Storytelling with Impact

In 2022, National Wildlife® magazine celebrates a milestone birthday—60 years as the flagship publication of the National Wildlife Federation! Through the years we’ve built a reputation as the nation’s premier source for compelling stories about wildlife, conservation and much more. We help people garden for wildlife, connect with nature, understand the latest wildlife science, celebrate glorious wild animals and habitats through unsurpassed photography—and show how each individual can make a difference to save species, one step at a time.

We also highlight equity and environmental justice, including the interconnections among all people and the health of our wildlife, air, water and Earth. When everyone feels welcome in nature and commits to its survival, we all thrive—so ensuring environmental justice is a core value of the Federation.

When you advertise in National Wildlife—which extends to our print and online magazines, website, social media and Federation supporters—you reach more than 7 million people committed to making a difference and ensuring that wildlife and people thrive. Show the world you care—and join us.
The National Wildlife Federation’s Mission
Uniting all Americans to ensure wildlife thrive in a rapidly changing world

Editorial scope of National Wildlife magazine

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

Science and Conservation
The latest discoveries about wildlife and efforts to preserve and protect species and the habitats they depend on

Environmental Justice
Examining the disproportionate impacts of environmental problems and honoring heroes who are making a difference

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

Gardening for Wildlife
How to create wildlife-friendly gardens with native plants that benefit birds, bees, butterflies and other animals

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

Outdoor Adventure
Advice on outdoor recreation such as camping and angling, and tips on how to view wildlife with minimal impact

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

7,474,495
NWF members and supporters

2,213,320
online subscribers

642,534
active members

1,919,937
social media followers

2,257,948
NWF state and territorial affiliate members

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.”
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%

Vehicke 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

Data based on 2015 survey by Spectrum Research, Ltd.
Editorial calendar and closing dates

February–March 2022

- America the Beautiful Initiative: Ambitious plan to protect 30 percent of our lands and waters by 2030
- BIPOC Arctic Expedition: Diverse groups of adventurers find inspiration in the Arctic National Wildlife Refuge.
- Greater Adjutant Storks: How communities in India are saving this endangered bird
- Outsiders Club: Brooklyn group connects people to nature.
- Ermines: One cool critter

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April–May 2022: Garden for Wildlife Special Issue

- Keystone Native Plants: The best plant species to support the greatest amount of wildlife
- Native Plant Nurseries: Pioneers in the field of supplying regionally native plants
- Wildlife Gardeners: Profiles of people making a difference
- Fireflies: A glimpse at these glittering insects now in decline
- Wildlife-friendly Lawns: Tips on how to make lawns inviting

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June–July 2022: Water Special Issue

- The Clean Water Act: Celebrating 50 years
- The Great Lakes: Challenges and opportunities in the world’s largest freshwater system
- Environmental Justice: Why millions of people in the United States lack access to safe, clean drinking water
- Wetlands Critters: Five species that need the Clean Water Act
- Drought Gardening: How to create gardens that can survive water shortages

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Editorial calendar and closing dates

**August–September 2022: National Wildlife Celebrates 60!**

- Happy Birthday! *National Wildlife* magazine marks its 60th year.
- Hot and Parched: Exploring how heat waves, fires and droughts impact wildlife species
- The Joe Farm: A Black-owned cattle farm and wildlife haven welcomes birdwatchers as ecotourists.
- Urban Bobcats: How these wild predators are adapting to human development—and how humans can coexist with the cats
- Wasps as Pollinators: The upside of these stinging insects

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**October–November 2022**

- Climate Migrants: Communities displaced by heat, floods and storms—and innovative approaches to build resilience
- Kelp Forests: Challenges facing California’s critical kelp forests
- It’s My Nature: Personal vision of how a conservation photographer, poet or other artist connects with nature
- Stress in Wildlife: How animals express and cope with stress
- Canada Lynx: New research on these beautiful northern cats

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**December–January 2023: Spotlight on Photography**

- Photo Contest Winners: See gorgeous images from *National Wildlife* magazine’s 51st annual photo contest.
- Backyard Birds: Tips on photographing these beloved visitors
- It’s My Nature: Photographer Christina Mittermeier documents Antarctica in transformation.
- Spotted Lanternflies: Exploring how to curb the spread of these beautiful but destructive invasive plant-hoppers

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Ad rates & specifications

**General Display**

Average circulation: more than 475,000

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**Travel & Mail Order**

Average circulation: more than 475,000

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* 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**
- **back cover**

**Digital specifications**

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

Please contact us if other software is used.

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
Digital ad rates & specifications

*National Wildlife* offers additional platforms with which to engage your brand with an average of more than 475,000 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.

nwf.org/nw

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**National Wildlife eNewsletter**

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**Digital specifications:**

Current versions of Mac-based Photoshop or high-res PDF preferred.
File format: 72 dpi, png or jpg

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NATIONAL WILDLIFE FEDERATION
11100 Wildlife Center Drive
Reston, VA 20190-5362

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