

NATIONAL

WILDLIFE[®]

2022 MEDIA KIT



DAVID SLIKKERS



PAUL REPS

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



CHRISTINE HAINES

Wildlife

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



MEGAN BRYANT

Science and Conservation

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



GAVIN MCINTYRE

Environmental Justice

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



SONYA LANG

Habitats

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



DENISE MORAN

Gardening for Wildlife

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



PETER BAECHLE

Kids and Nature

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



AMBER BOND

Outdoor Adventure

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



CELIA KUJALA

Wildlife Photography

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



DUDLEY EDMONDSON



BOB SAUER



SHERRY SCHELLENGER PARKER

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

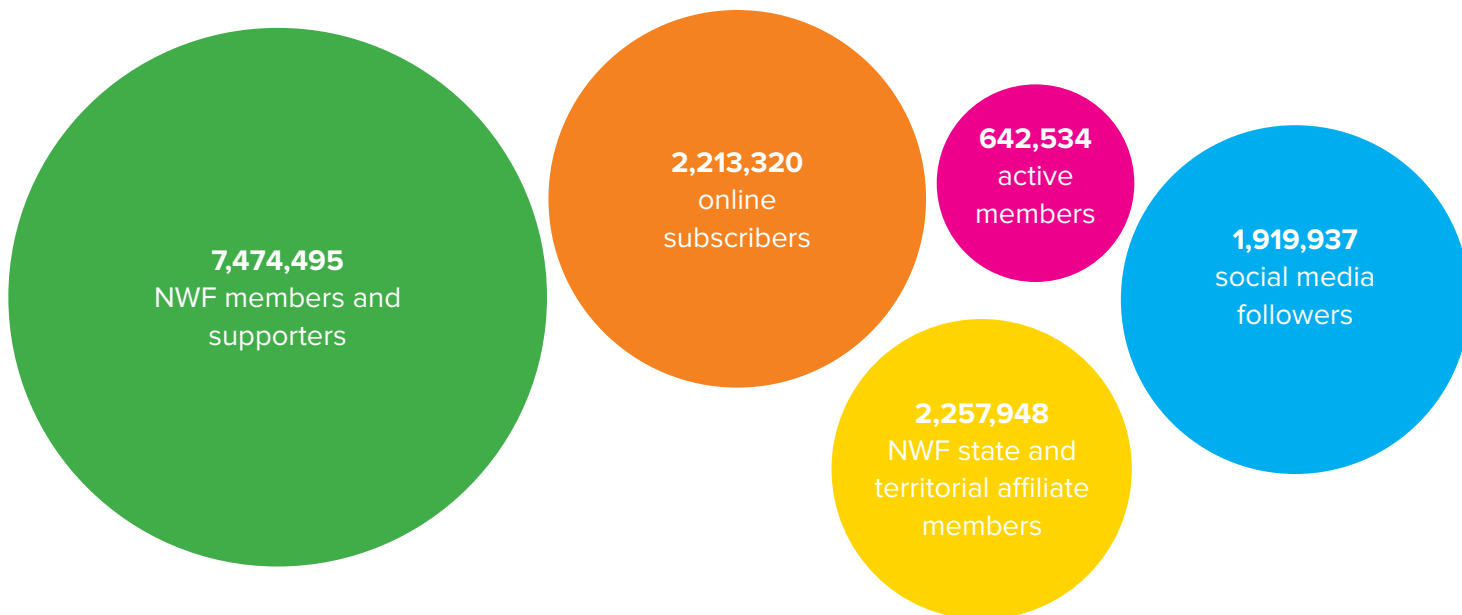
Appreciating the wonders of nature in their own backyards and neighborhoods, our readers avidly pursue gardening, bird-watching, photography and sustainable living.



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.”



BRIAN KAMPRATH

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 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

Ad close **Nov 15, 2021**

Materials due **Nov 29, 2021**

In-home date **Jan 15, 2022**



CHASE DEKKER

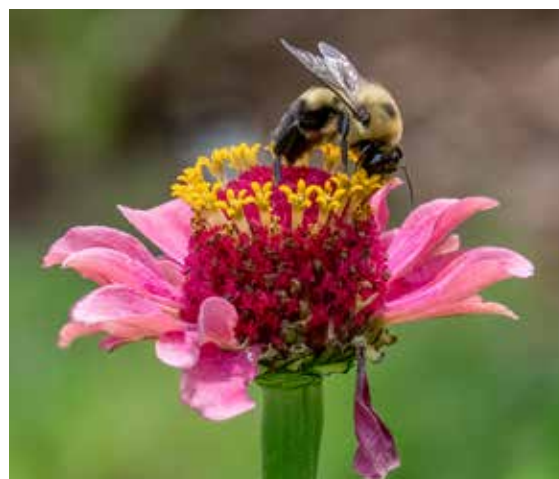
April–May 2022: Garden for Wildlife Special Issue

- 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

Ad close **Jan 18, 2022**

Materials due **Feb 3, 2022**

In-home date **Mar 23, 2022**



NANCY SZOSTAK WRIGHT

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

Ad close **Mar 14, 2022**

Materials due **Apr 7, 2022**

In-home date **May 21, 2022**



ZENG CHENG (ALAMY STOCK PHOTO)

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

Ad close **May 16, 2022**

Materials due **Jun 2, 2022**

In-home date **Jul 16, 2022**



MICHAEL ROUTH (ALAMY STOCK PHOTO)

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

Ad close **Jul 15, 2022**

Materials due **Aug 4, 2022**

In-home date **Sep 17, 2022**



MEGAN LORENZ

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

Ad close **Sep 12, 2022**

Materials due **Sep 29, 2022**

In-home date **Nov 19, 2022**



AMY PERLMAN

Ad rates & specifications

General Display

Average circulation: more than 475,000

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 475,000

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



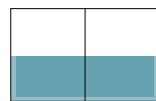
Spread



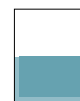
Full page



2/3 page



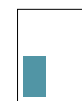
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horiz. spread



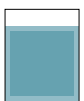
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horizontal



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.

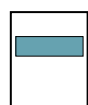
Digital ad rates & specifications

National Wildlife offers 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

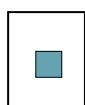
Size	CPM	Deployed
728 x 90	\$25.00	Bimonthly
300 x 250	\$25.00	Bimonthly
300 x 300	\$25.00	Bimonthly
200 x 600	\$25.00	Bimonthly



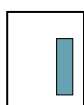
Large
Rectangle



Medium
Rectangle



Small
Square



Vertical
Rectangle

Deployment	Materials Due
Feb–Mar	Jan 7
Apr–May	Mar 11
Jun–Jul	May 13
Aug–Sep	Jul 8
Oct–Nov	Sep 9
Dec–Jan	Nov 12

Send orders to:

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11100 Wildlife Center Drive
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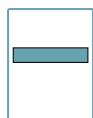
Tel: 703.438.6521

Fax: 833.936.0743

Email: smithj@nwf.org

National Wildlife eNewsletter

Size	CPM	Deployed
550 x 150	\$50.00	Bimonthly



Banner

Deployment	Materials Due
Feb–Mar	Jan 7
Apr–May	Mar 11
Jun–Jul	May 13
Aug–Sep	Jul 8
Oct–Nov	Sep 9
Dec–Jan	Nov 12

Digital specifications:

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

File format: 72 dpi, png or jpg

Please contact us if other software is used.



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