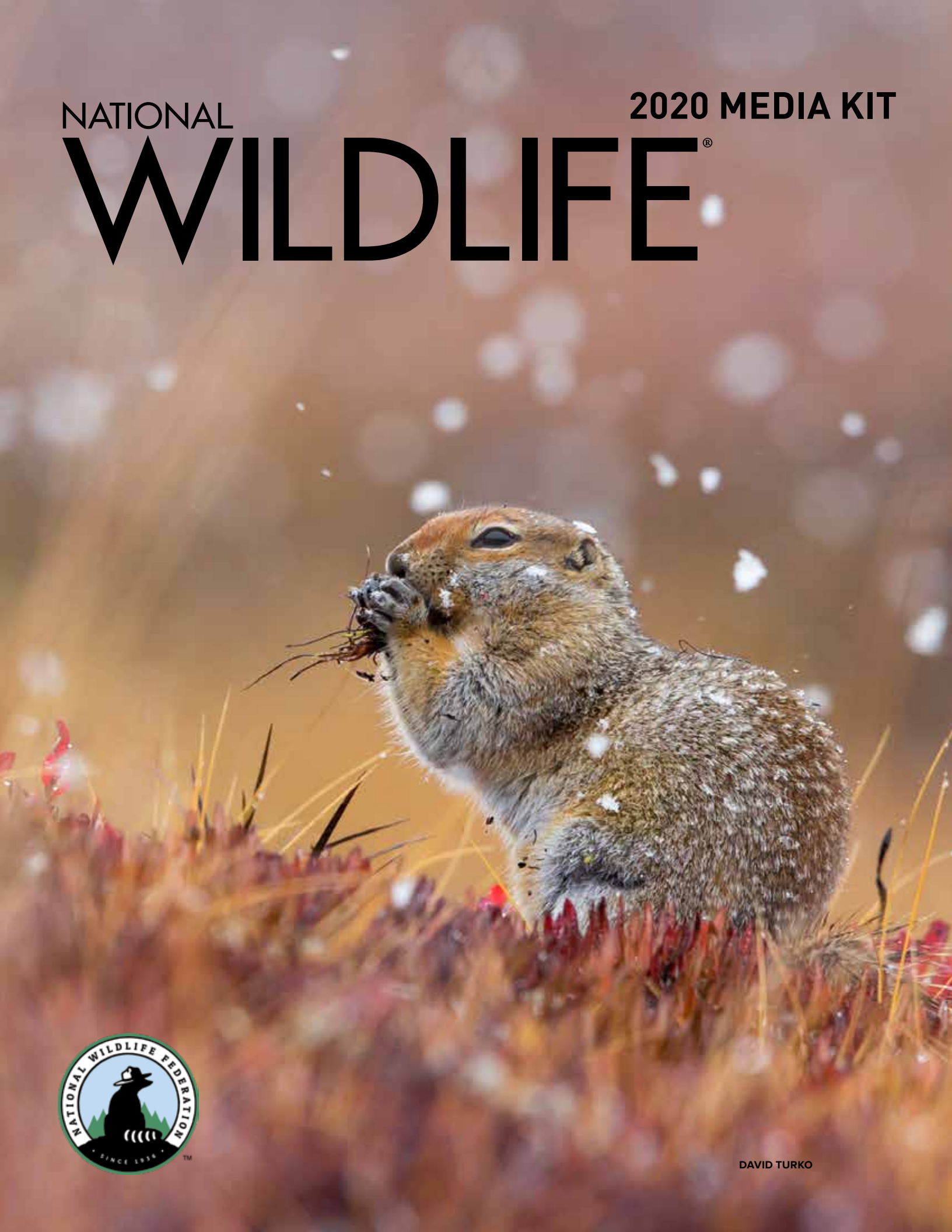


NATIONAL

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!



---

## 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

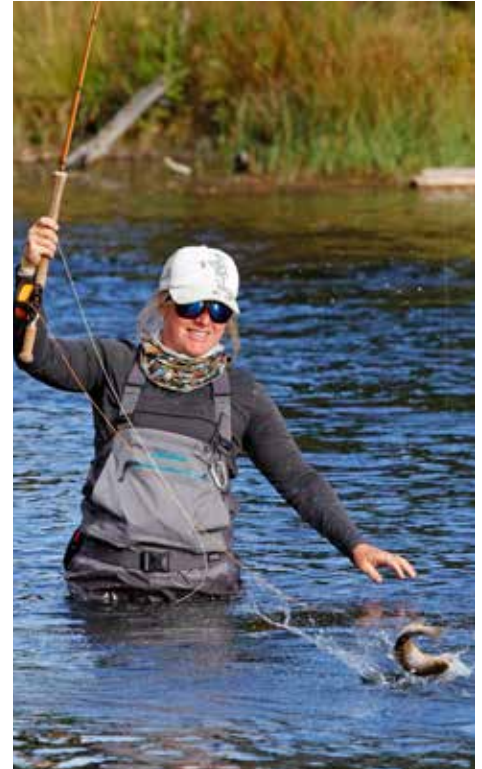
Advice on the best outdoor-recreation activities and tips on how to view wildlife with minimal impact



MARK WINWOOD



NITA BRYANT-AZMAR



VIC SCHEDEL

## 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

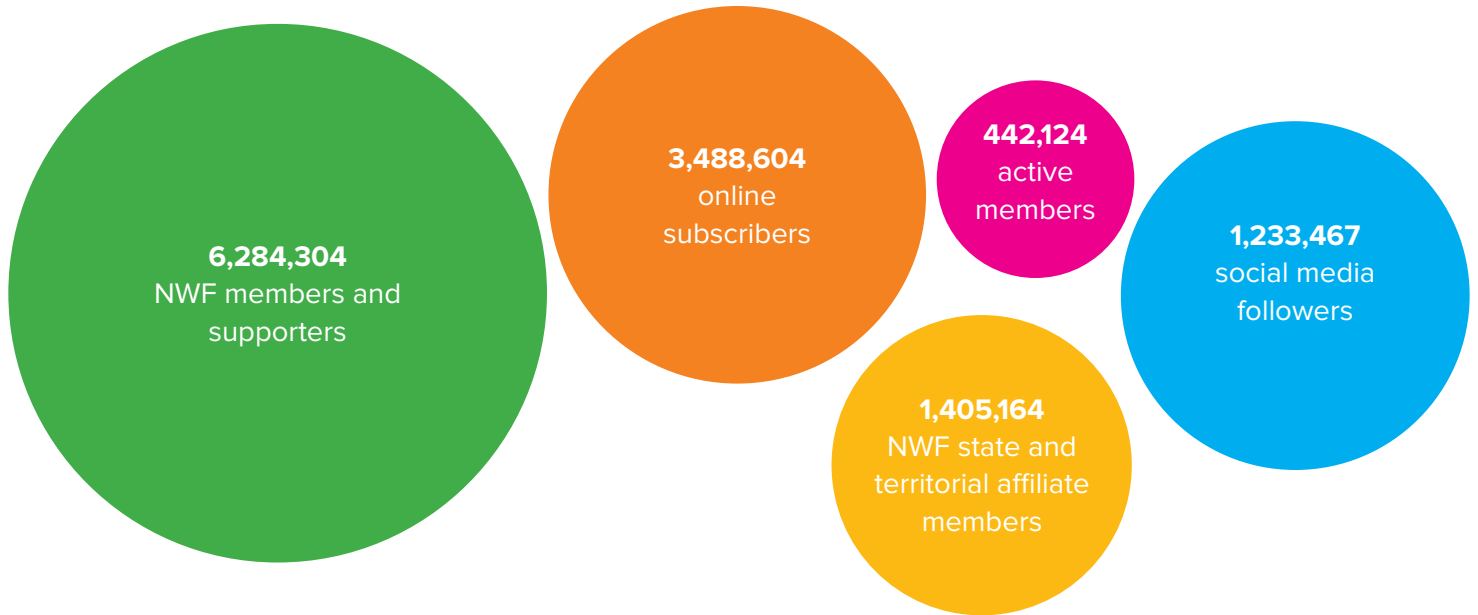
Appreciating the wonders of nature in their own backyards and neighborhoods, our readers avidly pursue gardening, bird-watching, photography and sustainable living.



### 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 Biodiversity

- Insect Apocalypse?: Many of the world's insects are declining and why it matters
- Wildlife Comebacks: A look at rare success stories
- Freshwater Mussels: How these at-risk animals are key to habitat health
- Urban Biodiversity: Cities around the world are doing their part to bring back vanishing species.

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 Climate Change

- Can Forests Save Us? How they soak up and store carbon dioxide
- Arctic National Wildlife Refuge: Celebrating 60 years
- Restoring the Upper Mississippi River: A success story and a cautionary tale
- 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
- Red Wolves Return: A bold plan to bring back the world’s most endangered canine
- Restoring Salmon: Dam removal could bring back the iconic fish.
- Animals We Hate: The lovable traits of snakes, spiders and other “scary” critters
- Amazing Owls: How to attract and nurture these nocturnal raptors
- 2020 Election: What are the key conservation issues?

Ad close **Jul 13, 2020**

Materials due **Jul 31, 2020**

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



STERLING GILMORE

### December–January 2021 Spotlight on Photography

- Photo Contest Winners: See stunners from *National Wildlife* magazine’s popular annual photo contest.
- Images from the Garden: Winners of our new Garden for Wildlife photo contest
- Girls Who Click: Young photographers get help from the pros.
- Insect Hunters: Citizen scientists photograph and document the amazing diversity of local insects.
- Backyard Birds: Tips for great photos just outside your home

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 380,000

| 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 380,000

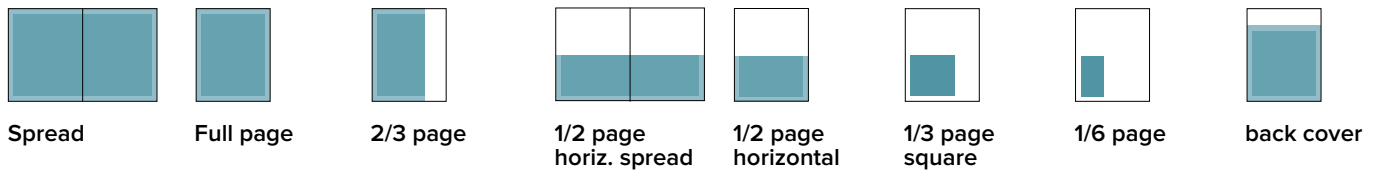
| 4 Color   | 1X     | 3X     | 6X     |
|-----------|--------|--------|--------|
| Full Page | 28,934 | 27,780 | 26,907 |
| 2/3       | 21,702 | 20,840 | 20,186 |
| 1/2       | 17,360 | 16,667 | 16,150 |
| 1/3       | 11,580 | 11,114 | 10,767 |
| 1/6       | 5,814  | 5,526  | 5,229  |

| 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



|                  |                   |                  |                  |                  |                 |                 |                 |                 |
|------------------|-------------------|------------------|------------------|------------------|-----------------|-----------------|-----------------|-----------------|
| <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

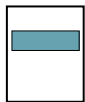
## Digital ad rates & specifications

*National Wildlife* offers several platforms with which to engage your brand with an average of more than 380,000 print readers each issue and more than 1 million unique online visitors annually.

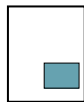
Call for details about custom packages, including print, digital and sponsorship opportunities to maximize your reach.

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

| Size      | CPM     | Deployed  |
|-----------|---------|-----------|
| 728 x 90  | \$25.00 | Bimonthly |
| 300 x 250 | \$25.00 | Bimonthly |
| 300 x 300 | \$25.00 | Bimonthly |



Large rectangle



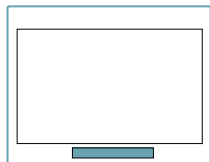
Medium Rectangle



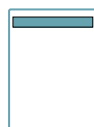
Small Square

***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



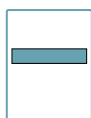
iPad Banner



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         |
| Apr–May    | Mar 12        |
| Jun–Jul    | May 14        |
| Aug–Sep    | Jul 9         |
| Oct–Nov    | Sep 10        |
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| Oct–Nov    | Sep 10        |
| Dec–Jan    | Nov 12        |

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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

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