environmentalism

Practice recycling/composting	94.6%
Buy Energy Star appliances	82.6%
Feel it's important to minimize personal environmental impact	76.9%
Buy "green" household products	72.6%
Likely to buy alternative-fuel vehicle	65.2%
Pays more for eco-friendly products	62.2%



Activities

Gardening	73.2%
Bird-watching	66.6%
Hiking	57.5%
Sport/Exercise	50.9%
Photography	46.7%
Bicycling	25.8%
Boating	24.4%
Yoga	21.7%
Camping	20.0%
Hunting/Fishing	10.9%



Plan to buy

Music/Videos	38.2%
Smartphone	33.0%
Photo equipment	27.6%
iPad/Tablet	22.9%
Personal computer	22.0%



Pets

Cat	60.0%
Dog	54.1%
Fish	11.0%
Bird	10.9%



Vehicle ownership

Car	73.7%
SUV	42.3%
Truck	22.1%



Travel

Overnight trips in the continental United States (past 12 months):

2	16.2%
3–5	36.4%
6–10	13.1%
11 or more	10.2%

Average trips (about double the U.S. average) **4.9**

Average spent (about 3 times the U.S. average) **\$4,187**

Types of trips (past 3 years):

Family vacation	76%
Road trip	55%
Adventure travel	38%
Cultural tour	24%
Cruise	22%
Bird-watching	20%
Natural-history tour	20%

Overnight trips outside the continental United States (past 3 years):

1	15%
2	12%
3–5	17%
6–10	6%

Average trips **3.6**

Average spent (nearly double the industry average) **\$6,038**

Editorial calendar and closing dates

February–March 2017

- North America’s surprising biodiversity crisis
- Struggle to save the Florida Everglades
- How birds are adapting to an increasingly noisy world
- How to attract beneficial bugs to your garden
- Why marine ecosystems need forage fish

Ad close	Dec 1, 2016
Materials due	Dec 5, 2016
In-home date	Jan 12, 2017



David Keener

April–May 2017: Garden for Wildlife

- The value of dirt: how the soil can sustain us
- Designing wildlife-friendly gardens
- The menace of nonnative trees
- Learning to love skunks
- How botanical gardens support native wildlife
- Tips on gardening with kids

Ad close	Feb 1, 2017
Materials due	Feb 7
In-home date	Mar 23



Leonard Glickman

June–July 2017: Focus on Photography

- The beauty and purpose of iridescence in animals
- Gallery of vivid photo-contest images
- Wildfire management and how fires impact ecology
- The decline of backyard fireflies—and how you can help
- Tips to teach kids wildlife photography

Ad close	Apr 3, 2017
Materials due	Apr 7
In-home date	May 18



Vedwati Padwel

Editorial calendar and closing dates

August–September 2017

- Majestic Alaska: 150th anniversary of the Alaska Purchase
- Silent Shores: The decline of migratory shorebirds
- Kemp’s ridley sea turtles: Recovery threatened in the Gulf
- Fisher conservation: Saving these secretive forest mammals
- Busting the myth of goldenrod allergies
- How beavers are helping restore wetlands
- Tips on responsible beach-going

Ad close	Jun 1, 2017
Materials due	Jun 7
In-home date	Jul 20



Richard Rothstein

October–November 2017

- Building coastal resilience with natural defenses
- Restoring bison to Wyoming’s Wind River Indian Reservation
- Pets and wildlife: Fostering safe coexistence
- Ocelot conservation in Texas
- How to create “climate classrooms” for kids
- Discouraging wild turkeys from roosting in your yard
- Top five creepiest animals (boo!)

Ad close	Aug 1, 2017
Materials due	Aug 7
In-home date	Sep 21



Sandy Sisti

December–January 2018: Annual Photo Contest Winners

- See the stunning winners of *National Wildlife’s* popular annual photo contest
- How wildlife hybrids evolve and affect ecosystems
- Demise of the dung beetle—and why it matters
- How winter gardens support unseen creatures

Ad close	Oct 2, 2017
Materials due	Oct 6
In-home date	Nov 16



Kathy Noteboom

Ad rates & specifications

General Display

Average circulation more than 450,000 +

4 Color	1X	3X	6X
Full Page	40,185	38,583	37,370
2/3	30,141	28,944	28,035
1/2	24,110	23,147	22,431
1/3	16,082	15,435	14,954
1/6	9,570	9,184	8,896
Covers	1X	3X	6X
2nd	46,225	44,367	42,989
3rd	44,201	42,238	41,102
4th*	44,408	42,631	41,310
B&W	1X	3X	6X
Full Page	30,611	29,384	28,462
2/3	22,953	22,045	21,357
1/2	18,368	17,626	17,074
1/3	12,242	11,760	11,387
1/6	6,733	6,471	6,212

* 4th Cover is 3/4 page with address panel

Travel & Mail Order

Average circulation more than 450,000 +

4 Color	1X	3X	6X
Full Page	32,148	30,866	29,896
2/3	24,113	23,155	22,428
1/2	19,288	18,518	17,944
1/3	12,866	12,348	11,963
1/6	6,460	6,140	5,810
Covers	1X	3X	6X
2nd	35,980	35,493	34,391
3rd	35,361	33,950	32,881
4th*	35,526	34,105	33,048
B&W	1X	3X	6X
Full Page	24,488	23,507	22,769
2/3	18,363	17,636	17,085
1/2	14,695	14,100	13,660
1/3	9,794	9,408	9,110
1/6	5,020	4,900	4,780

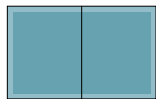
Send orders to:

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Advertising Sales
23008 Kathryn Avenue
Torrance, CA 90505
Tel: 310.373.6559
Email: mtaylor15@earthlink.net

Send materials to:

National Wildlife Federation
Attn: Julianne Smith,
Advertising Manager
11100 Wildlife Center Drive
Reston, VA 20190-5362
Tel: 703.438.6521
Fax: 703.438.6544
Email: smithj@nwf.org

Ad sizes



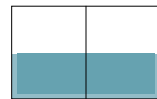
Spread



Full page



2/3 page



1/2 page
horiz. spread



1/2 page
horizontal



1/3 page
square



1/6 page

Non-bleed	14-5/8" x 8-7/8"	6-7/8" x 8-7/8"	4-1/2" x 8-7/8"	14-5/8" x 4-3/8"	6-7/8" x 4-3/8"	4-1/2" x 4-3/8"	2-1/8" x 4-3/8"
Bleed	16-1/4" x 10-3/4"	8-1/4" x 10-3/4"	5-3/8" x 10-3/4"	16-1/4" x 5-3/8"	8-1/4" x 5-3/8"		

Digital specifications

Current versions of Mac-based Adobe Illustrator, Photoshop or high-res PDF preferred.

Please contact us if other software is used.

FTP upload

Host: ftp.nwf.org
User ID: MAC_FTP
Password: 8925
Directory: public
Folder: National Wildlife Magazine

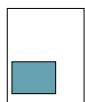
Digital ad rates & specifications

National Wildlife offers several platforms with which to engage your brand with nearly 450,000 print readers and more than 1 million unique online visitors annually.

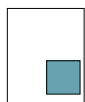
Call for details about custom packages, including print, digital and sponsorship opportunities to maximize your reach.

www.nwf.org/nw

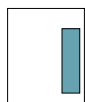
Size	CPM	Deployed
300 x 250	\$15.00	Bimonthly
220 x 220	\$15.00	Bimonthly
160 x 600	\$15.00	Bimonthly



Medium Rectangle



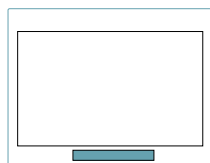
Medium Square



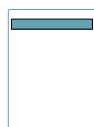
Medium Rectangle

***National Wildlife* magazine digital edition now available through Amazon, iOS and Google Play**

Size	Deployed
2048 x 450 iPad Landscape	Bimonthly



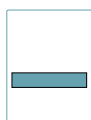
Banner (Only available in the magazine digital edition.)



iPad Banner

***National Wildlife* eNewsletter**

Size	CPM	Deployed
150 x 550	\$25.00	Bimonthly



Banner

Deployment	Materials Due
Feb–Mar	Jan 10
Apr–May	Mar 10
Jun–Jul	May 10
Aug–Sep	July 10
Oct–Nov	Sep 12
Dec–Jan	Nov 13

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Feb–Mar	Jan 10
Apr–May	Mar 10
Jun–Jul	May 10
Aug–Sep	July 10
Oct–Nov	Sep 12
Dec–Jan	Nov 13

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Aug–Sep	July 10
Oct–Nov	Sep 12
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Fax: 703.438.6544

Email: smithj@nwf.org

Digital specifications:

Current versions of Mac-based Photoshop or high-res PDF preferred.

Please contact us if other software is used.

File format: 72 dpi, png or jpg

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