Where the Wild Comes Alive

In 2020, National Wildlife® magazine celebrates 58 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, 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 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

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

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

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

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

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

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

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

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

6,284,304
NWF members and supporters

3,488,604
online subscribers

442,124
active members

1,405,164
NWF state and territorial affiliate members

1,233,467
social media followers

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

“I really believe in what you are doing.”
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%

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 ($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 ($6,038)

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%

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

**February–March 2020  Spotlight on the Gulf of Mexico**
- Ten Years After the Oil Spill: Remarkable restoration efforts
- Essential Oysters: Why they matter to wildlife and to people
- Deep-sea Corals: Exploring these rare, little-known ecosystems
- For the Birds: How gulf shores are vital to migratory birds
- Wildlife Profiles: Sea turtles, whales, whooping cranes and manatees

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**April–May 2020  Special Issue: Garden for Wildlife**
- Rescuing Rare Plants: Gardens can shelter species at risk.
- What Wildlife Live in Certified Yards? New research results
- Garden for Hummingbirds: How to help these backyard jewels
- Dragonflies: These fascinating, winged insects help control mosquitoes.
- Celebrating the 50th anniversary of Earth Day

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**June–July 2020  Spotlight on Biodiversity**
- Insect Armageddon: The world’s insects are vanishing and why it matters
- Wildlife Comebacks: A look at rare success stories
- Freshwater Mussels: How these at-risk animals are key to habitat health
- Going Global: NWF programs as models for biodiversity conservation

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Editorial calendar and closing dates

**August–September 2020**  Spotlight on Climate

- Science Roundup: Overview of key issues
- Can Forests Save Us? How they absorb and store carbon dioxide
- Arctic National Wildlife Refuge: Celebrating 60 years
- Restoring the Upper Mississippi River: New projects providing hope
- Leave it to Beavers: How these mammals restore habitat and fight climate change

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**October–November 2020**  Spotlight on Children in Nature

- Why Kids Need Nature: New science on health benefits
- Girls Outside: Groups that promote hiking and photography
- Outdoor Learning: Unique Colorado program promotes classrooms outside.
- Restoring Salmon: Dam removal could bring back these iconic fish.
- Animals We Hate: Why you should love snakes and other scary critters
- Amazing Owls: How to attract and nurture these nocturnal raptors

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**December–January 2021**  Our 2020 Photo Contest Winners!

- Photo Contest Winners: See stunners from National Wildlife magazine’s popular annual photo contest.
- Benefits of Fire: How controlled burns help bring back native habitats
- Backyard Woodpeckers: Enjoy these colorful, entertaining winter visitors.
- Impact of Fear: How animals behave when they are afraid
- Invasive Worms: Causing harm to forest floors

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Ad rates & specifications

**General Display**
Average circulation: more than 360,000

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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

**Travel & Mail Order**
Average circulation: more than 360,000

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Digital specifications
Current versions of Mac-based Adobe Illustrator, PhotoShop or high-res PDF preferred.
Please contact us if other software is used.

SFTP upload
Host: sftp.nwf.org
Port: 22
User ID: NWMag
Password: 8925
Folder: National Wildlife Magazine Advertising
Digital ad rates & specifications

*National Wildlife* offers several platforms with which to engage your brand with an average of more than 360,000 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

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

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Please contact us if other software is used.  
File format: 72 dpi, png or jpg

SFTP upload:  
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National Wildlife eNewsletter

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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
NATIONAL WILDLIFE FEDERATION
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