

# NATURE

CONSERVANCY

MEDIA KIT





# our mission



Cover photo © Justin Baillie; this page © Benjamin Drummond





**N**ATURE CONSERVANCY is the award-winning magazine of the world's leading conservation organization.

Celebrating nature and chronicling efforts to conserve lands and waters around the world, NATURE CONSERVANCY inspires our community of deeply engaged and active readers to explore the great outdoors and to help protect the places they love.

NATURE CONSERVANCY's print and online audiences enjoy intelligent storytelling, stunning photography, travel stories, tips from resident naturalists and compelling insights from the world's leading conservation experts.

Our nature.org website and blogs, opt-in e-newsletter and social media presence continue the conversation, connecting with followers in immediate and meaningful ways.

“Our readers are more than just readers. As financial supporters of The Nature Conservancy, they have a stake in everything we do.”

-Publisher Teresa Duran



Inside: Thought Leaders, Photography Enthusiasts and More

# our audience

**+** **Changemakers** NATURE CONSERVANCY readers are avid travelers, outdoor enthusiasts, life-long learners, and—above all—passionate advocates for conservation, sustainability and green living.



Photo © Kevin Arnold



Photo © Justin Baillie. Sources: publisher's estimate (derived from GfK MRI Doublebase 2015), 2012 subscriber study. Geographic distribution averaged over preceding 12 months, as of October 2015. Digital year-to-date as of September 2015.

## Engaged & Influential

An intelligent and influential community of readers looks to NATURE CONSERVANCY to inspire them with natural beauty, fuel their wanderlust and inform them about efforts to protect natural treasures around the world.

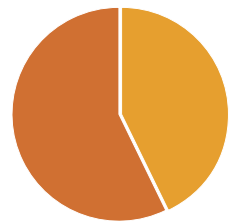
- **71%** read 3 or 4 of the past 4 issues
- Readers spend, on average, **44 minutes reading** each issue
- **87%** find **exclusive news** in NATURE CONSERVANCY that they can't find anywhere else
- **84%** took **action** as a result of reading NATURE CONSERVANCY

## Facts & Figures

Total Audience  
**2,072,000**

Circulation **600,000** Readers per Copy **3.5**

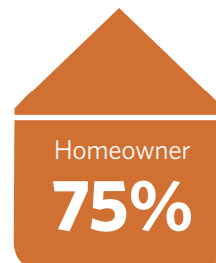
Female  
**57%**  
Male  
**43%**



Median Household Income  
**\$88,126**

Median Age  
**51**

College Graduate (+)  
**62%**



Influentials  
**244**  
Index  
Professional/Manager  
**162**  
Index

### E-NEWSLETTER

**540,000**  
Avg circulation/month



### NATURE.ORG

**487,000**  
Avg unique visitors/month

**1,222,000**  
Avg page views/month





# Outdoor Enthusiasts

Super Influential Consumer: Sporting Equipment // 151 index

	Index
Birdwatching	272
Overnight camping trips	144
Backpacking	249
Canoeing/kayaking	213
Mountain biking	170
Road biking	183

	Index
Hiking	238
Rock climbing	224
Cross-country skiing	286
Downhill skiing	224
Scuba diving	172
Fishing, fresh/salt water	116

Participation in the past 12 months

Photo © Ben Herndon. Source: publisher's estimate (derived from GfK MRI Doublebase 2015).



# Healthy & Green

## Healthy Living Index

Jogging/Running	204
Marathon/Triathlon	161
Pilates	172
Yoga	208
Workout 2+ times a week	138
Try to eat healthy and pay attention to nutrition	126
Food attitudes: heedful of wellness	120

## Green Buyer Index

Regularly eat organic foods	166
Buy natural products, concerned about environment/family's health	188
Willing to pay more for a product that is environmentally safe	168
Company's environmental record important in purchase decisions	170
Own hybrid vehicle	217
Green Advocates	522

### Super Influential Consumers

**292**  
Index

Environmentally Friendly Products

**190**  
Index

Healthy Lifestyle

**152**  
Index

Physical Fitness





## Thought Leaders

**Influentials // 244 index**

	Index
Participated in Environmental Groups/Causes	364
Active Member of Group to Influence Public Policy	244
Worked for a Political Party	237
Written an article for a magazine or newspaper	245
Written/called a politician	224
Held/Run for public office	182

Photo © Erica Nortemann/The Nature Conservancy. Source: publisher's estimate (derived from GfK MRI Doublebase 2015).

## Lifelong Learners

# 188

Index

### Pursue adult education

NATURE CONSERVANCY readers are active learners who continue their education through coursework well into adulthood.

# 46.3%

### Like to learn about art, culture and history

Readers exhibit their enthusiasm by attending art galleries and shows (287 index), as well as museums (243 index).

# 268

Index

### Attend classical music and opera

performances. Readers also enjoy attending dance performances (182 index) and other musical performances (203 index).

# 56.3%

### Readers

NATURE CONSERVANCY readers are also avid book readers and book club members (244 index).





“Now I will be able to **visit with rich appreciation and deep gratitude** to those who held faith, worked excruciatingly hard and persevered [at Great Sand Dunes National Park] so I may admire, enjoy ... and possibly try sand boarding!”

—Alison T., Colorado



## Avid Travelers

Super Influential Consumer: Vacation Travel // 199 index

	Index
<b>Domestic Travel</b>	
Preferred vacation: Active adventurer	146
3+ domestic vacations past 12 months	174
Visited national park while on vacation	195
Median spent on domestic vacations in the past year	\$1,496
<b>International Travel</b>	
Own valid passport	149
Foreign travel for vacation past 3 years	172
2-6 foreign trips past 3 years	202
Median spent on international vacations in the past year	\$2,901





"I am a regular reader and subscriber to your magazine, and I must say that it **inspires me beyond compare**. I'm a young photographer, and I enjoy nothing more than to venture into the wonderful world and capture its little beauties. **I thank you as an organization for your inspiring publication.**"  
 —Ethan R., Missouri

# Photography Enthusiasts

Super Influential Consumer: Photography // 134 index

	Index
<b>Experience</b>	
Advanced amateur photographer	175
<b>Past 12 months</b>	
Spent \$500+ on cameras	141
Median spend on cameras	\$154

	Index
<b>Equipment</b>	
Own digital SLR	168
Own digital point & shoot or digital SLR	156
Own 35mm SLR	166
Own telephoto or wide angle lens	180

Photo © Justin Baillie (left), Morgan Heim (right). Source: publisher's estimate (derived from GfK MRI Doubiebase 2015).



Inside: Local News, Travel Tips and More

# our editorial



Photo © Nick Hall



# 2016 EDITORIAL CALENDAR

## DECEMBER/JANUARY

**The Nomadic Hadza of Tanzania:** In the birthplace of humanity, one of the world's last hunter-gatherer groups endures, empowered to protect the lands where they have co-existed in harmony with wildlife for millennia // **Symphony in the Flint Hills:** Celebrating nature and music, 7,000 people travel to Kansas from far and wide to be serenaded amidst the rolling hills of the National Tallgrass Prairie Preserve // Renowned cultural and conservation photographer Jason Houston documents the near-shore **fisheries of the mid-Atlantic** in a photo essay focused on local communities and the health and productivity of marine resources

**Closing: 9/30/15**  
**In-Home: 12/10/15**

## APRIL/MAY

With their long, pointed wings and forked tails, **swallowtailed kites** are unmistakable. Conservation efforts centered in **South Carolina** aim to protect the home range of this iconic bird // In **Colorado**, an elite fire team restores fire to the lands that need it—and helps to protect the rest // For the past two decades, old-growth rainforests in **Brazil's Amazon** have been cleared to make way for cattle and soybeans; now conservation measures are halting illegal deforestation

**Closing: 1/14/16**  
**In-Home: 3/31/16**

## AUGUST/SEPTEMBER

**Animal Tracking:** Scientists across the United States are on the trail of elusive wildlife // In **California's Monterey Bay**, a coastal community celebrates a sea otter population that's on the mend // **Andy Warhol**, the artist best known for pop art images of celebrities and soup cans also had a lifelong engagement with the natural world. His estate on New York's Long Island, now a Nature Conservancy preserve, continues to inspire artists and nature lovers alike.

**Closing: 5/10/16**  
**In-Home: 7/28/16**

## FEBRUARY/MARCH

**Alaska's Tongass National Forest:** Celebrating native cultures, restoring forests and strengthening salmon strongholds (part II of our Emerald Edge series on the Pacific Northwest) // **Literary Landscapes:** From the salt ponds of Maine that played muse to Rachel Carson to Willa Cather's Nebraska prairies and John Steinbeck's California ranch lands—a literary tour of the nation's natural heritage // Recreation fuels conservation as West Virginia puts nature first in **Cheat Canyon**, one of the state's most famous rafting runs

**Closing: 11/24/15**  
**In-Home: 2/4/16**

## JUNE/JULY

**National Parks Centennial:** A special three-part feature celebrates what has been called "America's best idea." The National Park Service shaped the history of conservation not only in the United States but around the world. From **Acadia (Maine)** Bryce Canon (Utah), Rocky Mountain National Park (**Colorado**), **Sequoia (California)** and more, The Nature Conservancy has been proud to help create, restore, manage and expand these national treasures. A photo essay by the acclaimed Nick Hall entices readers to explore and enjoy the parks—both the well-known and those that are off the beaten path

**Closing: 3/17/16**  
**In-Home: 6/4/16**

## OCTOBER/NOVEMBER

In **New England**, rivers are being restored as no-longer needed dams are removed—to the benefit of migratory fish such as alewives, shad and endangered Atlantic salmon // **Birds, birds, birds:** Celebrating the centennial of the U.S. Migratory Bird Act Treaty, we take a look back at conservation efforts. Plus, our picks for the best birdwatching spots.

**Closing: 7/14/16**  
**In-Home: 9/29/16**

## IN EVERY ISSUE

### IN FOCUS

Breathtaking full-spread images from world-class photographers

### FROM THE PRESIDENT

President and Chief Executive Officer Mark Tercek on conservation issues and trends

### WORLDVIEW

News, science and accomplishments in the world of conservation

### NATURE TRAVEL

Inspiring travel destinations with tips from resident experts

### MEDIA REVIEWS

Recommended books, videos, apps and more

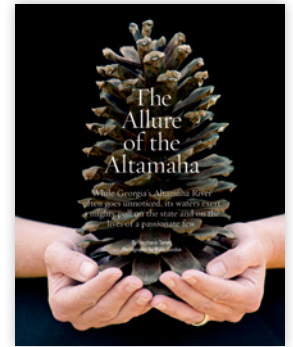
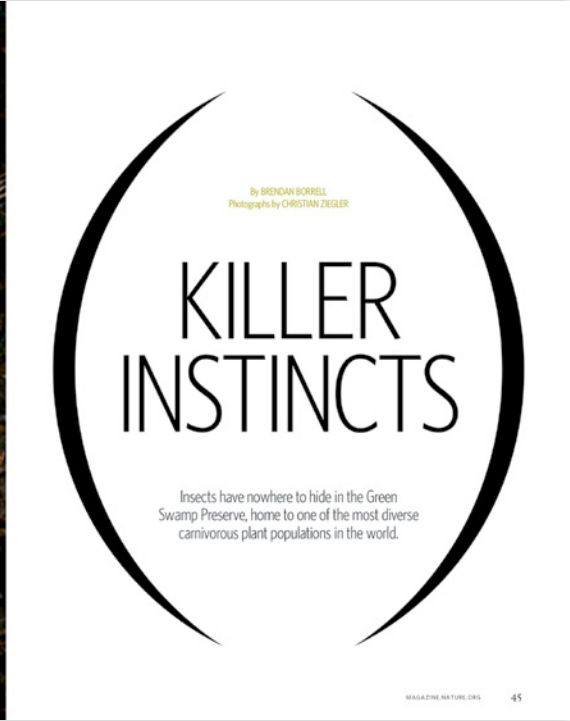
### DISPATCH: FROM THE FIELD

Wildlife tracking and other first-person accounts of on-the-ground and in-the-lab conservation

### BACK STORY: CAPTURE THE MOMENT

Behind the scenes with globe-trotting writers and photographers





## Awards: Print & Digital

### FOLIO EDDIE 2015

Winner: Full Issue  
("The Wild Coast" December 2014/January 2015)

### FOLIO OZZIE 2015

Winner: Use of Photography  
("The Price of Poaching" August/September 2014)

### FOLIO OZZIE 2014

Winner: Use of Photography  
("Killer Instincts" November/December 2013)

### SOCIETY OF PUBLICATION DESIGNERS 2014

Merit Award: Cover Design  
("The Burning Question" July/August 2013)

### SOCIETY OF PUBLICATION DESIGNERS 2014

Merit Award: Feature Design  
("Shear Salvation" September/October 2013)

### FOLIO OZZIE 2013

Winner: Best Feature Design  
("Kingdom of the Hungry" March/April 2013)

### Shorty Award 2015

Twitter, Facebook, YouTube, and crowdfunding  
Best Social Media: #Charity

### Web Marketing Association 2014

WebAward: Outstanding Website (nature.org)  
(awarded to Beaconfire Consulting)

### Shorty Award 2014

Twitter: nature\_org  
Best Social Media: Non-Profit Brand

### Webby Honoree 2013

Best Social Media Content

### Webby Honoree 2013

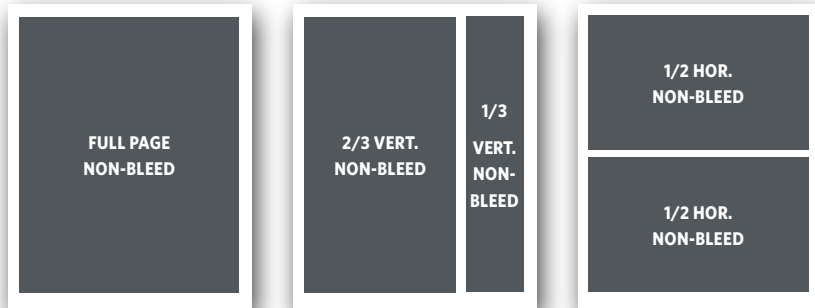
Best Science Website  
(for blog.nature.org)

### Webby Honoree 2012

Best Science Website  
(for blog.nature.org)



# Print Rates & Specifications



## PRINT RATES

Circulation: 600,000

Advertising	Size	1x	3x	6x
Cover	2nd	\$59,930	\$57,540	\$56,330
	3rd	\$59,930	\$57,540	\$56,330
	4th	\$66,300	\$63,650	\$62,320
Color	Full Page	\$51,000	\$48,960	\$47,950
	2/3	\$36,720	\$35,250	\$34,510
	1/2	\$29,590	\$28,400	\$27,810
	1/3	\$20,400	\$19,590	\$19,170
B&W	Full Page	\$48,450	\$46,510	\$45,550
	2/3	\$34,880	\$33,490	\$32,790
	1/2	\$28,100	\$26,970	\$26,410
	1/3	\$19,390	\$18,610	\$18,220

Member of Alliance for Audited Media

Display Ad	Non-Bleed	Bleed	Trim
Full Page	7 in x 9.1722 in	8.5 in x 10.75 in	8.25 in x 10.5 in
Spread	15.0556 in x 9.1722 in	16.75 in x 10.75 in	16.5 in x 10.5 in
2/3 Pg Vert.	4.6019 in x 9.1722 in	5.5741 in x 10.75 in	5.3241 in x 10.5 in
1/2 Pg Hor.	7 in x 4.4982 in	8.5 in x 5.312 in	8.25 in x 5.062 in
1/2 Pg Hor. Spread	15.0556 in x 4.5861 in	16.75 in x 5.312 in	16.5 in x 5.062 in
1/3 Pg Vert.	2.2037 in x 9.1722 in	3.1759 in x 10.75 in	2.9259 in x 10.5 in

\*Trim size indicates visible area on the printed page

## Magazine Specifications

**Trim:** 8.25 in. x 10.5 in.

**Press:** web offset (heat set)

**Printing:** four-color process

**Screen:** 150-line maximum

**Binding:** perfect bound

**Bleed:** 1/8 inch extended from all trim edges

**Safety:** 1/4 inch from all trim edges and either side of gutter on spreads

**Text:** Sappi Somerset satin 50-lb. text

**Cover:** Sappi Somerset satin 80-lb. text

**FSC:** *Nature Conservancy* is printed on Forest Stewardship Council®-certified paper from well-managed forests and controlled sources by an FSC®-certified printer.

## Mechanical Requirements

Please visit [adshuttle.com](http://adshuttle.com) for online registration and step-by-step instructions.

PDF/X-1A (2001 compliant) is the required file format for all ad submissions. Fonts and art must be embedded. Color ads must be in CMYK with black text 12 pt. or smaller K only.

Art must be at least 300 dpi. Total Tonal Density (TTD) or Total Area Coverage (TAC) should never exceed a maximum of 300%.

A SWOP-approved contract proof must accompany each submitted file.

Advertisers will be billed for modifying any content or for adjusting mechanical requirements to meet print requirements.

## Material Submission

Submit your ad online at [adshuttle.com](http://adshuttle.com).

### Shipping of Proof

Please include an insertion order with all materials and ship to:

*Nature Conservancy Magazine*  
Advertising Department  
4245 North Fairfax Drive  
Arlington, VA 22203-1606

For further information, email: [advertising@tnc.org](mailto:advertising@tnc.org)

# Digital Rates & Specifications

## Ad Unit Sizes and File Size

One rectangular placement ROS or placement specific, if applicable.

All rich media units should be third-party served. Ads are served through Google DoubleClick For Publishers.

## Rates

Display Unit	ROS CPM
300 x 250	\$25
728 x 90	\$15
E-Newsletter Unit	CPM
728 x 90	\$15

Max files size 40 KB (all units)

## Standard Creatives and Flash

- Standard: GIF, JPEG, site-served flash with back-up static
- Rich Media: HTML, JavaScript, Flash, iFrame
- Third Party Rich Media Accepted (e.g., MediaMind, PointRoll, Atlas, Mediaplex, BlueLithium, Eyewonder, Unicast)
- If banner corners are rounded, please include transparent background.
- A banner may not produce audio without user initiation. Once audio begins, there must be a clear "pause" or "stop" button.
- Flash files must be Flash 10 or earlier.

## Additional Information

- Provide link URL, alternative text and rotation instructions for each ad unit. All artwork must be accompanied by alternative text. Alternative text should be no more than 50 characters (spaces included).
- All ads, including third-party ads, must be tested for approval.
- Longer lead times are required for copy rotations of more than five ads per month.
- Shockwave flash banners must be created using the clickTag format.

## Delivery and Submission

- 2 Full Days—Standard Media
- 7 Full Days for Rich Media, Video, etc.
- *Great Places* e-Newsletter: see below
- All files, submit to:  
**advertising@tnc.org**

## Great Places E-Newsletter Schedule

Issue	Materials Due	In Home	Issue	Materials Due	In Home
Jan	12/17/14	1/7/15	Jul	6/17/15	7/8/15
Feb	1/14/15	2/4/15	Aug	7/15/15	8/5/15
Mar	2/11/15	3/4/15	Sep	8/19/15	9/9/15
Apr	3/18/15	4/8/15	Oct	9/16/15	10/7/15
May	4/15/15	5/6/15	Nov	10/14/15	11/4/15
Jun	5/13/15	6/3/15	Dec	11/18/15	12/9/15

## Tracking Macromedia Flash Movies

- HTML sniffer code must be implemented in order to detect whether a user's browser is capable of displaying the Shockwave Flash file. A back-up banner should be displayed if the user cannot accept Shockwave Flash. Nature.org will not approve sniffer codes that prompt the user to download a plug-in.
- A back-up banner is required for all rich media ads.
- In order to track clicks on flash creative, insert the clickTAG (case sensitive) in the .fla before converting it to the .swf file. In the getURL() function of the action, specify the click through url as getURL(clickTAG,"\_blank")

## E-Newsletter

- Only JPEG, GIF, or standard ad tags that redirect to JPEG or GIF files. Also include 25-word text with linking URL or click-command.

## Branding

All ads must include advertiser branding in the form of advertiser name and/or logo.

## Cancellation and Termination

IAB AAAA Version 3.0

See [iab.net/displayguidelines](http://iab.net/displayguidelines) for more detailed specifications. Contact your regional sales representative for timing and availability.

The Nature Conservancy reserves the right to terminate any campaign at publisher's discretion.



The following terms and conditions (the “Terms”) govern advertisements that may be placed by The Nature Conservancy (“Publisher”) in its digital properties or in the U.S. print edition of *Nature Conservancy* magazine (collectively, the “Publications”).

**1. AGREEMENT TO TERMS**

- 1.1 Submission of an insertion order for placement of an advertisement in the Publications constitutes acceptance of these Terms. No provisions in an insertion order or other document that conflict with these Terms shall be binding on Publisher.
- 1.2 Publisher reserves the right to revise these Terms at any time, and the latest version will always be posted on [nature.org/advertise](http://nature.org/advertise). Rates are subject to change without notice.

**2. PAYMENTS AND DISCOUNTS**

- 2.1 Unless otherwise stated by Publisher, payments for advertisements are due 30 days from the date of invoice. In some cases, prepayment may be required. A 1.5% monthly fee will be applied to accounts that are 30 days past due.
- 2.2 An agency commission of 15% will be paid to accredited advertising agencies if payment is made within 30 days of invoice. No agency discounts may be taken on production charges.
- 2.3 Frequency discounts must be contracted in advance. Schedules not completed will be billed at the earned applicable rate.

**3. CANCELLATION AND CHANGES**

- 3.1 Publisher reserves the right to reject or cancel any advertisement or insertion order at any time and for any reason. In the event of cancellation for default in the payment of invoices, charges for all advertisements published as of the cancellation date shall become immediately due and payable.
- 3.2 Advertisers may not cancel orders for, or make changes to, advertisements after the issue closing date.

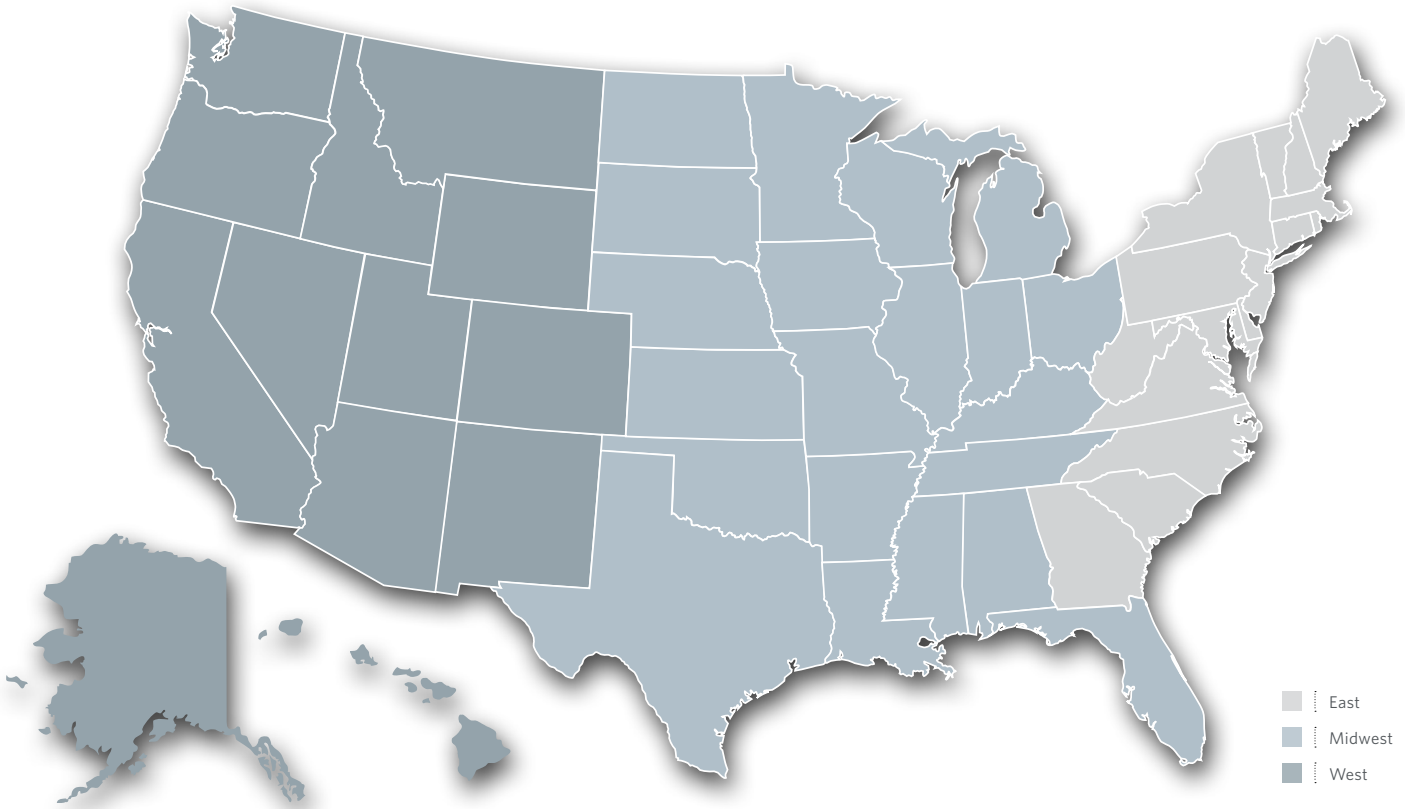
**4. LIMITATION OF LIABILITY**

- 4.1 Publisher is not liable for any failure or delay in printing, publishing or circulating any copies of the Publications that may be caused by, or arise from, an act of God, accident, fire, strike, terrorism or other occurrence beyond Publisher’s control.
- 4.2 Publisher’s liability for any error or omission for which it may be held legally responsible shall not exceed the cost of the advertisement affected by the error or omission. In no event shall Publisher be liable for any indirect, consequential, special or incidental damages.

**5. GENERAL TERMS**

- 5.1 Advertisers and their agencies jointly and severally represent and warrant that each advertisement submitted by them for publication in the Publications does not violate any law or infringe on the right of any party. Advertisers and their agencies jointly and severally agree to indemnify and hold Publisher harmless from and against any loss, liability, damages and related expenses (including attorneys’ fees) arising from the breach or alleged breach of such representations or warranties.
- 5.2 Publisher’s acceptance of an advertisement for publication in the Publications does not constitute an endorsement of the product or service advertised.
- 5.3 Advertising is accepted for publication on the condition that the agency and advertiser will make no promotional references to the Publications or The Nature Conservancy without prior written permission from the Publisher.
- 5.4 Unless otherwise stated by the Publisher in writing, the Publisher does not guarantee the position of advertisements in the Publications.
- 5.5 Publisher reserves the right to include the word “advertisement” or the phrase “special advertising section” or other similar wording on any advertisements that, in Publisher’s sole opinion, may resemble or be interpreted to constitute editorial matter.
- 5.6 This agreement shall be governed by and construed in accordance with the laws of the Commonwealth of Virginia without regard to its conflicts of laws provisions. Any civil action or proceeding arising out of or related to this agreement shall be brought in the courts of record of Arlington County. Advertiser and its agency consent to the jurisdiction of such courts and waive any objection to the laying of venue of any such civil action or proceeding in such courts.





**West | Los Angeles**

.....

Joy Lona  
*Account Manager*  
626 Wilshire Blvd., No. 500  
Los Angeles, CA 90017

Direct: (213) 596-7211  
Fax: (213) 624-0997  
j.lona@jamesgelliott.com

**Midwest | Chicago**

.....

Michael Sanders  
*Account Manager*  
134 N. LaSalle St. Ste. 1700  
Chicago, IL 60602

Direct: (312) 348-1203  
Cell: (312) 504-8025  
Fax: (312) 236-4940  
m.sanders@jamesgelliott.com

**East | New York**

.....

Diane Sacken  
*Account Manager*  
135 East 55th St., 5th Floor  
New York, NY 10022

Direct: (917) 421-9053  
Cell: (917) 478-3003  
Fax: (212) 588-9201  
d.sacken@jamesgelliott.com