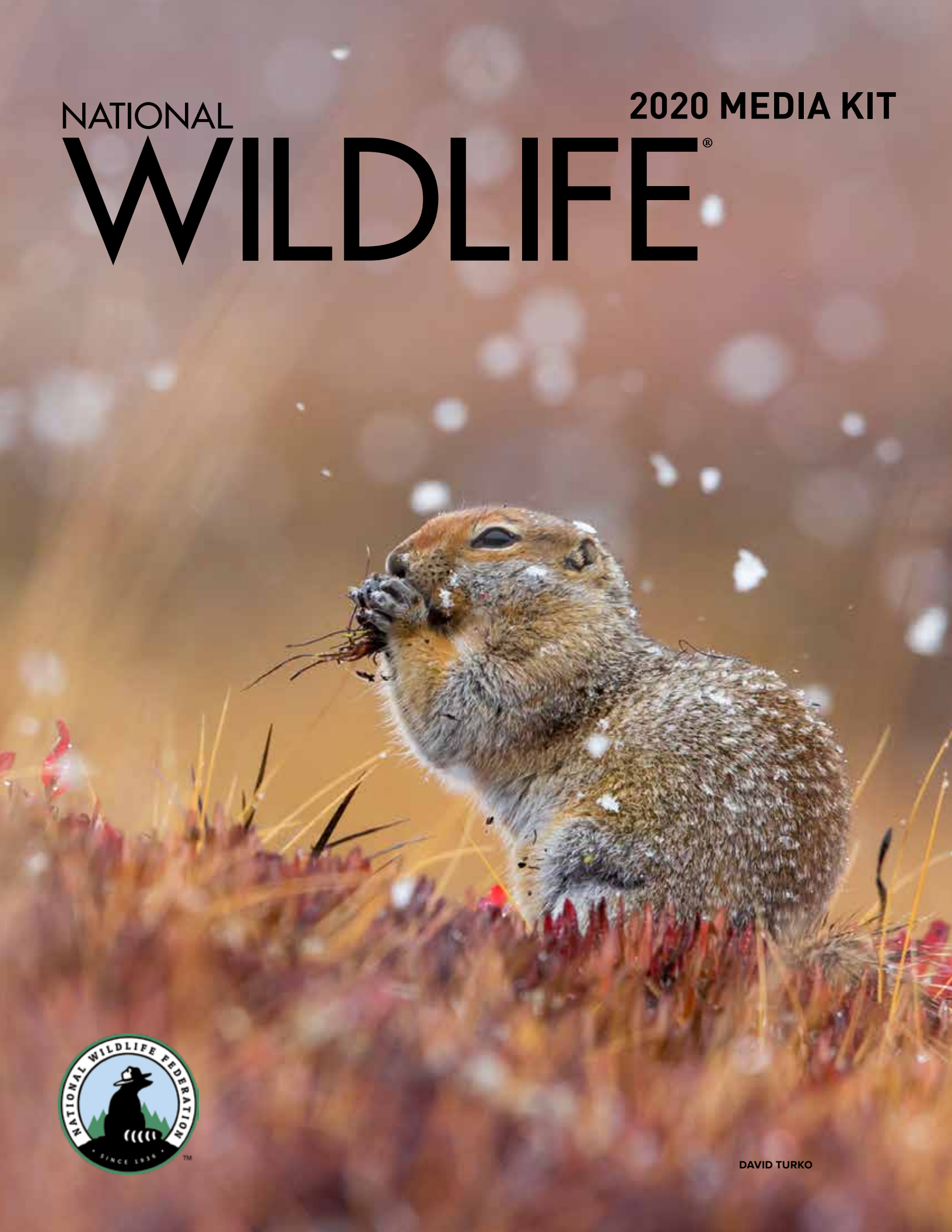


NATIONAL

2020 MEDIA KIT

# WILDLIFE<sup>®</sup>



DAVID TURKO



SAM PARKS

## Where the Wild Comes Alive

In 2020, *National Wildlife*<sup>®</sup> 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!





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## Mission

Uniting all Americans to ensure wildlife thrive in a rapidly changing world

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## Editorial scope of *National Wildlife* magazine



PATRICK PAGNI

### Wildlife

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



EM SARTOR

### Kids and Nature

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



JOSEPH DREIMILLER

### Habitats

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



BRUCE BONDE

### Gardening for Wildlife

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



LEIGH SCOTT

### Sustainable Living

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



DEBORAH ROY

### Science and Conservation

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



DAVID TURKO

### Wildlife Photography

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



STOKES CLARK

### Outdoor Adventure

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



MARK WINWOOD



NITA BRYANT-AZMAR



VIC SCHENDEL

## 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

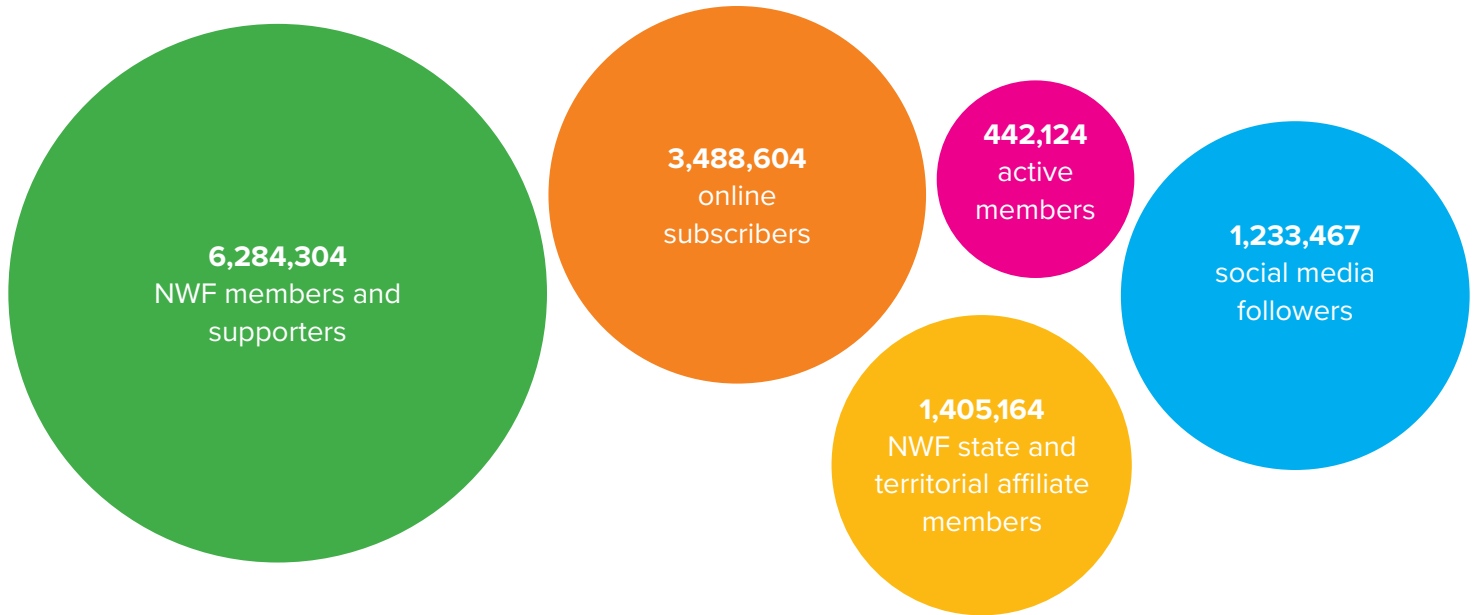
Appreciating the wonders of nature in their own backyards and neighborhoods, our readers avidly pursue gardening, bird-watching, photography and sustainable living.



### 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



## 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.”



VALDIR PESSOA



## By the numbers



### Readership

Regularly reads 3 or 4 out of 4 issues	<b>89.0%</b>
Average reading time	<b>40 minutes</b>
Readers per copy	<b>4.45</b>
Discussed an article with others	<b>79.0%</b>
Passed along an article or ad	<b>59.6%</b>



### Demographics

Female	<b>72.3%</b>
Male	<b>27.7%</b>
Married	<b>59.0%</b>
Average age	<b>62.5</b>
Average household income	<b>\$132,561</b>
Median household income	<b>\$102,425</b>



### Education

Graduated from 4-year college	<b>37.3%</b>
Advanced degree (Ph.D., Masters)	<b>46.6%</b>



### Activism (past 12 months)

Contacted an elected official	<b>63.5%</b>
Contributed to public TV or radio	<b>53.8%</b>
Worked as a volunteer	<b>47.9%</b>
Responded to an NWF call to action	<b>47.3%</b>



### Environmentalism

Practice recycling/composting	<b>94.6%</b>
Buy Energy Star <sup>®</sup> appliances	<b>82.6%</b>
Feel it's important to minimize personal environmental impact	<b>76.9%</b>
Buy "green" household products	<b>72.6%</b>
Likely to buy alternative-fuel vehicle	<b>65.2%</b>
Pays more for eco-friendly products	<b>62.2%</b>



### Activities

Gardening	<b>73.2%</b>
Bird-watching	<b>66.6%</b>
Hiking	<b>57.5%</b>
Sport/Exercise	<b>50.9%</b>
Photography	<b>46.7%</b>
Bicycling	<b>25.8%</b>
Boating	<b>24.4%</b>
Yoga	<b>21.7%</b>
Camping	<b>20.0%</b>
Hunting/Fishing	<b>10.9%</b>



### Plan to buy

Music/Videos	<b>38.2%</b>
Smartphone	<b>33.0%</b>
Photo equipment	<b>27.6%</b>
iPad/Tablet	<b>22.9%</b>
Personal computer	<b>22.0%</b>



### Pets

Cat	<b>60.0%</b>
Dog	<b>54.1%</b>
Fish	<b>11.0%</b>
Bird	<b>10.9%</b>



### Vehicle ownership

Car	<b>73.7%</b>
SUV	<b>42.3%</b>
Truck	<b>22.1%</b>



### Travel

*Overnight trips in the continental United States (past 12 months):*

2	<b>16.2%</b>
3–5	<b>36.4%</b>
6–10	<b>13.1%</b>
11 or more	<b>10.2%</b>
Average trips (about double the U.S. average)	<b>4.9</b>
Average spent (about 3 times the U.S. average)	<b>\$4,187</b>

*Types of trips (past 3 years):*

Family vacation	<b>76%</b>
Road trip	<b>55%</b>
Adventure travel	<b>38%</b>
Cultural tour	<b>24%</b>
Cruise	<b>22%</b>
Bird-watching	<b>20%</b>
Natural-history tour	<b>20%</b>

*Overnight trips outside the continental United States (past 3 years):*

1	<b>15%</b>
2	<b>12%</b>
3–5	<b>17%</b>
6–10	<b>6%</b>
Average trips	<b>3.6</b>
Average spent (nearly double the industry average)	<b>\$6,038</b>

## 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

Ad close **Nov 18, 2019**

Materials due **Dec 6, 2019**

In-home date **Jan 18, 2020**



GARY KRAMER

### 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

Ad close **Jan 20, 2020**

Materials due **Feb 7, 2020**

In-home date **Mar 21, 2020**



LISA SWANSON

### June–July 2020 Spotlight on the Biodiversity Crisis

- 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

Ad close **Mar 16, 2020**

Materials due **Apr 3, 2020**

In-home date **May 23, 2020**



MARK BRINEGAR

## Editorial calendar and closing dates

### August–September 2020 Spotlight on the Climate Crisis

- 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

Ad close **May 11, 2020**

Materials due **May 29, 2020**

In-home date **Jul 18, 2020**



ALAN JONES

### 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

Ad close **Jul 13, 2020**

Materials due **Jul 31, 2020**

In-home date **Sep 26, 2020**



STERLING GILMORE

### 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

Ad close **Sep 7, 2020**

Materials due **Sep 25, 2020**

In-home date **Nov 21, 2020**



BEN KNOOT



# Ad rates & specifications

## General Display

Average circulation: more than 325,000

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 325,000

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

## Ad sizes



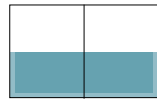
Spread



Full page



2/3 page



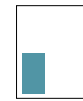
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horiz. spread



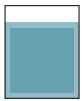
1/2 page  
horizontal



1/3 page  
square



1/6 page



back cover

<b>Non-bleed</b>	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"
<b>Bleed</b>	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.

## SFTP upload

Host: sftp.nwf.org

Port: 22

User ID: NWMag

Password: 8925

Folder: National Wildlife Magazine Advertising

## 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

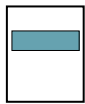
## Digital ad rates & specifications

*National Wildlife* offers several platforms with which to engage your brand with an average of more than 325,000 print readers each issue and more than 1 million unique online visitors annually.

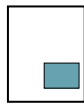
Call for details about custom packages, including print, digital and sponsorship opportunities to maximize your reach.

[www.nwf.org/nw](http://www.nwf.org/nw)

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



Large rectangle



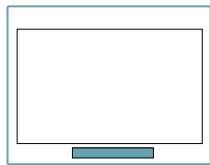
Medium Rectangle



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



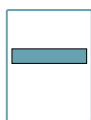
iPad Banner



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

Deployment	Materials Due
Feb–Mar	Jan 8
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Tel: 703.438.6521

Fax: 703.438.6544

Email: [smithj@nwf.org](mailto:smithj@nwf.org)

### **Digital specifications:**

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

Please contact us if other software is used.

File format: 72 dpi, png or jpg

### **SFTP upload:**

Host: [sftp.nwf.org](http://sftp.nwf.org)

Port: 22

User ID: NWMag

Password: 8925

Folder: National Wildlife Magazine Advertising



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