

NATIONAL WILDLIFE[®]

2021 MEDIA KIT



JOAN BRANDWEIN



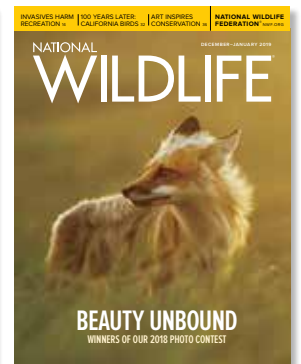
TONY HAKE

Powerful storytelling that inspires conservation

In 2021, *National Wildlife*[®] magazine celebrates 59 years as the flagship publication of the National Wildlife Federation, the nation's leading wildlife conservation organization. Through compelling articles and unsurpassed photography, we bring the natural world to life for our readers, offering stories about the latest conservation science as well as practical tips about gardening, birding, photography, wildlife viewing, engaging kids with nature, environmental justice 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 more than 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



BRUCE BENSON

Wildlife

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



CATHERINE DUMAS

Kids and Nature

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



JOHN RUTH

Sustainable Living

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



NORMAN ROWSEY

Gardening for Wildlife

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



JULIE KLEIN

Habitats

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



DEBORAH PEARSE

Science and Conservation

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



PETER RILEY

Outdoor Adventure

Advice on the best outdoor-recreation activities and tips on how to view wildlife with minimal impact



AMY PERLMAN

Wildlife Photography

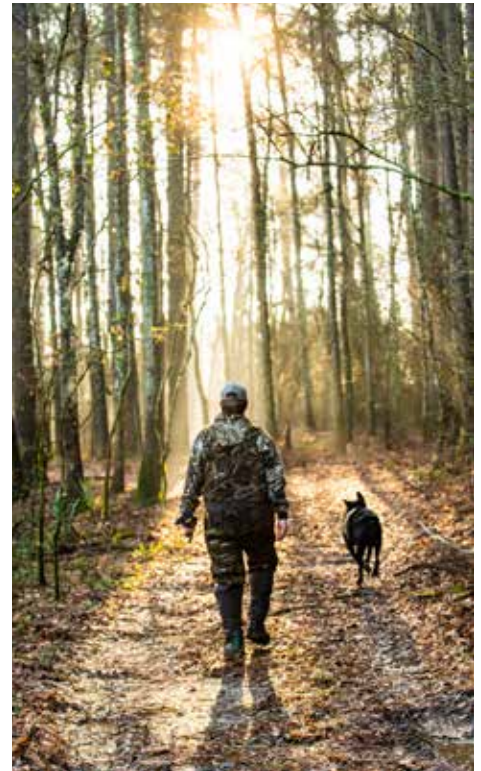
Images from the world's best wildlife photographers and advice on how to make memorable photos



MELISSA CROMPTON



KALLY ABRAMS



TIMOTHY COMEAUX

Reader profile

National Wildlife provides unparalleled access to hundreds of thousands of loyal, engaged readers who seek 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 nature of the United States and beyond, our readers love to travel, experience local and foreign cultures, and document their travels through photography.



Backyard Explorers

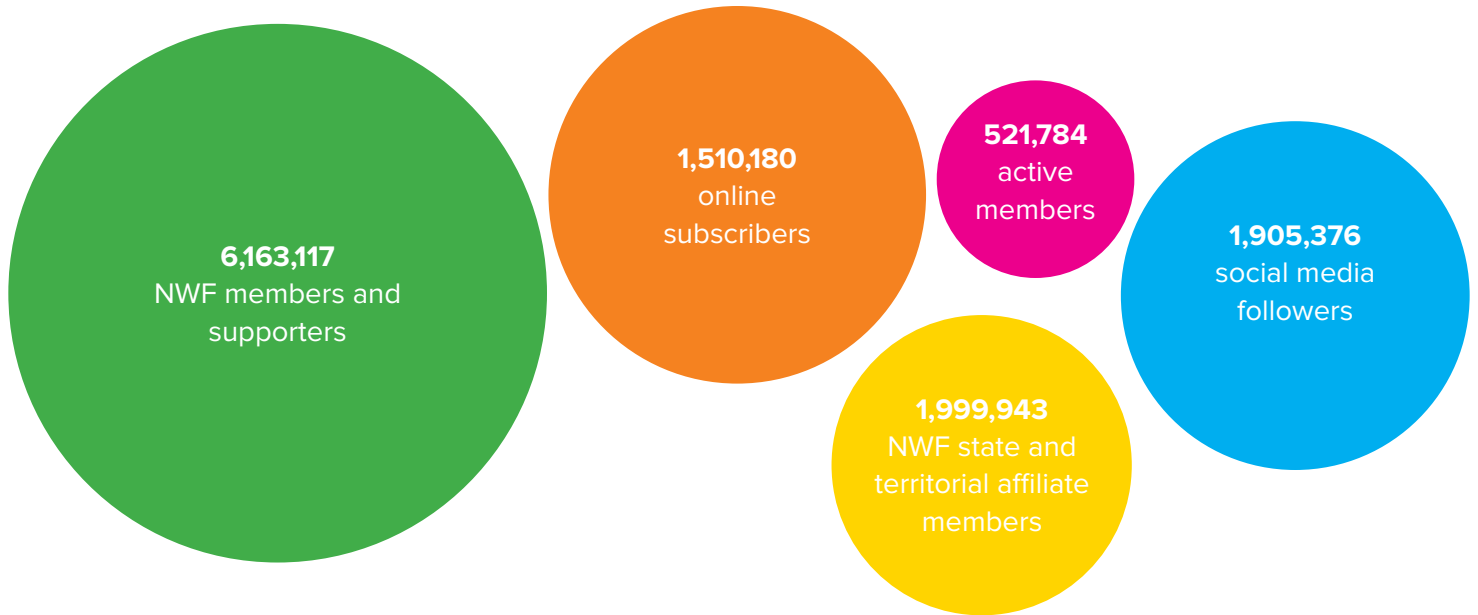
Appreciating the wonders of nature in their own backyards and neighborhoods, our readers avidly pursue gardening, bird-watching, photography and sustainable living.



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

“*National Wildlife* magazine has been an inspiration to me since I was a little kid.”

“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 read the whole magazine, and I have planted a drought-tolerant, native-plant garden.”



JORDAN FONG

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 2021

- Zoonotic Diseases: Can wildlife conservation prevent the next COVID-19?
- Wildlife in a Pandemic: How nature responds when humans are gone
- Snow Ecology: Biologists explore life beneath the snow.
- Garden for Wildlife: Why native berries are best
- Equity and Justice: Conversation with Terry Tempest Williams

Ad close **Nov 16, 2020**

Materials due **Dec 3, 2020**

In-home date **Jan 16, 2021**



KEN CONGER

April–May 2021 Special Issue: Garden for Wildlife

- Growing Your Own Food: Benefits to people, wildlife and the environment
- Mosquito Spraying: How it hurts nontarget wildlife—and finding natural alternatives
- Restoration: Turning empty lots into native green spaces
- Earthworms: What you thought you knew may be wrong
- Horticultural Therapy: Gardening to treat mental illness

Ad close **Jan 18, 2021**

Materials due **Feb 4, 2021**

In-home date **Mar 20, 2021**



DEBORAH ROY

June–July 2021

- Coral Reefs: Our oceans' nurseries are under siege.
- Zoos and Aquariums: How they play critical roles in wildlife research and conservation
- Animal Altruism: Why being kind benefits some species
- Honey Bees: Not native to this country, but vital to agriculture
- Equity and Justice: Ornithologists campaign to change racist bird species names.

Ad close **Mar 15, 2021**

Materials due **Apr 8, 2021**

In-home date **May 22, 2021**



RENEE CAPOZZOLA

Editorial calendar and closing dates

August–September 2021 Special Issue: Equity and Justice

- Equity in Conservation: Building a more-inclusive movement
- Environmental Justice: How environmental ills disproportionately impact communities of color
- Indigenous Knowledge: Tribal conservation on the National Bison Range
- Making a Difference: Students celebrate monarchs with murals across Mexico

Ad close	May 17, 2021
Materials due	Jun 3, 2021
In-home date	Jul 17, 2021



KIM HUBBARD

October–November 2021

- Saving Grasslands: Why these vanishing habitats matter and how innovative farmers and ranchers are fighting to bring them back
- Ocean Noise: The din beneath the sea's surface threatens wildlife.
- Suburban Birds: Why some species adapt while others must flee
- Value of dead wood: Leaving tree snags standing benefits a diversity of wildlife.
- Pesticides and Birds: New science reveals surprising impacts on avian species.

Ad close	Jul 19, 2021
Materials due	Aug 12, 2021
In-home date	Sep 25, 2021



RICH KIRCHNER

December–January 2021 Spotlight on Photography

- Photo Contest Winners: See stunners from *National Wildlife* magazine's popular annual photo contest.
- Images from the Garden: Winners of our Garden for Wildlife photo contest
- Making a Difference: Chad Brown and the nonprofit Soul River
- Camera Traps: Helping everyday citizens advance science
- Backyard Bird Photography: Tips for great wintertime shots just outside your home

Ad close	Sep 7, 2021
Materials due	Sep 30, 2021
In-home date	Nov 20, 2021



JOAN BRANDWEIN

Ad rates & specifications

General Display

Average circulation: more than 380,000

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: more than 380,000

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

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: 833.936.0743

Email: smithj@nwf.org

Ad sizes



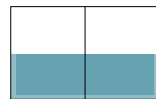
Spread



Full page



2/3 page



1/2 page
horiz. spread



1/2 page
horizontal



1/3 page
square



1/6 page



back cover

Text area	15" x 9-1/2"	7" x 9-1/2"	4-1/2" x 9-1/2"	15" x 4-3/8"	7" x 4-3/8"	4-1/2" x 4-3/8"	2-1/8" x 4-3/8"	7" x 7-3/8"
Trim	16" x 10.5"	8" x 10.5"	5" x 10.5"	16" x 5"	8" x 5"			8" x 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"			8-1/4" x 8-1/4"

Digital specifications

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

Please contact us if other software is used.

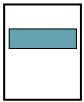
Digital ad rates & specifications

National Wildlife offers several platforms with which to engage your brand with an average of more than 380,000 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

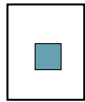
Size	CPM	Deployed
728 x 90	\$25.00	Bimonthly
300 x 250	\$25.00	Bimonthly
300 x 300	\$25.00	Bimonthly



Large rectangle



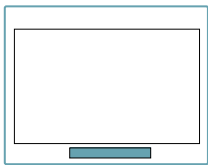
Medium Rectangle



Small Square

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

Size	Deployed
2048 x 450 Landscape	Bimonthly
1548 x 450 Portrait	Bimonthly



Desktop Banner



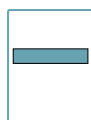
iPad Banner



Phone Banner

***National Wildlife* eNewsletter**

Size	CPM	Deployed
550 x 150	\$50.00	Bimonthly



Banner

Deployment	Materials Due
Feb–Mar	Jan 8
Apr–May	Mar 12
Jun–Jul	May 14
Aug–Sep	Jul 9
Oct–Nov	Sep 10
Dec–Jan	Nov 12

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Feb–Mar	Jan 8
Apr–May	Mar 12
Jun–Jul	May 14
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Oct–Nov	Sep 10
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Please contact us if other software is used.

File format: 72 dpi, png or jpg



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