

NATIONAL

2017 MEDIA KIT

# WILDLIFE<sup>®</sup>





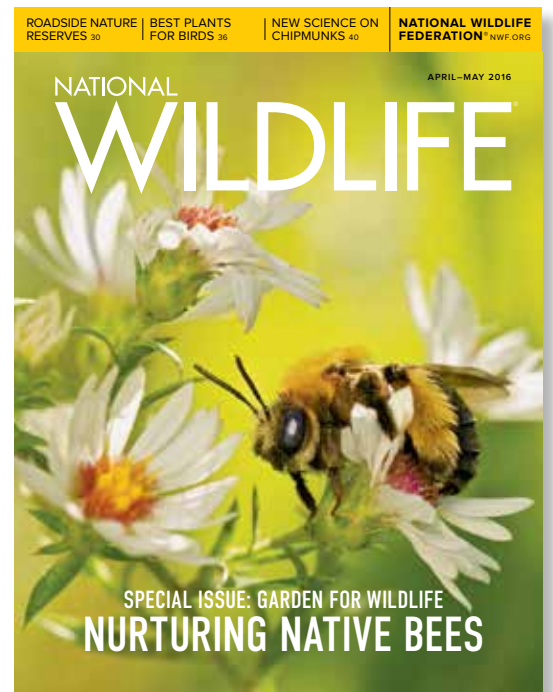
Sue Christensen

## 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, engaging kids with nature and much more.

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!





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## Mission

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

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## 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

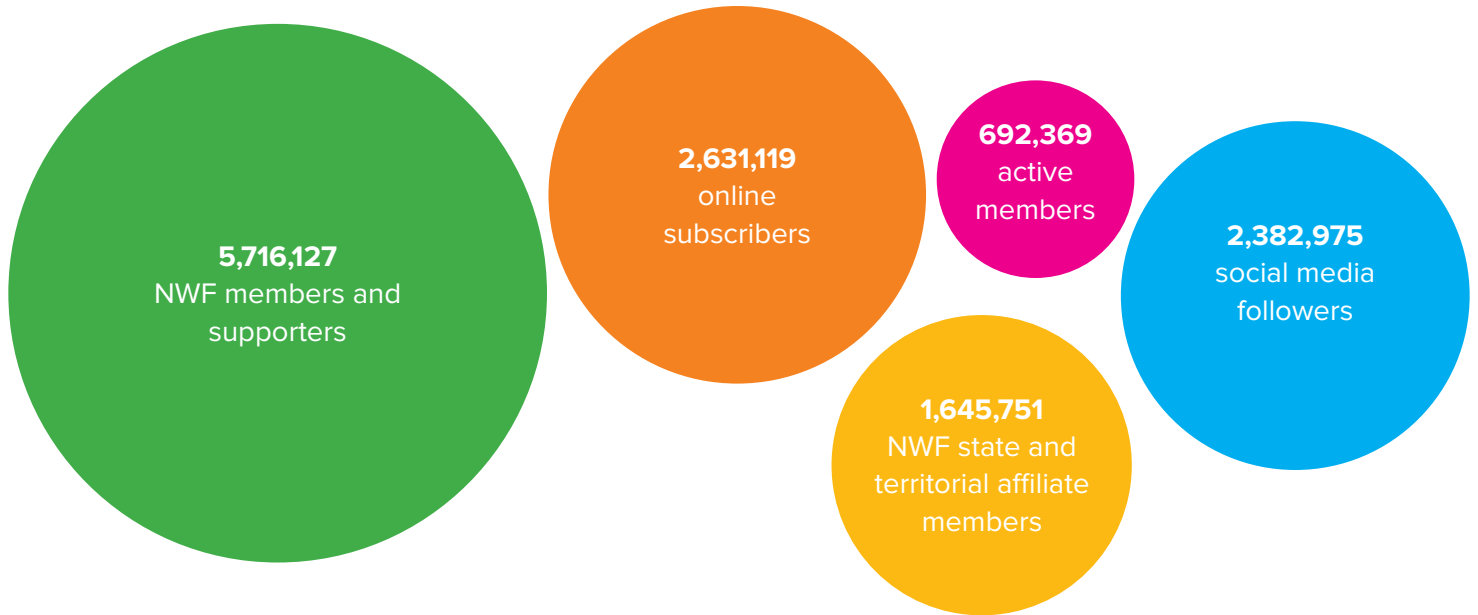
Appreciating the wonders of nature in their own backyards and neighborhoods, our readers avidly pursue gardening, bird-watching, photography and sustainable living.



### 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	<b>89.0%</b>
Average reading time	<b>40 minutes</b>
Readers per copy	<b>4.45</b>
Discussed an article with others	<b>79.0%</b>
Passed along an article or ad	<b>59.6%</b>



### Demographics

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



### Education

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



### Activism (past 12 months)

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



### Environmentalism

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



### Activities

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



### Plan to buy

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



### Pets

Cat	<b>60.0%</b>
Dog	<b>54.1%</b>
Fish	<b>11.0%</b>
Bird	<b>10.9%</b>



### Vehicle ownership

Car	<b>73.7%</b>
SUV	<b>42.3%</b>
Truck	<b>22.1%</b>



### Travel

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

2	<b>16.2%</b>
3–5	<b>36.4%</b>
6–10	<b>13.1%</b>
11 or more	<b>10.2%</b>
Average trips (about double the U.S. average)	<b>4.9</b>
Average spent (about 3 times the U.S. average)	<b>\$4,187</b>

*Types of trips (past 3 years):*

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

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

1	<b>15%</b>
2	<b>12%</b>
3–5	<b>17%</b>
6–10	<b>6%</b>
Average trips	<b>3.6</b>
Average spent (nearly double the industry average)	<b>\$6,038</b>

## 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	<b>Nov 17, 2016</b>
Materials due	<b>Dec 5, 2016</b>
In-home date	<b>Jan 12, 2017</b>



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	<b>Feb 1, 2017</b>
Materials due	<b>Feb 7</b>
In-home date	<b>Mar 23</b>



Leonard Glickman

### June–July 2017: Focus on Photography

- The beauty and purpose of iridescence in animals
- Powerful images of mammals in motion from *National Wildlife*’s photo contest
- 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	<b>Mar 19, 2017</b>
Materials due	<b>Apr 7</b>
In-home date	<b>May 18</b>



Vedwati Padwel

## Editorial calendar and closing dates

### August–September 2017

- Restoring bison to Wyoming’s Wind River Indian Reservation
- Silent Shores: The decline of migratory shorebirds
- Kemp’s ridley sea turtles: Recovery threatened in the Gulf
- Busting the myth of goldenrod allergies
- How beavers are helping restore wetlands
- Total solar eclipse

Ad close	<b>May 18, 2017</b>
Materials due	<b>Jun 7</b>
In-home date	<b>Jul 20</b>



Sandy Sisti

### October–November 2017

- Majestic Alaska: 150th anniversary of the Alaska Purchase
- The dangers outdoor cats pose to birds and other wildlife
- Demise of the dung beetle—and why it matters
- Fisher conservation: Saving these secretive forest mammals
- Saving the spruce-fir moss spider

Ad close	<b>Jul 18, 2017</b>
Materials due	<b>Aug 7</b>
In-home date	<b>Sep 21</b>



Richard Rothstein

### 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
- Loss of mountain caribou
- How winter gardens support unseen creatures

Ad close	<b>Sep 18, 2017</b>
Materials due	<b>Oct 6</b>
In-home date	<b>Nov 16</b>



Kathy Noteboom



# Ad rates & specifications

## General Display

Average circulation: 400,000+

4 Color	1X	3X	6X
Full Page	36,167	34,725	33,633
2/3	27,127	26,050	25,232
1/2	21,699	20,833	20,188
1/3	14,474	13,892	13,459
1/6	8,613	8,266	8,007

Covers	1X	3X	6X
2nd	41,603	39,931	38,690
3rd	39,781	38,915	36,992
4th*	39,968	38,368	37,179

B&W	1X	3X	6X
Full Page	27,550	26,446	25,616
2/3	20,658	19,841	19,222
1/2	16,532	15,864	15,367
1/3	11,018	10,584	10,249
1/6	6,060	5,824	5,591

## Travel & Mail Order

Average circulation: 400,000+

4 Color	1X	3X	6X
Full Page	28,934	27,780	26,907
2/3	21,702	20,840	20,186
1/2	17,360	16,667	16,150
1/3	11,580	11,114	10,767
1/6	5,814	5,526	5,229

Covers	1X	3X	6X
2nd	32,382	31,944	30,952
3rd	31,825	30,555	29,593
4th*	31,974	30,695	29,744

B&W	1X	3X	6X
Full Page	22,040	21,157	20,492
2/3	16,527	15,873	15,377
1/2	12,256	12,690	12,294
1/3	8,815	8,468	8,199
1/6	4,518	4,410	4,302

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

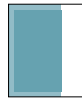
## Ad sizes



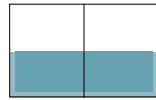
Spread



Full page



2/3 page



1/2 page  
horiz. spread



1/2 page  
horizontal



1/3 page  
square



1/6 page

<b>Non-bleed</b>	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"
<b>Bleed</b>	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

## Send orders to:

Mary Taylor,  
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

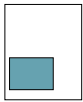
## Digital ad rates & specifications

*National Wildlife* offers several platforms with which to engage your brand with an average of 400,000 print readers each issue and more than 1 million unique online visitors annually.

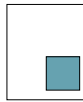
Call for details about custom packages, including print, digital and sponsorship opportunities to maximize your reach.

[www.nwf.org/nw](http://www.nwf.org/nw)

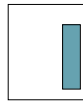
Size	CPM	Deployed
300 x 250	\$15.00	Bimonthly
220 x 220	\$15.00	Bimonthly
220 x 600	\$15.00	Bimonthly



Medium Rectangle



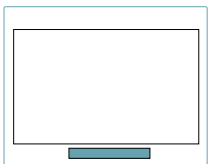
Medium Square



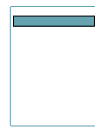
Medium Rectangle

***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

Deployment	Materials Due
Feb–Mar	Jan 10
Apr–May	Mar 10
Jun–Jul	May 9
Aug–Sep	Jul 10
Oct–Nov	Sep 11
Dec–Jan	Nov 10

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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](mailto: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

### FTP upload:

Host: [ftp.nwf.org](ftp://ftp.nwf.org)

User ID: MAC\_FTP

Password: 8925

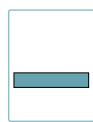
Directory: public

Folder: National Wildlife

Magazine

### ***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 9
Aug–Sep	Jul 10
Oct–Nov	Sep 11
Dec–Jan	Nov 10



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