
We believe in intellectual freedom. We value facts and transparency. We argue that dissent is patriotic and we hold the powerful to account, no matter their political persuasion.

Founded by abolitionists in 1865, we’ve long believed that independent journalism has the capacity to bring about a more democratic and equitable world. Our writers shift paradigms and open minds. Our deep investigative reporting launches congressional hearings, forces policy change, and shapes news cycles.

Instigating progress: It’s not only our legacy, it’s our continued commitment to future generations of torchbearers.
“The Nation has for more than a century been a beacon for progressive ideas, democratic politics, women’s rights, racial and economic justice and peace. And while I value The Nation’s illustrious history, I am determined to bring it into the 21st century by nurturing younger writers, appealing to young readers, and engaging with the issues and movements that inspire the passions of a new generation.

As our country and the world undergo extraordinary and tectonic shifts, these times demand that The Nation be ever bolder, willing to unleash our imaginations and ready to think anew. The advent of digital publishing and social media offers us a historic opportunity, which we are seizing, to reach vastly larger audiences and have a greater impact in the world.”

—Katrina vanden Heuvel
Editorial Director & Publisher

“I always tell people The Nation has to meet two bottom lines: a conventional balance sheet that shows we’re attracting enough support—from subscribers, advertisers, and donors—to keep this beacon of progressive thinking and writing going for another 154 years. And a moral and political balance sheet that has to do with trying to change the world, not just to report it. Of course I share Katrina’s determination to nurture younger writers and attract younger readers, grow our audience, and extend our reach. But as editor my particular focus is on content—what we cover, how we cover it, and why we think our readers either need to know this right now (in which case they’ll probably find it on www.thenation.com) or why, given all the other demands on their time, we think this article will inform, enlighten, and with any luck delight. Because I don’t take any reader—or any reader’s time—for granted. When I was writing The Nation: A Biography, I said that the one constant throughout our history has been ‘a faith—not in political parties or programs, but in what might happen if you tell people the truth.’ If you want to know my philosophy as editor, that’s a pretty good summary.”

—D.D. Guttenplan
Editor
Someone asked me the other day, “How has The Nation survived for over 150 years?” There’s the astonishing loyalty of our readers, who see us as a magazine and a website, but also as a cause and a community. There’s our independence of thought and ownership that has meant we are beholden to no one. There’s our abiding belief that it’s possible—by the passionate airing of bold ideas—to force new perspectives into the public debate. We’re passionate about introducing The Nation and its mission to the next generation of readers.

—Katrina vanden Heuvel
Editorial Director & Publisher of The Nation

“[The Nation] has never played a more important role than it does today.”
—Bernie Sanders

“An indispensable voice in our political dialogue.”
—Elizabeth Warren

“[It’s more than a magazine—it’s a crucible of ideas.]”
—President Barack Obama

“The very highest standards of journalistic integrity.”
—Nancy Pelosi

Reader Testimonials

For details, contact Suzette Cabildo at 212-209-5443 or scabildo@thenation.com | Kit Gross at 212-209-3387 or kit@thenation.com

Advertising Policy Link
PHYSICIANS FOR HUMAN RIGHTS

Through a dedicated e-mail sent to The Nation’s e-mail list of readers, as well as ads in our NationDaily and Take Action Now e-newsletters, PHR.org alerted our deeply engaged and highly responsive readers to the horrors of separating children from their families at the U.S. border with Mexico and inspired them to respond by writing to President Trump.

PHR’s agency told us: “The buy with The Nation was one of our best performers—not only in terms of clicks, but in terms of conversion. We’re definitely looking forward to doing more work with you all in the future!”

—Jenn Lejano, Principal & Co-founder, Fresh Eyes Digital

GLOBAL CONNECTIONS TV

“Since its launching in 1865, The Nation has been a source of reliable, unique and substantive information. Global Connections Television, in that same vein, is proud to run ads in such a prestigious magazine that disseminates our mutual goals and concerns about such major issues as climate change, empowering women, world peace and human trafficking.

The ads have assisted GCTV to get its message out to over 70 million potential viewers worldwide each week.”

—Bill Miller, CEO/Moderator, Global Connections Television
Readers of The Nation are those rare individuals who influence others on how to vote and what to buy. GFK MRI Market Solutions found that 85% of The Nation’s readership qualifies as influential based on positive responses to GFK’s Influentials list of questions—far exceeding the U.S. population of influentials at just 8%. Reach this Influential audience through The Nation’s print pages and other media channels including Email, Display Banners, Mobile Banners, Podcasts and Events.

**NATION IMPACT**

Actions taken as a result of reading The Nation

<table>
<thead>
<tr>
<th>Action</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Discussed or passed along an article</td>
<td>82%</td>
</tr>
<tr>
<td>Became interested in reading a specific book</td>
<td>56%</td>
</tr>
<tr>
<td>Donated to a cause</td>
<td>43%</td>
</tr>
<tr>
<td>Engaged in a political, social, or environmental campaign</td>
<td>41%</td>
</tr>
</tbody>
</table>

**DEMOGRAPHICS**

- **Gender**: 56% Male, 44% Female
- **Median age**: 65
- **Median household income**: $98,200
- **Median net worth**: $559,400

**EDUCATION**

- **Attended college**: 99%
- **Graduated college or higher**: 85%
- **Graduate degree**: 55%
- **Employed in the field of education**: 27%

**ACTIVISM**

Subscribers to The Nation were much more likely to have participated in the following civic activities than all U.S. adults (index of 100 = U.S. average)

<table>
<thead>
<tr>
<th>Action</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Voted in a federal, state, local election</td>
<td>88%</td>
</tr>
<tr>
<td>Signed a petition</td>
<td>85%</td>
</tr>
<tr>
<td>Wrote or called a politician</td>
<td>65%</td>
</tr>
<tr>
<td>Attended a public rally, speech, or organized protest</td>
<td>43%</td>
</tr>
<tr>
<td>Participated in environmental groups/causes</td>
<td>36%</td>
</tr>
</tbody>
</table>

**READER DEDICATION**

- **Read at least 3 out of the last 4 issues**: 88%
- **Time spent reading each issue**: 1HR 16 MIN
- **Find news and information in The Nation that they find nowhere else**: 66%

**TOTAL CIRCULATION**

103,000

Source: 2016 The Nation Subscriber Study, GFK MRI Market Solutions

Source: Alliance of Audited Media, October 2019
### GENERAL PRINT ADVERTISING RATES

Contact us for promotional packages, book publishing rates and other special small-advertiser rates.

#### 4-COLOR RATES

<table>
<thead>
<tr>
<th></th>
<th>1-3 TIME RATE</th>
<th>4-6 TIME RATE</th>
<th>7-11 TIME RATE</th>
<th>12-26 TIME RATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>FULL PAGE</td>
<td>$11,500</td>
<td>$10,890</td>
<td>$10,290</td>
<td>$9,680</td>
</tr>
<tr>
<td>2/3 PAGE</td>
<td>$9,200</td>
<td>$8,710</td>
<td>$8,230</td>
<td>$7,740</td>
</tr>
<tr>
<td>1/2 PAGE</td>
<td>$7,130</td>
<td>$6,750</td>
<td>$6,380</td>
<td>$6,000</td>
</tr>
<tr>
<td>1/3 PAGE</td>
<td>$4,830</td>
<td>$4,570</td>
<td>$4,320</td>
<td>$4,060</td>
</tr>
<tr>
<td>1/4 PAGE</td>
<td>$3,795</td>
<td>$3,595</td>
<td>$3,395</td>
<td>$3,195</td>
</tr>
<tr>
<td>1/6 PAGE</td>
<td>$1,920</td>
<td>$1,835</td>
<td>$1,750</td>
<td>$1,665</td>
</tr>
</tbody>
</table>

Contact us for promotional packages, special small-advertiser rates and other rate cards.

Recognized agencies earn a standard 15 percent discount. Discounts apply only within the contract year and must be negotiated in advance. It is understood that the advertiser and/or agency indemnifies the publisher against any claims or suits based on the content of the advertisement. The publisher reserves the right to reject or cancel any advertising at any time. Publication of an advertisement constitutes final acceptance. *The Nation* has a strong presumption against censoring any advertisement.
# PUBLICATION DATES AND DEADLINES

<table>
<thead>
<tr>
<th>COVER DATE</th>
<th>DELIVERED BETWEEN</th>
<th>RESERVE BY</th>
<th>MATERIALS DUE*</th>
<th>SPECIAL ISSUE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan 11/18</td>
<td>12/31-20-1/5/21</td>
<td>12/10/20</td>
<td>12/17/20</td>
<td></td>
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<tr>
<td>Jan 25/Feb 1</td>
<td>1/14-19/21</td>
<td>12/24/20</td>
<td>12/31/20</td>
<td></td>
</tr>
<tr>
<td>Feb 8/15</td>
<td>1/28-2/2/21</td>
<td>1/7/21</td>
<td>1/14/21</td>
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</tr>
<tr>
<td>Feb 22/Mar 1</td>
<td>2/11-16/21</td>
<td>1/21/21</td>
<td>1/28/21</td>
<td></td>
</tr>
<tr>
<td>Mar 22/29</td>
<td>3/11-16/21</td>
<td>2/18/21</td>
<td>2/25/21</td>
<td></td>
</tr>
<tr>
<td>April 19/26</td>
<td>4/8-13/21</td>
<td>3/18/21</td>
<td>3/25/21</td>
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<tr>
<td>May 17/24</td>
<td>5/6-11/21</td>
<td>4/15/21</td>
<td>4/22/21</td>
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<tr>
<td>June 14/21</td>
<td>6/3-8/21</td>
<td>5/13/21</td>
<td>5/20/21</td>
<td></td>
</tr>
<tr>
<td>July 12/19</td>
<td>7/1-6/21</td>
<td>6/10/21</td>
<td>6/17/21</td>
<td></td>
</tr>
<tr>
<td>July 26/Aug 2</td>
<td>7/15-20/21</td>
<td>6/24/21</td>
<td>7/1/21</td>
<td></td>
</tr>
<tr>
<td>Aug 9/16</td>
<td>7/29-8/3/21</td>
<td>7/8/21</td>
<td>7/15/21</td>
<td></td>
</tr>
<tr>
<td>Aug 23/30</td>
<td>8/12-17/21</td>
<td>7/22/21</td>
<td>7/29/21</td>
<td></td>
</tr>
<tr>
<td>Sep 6/13</td>
<td>8/26-31/21</td>
<td>8/5/21</td>
<td>8/12/21</td>
<td></td>
</tr>
<tr>
<td>Sep 20/27</td>
<td>9/9-14/21</td>
<td>8/19/210</td>
<td>8/26/21</td>
<td></td>
</tr>
<tr>
<td>Oct 18/25</td>
<td>10/7-12/21</td>
<td>9/16/21</td>
<td>9/23/21</td>
<td></td>
</tr>
<tr>
<td>Nov 1/8</td>
<td>10/21-26/21</td>
<td>9/30/21</td>
<td>10/7/21</td>
<td></td>
</tr>
<tr>
<td>Nov 15/22</td>
<td>11/4-9/21</td>
<td>10/14/21</td>
<td>10/21/21</td>
<td></td>
</tr>
<tr>
<td>Dec 13/20</td>
<td>12/2-7/21</td>
<td>11/11/21</td>
<td>11/18/21</td>
<td></td>
</tr>
<tr>
<td>Dec 27/Jan 3</td>
<td>12/16-21/21</td>
<td>11/25/21</td>
<td>12/2/21</td>
<td></td>
</tr>
</tbody>
</table>

* Call for extension

Red denotes Special Advertising Section ▲
Blue denotes FEATURE issue ▲

For details, contact Suzette Cabildo at 212-209-5443 or scabildo@thenation.com | Kit Gross at 212-209-3387 or kit@thenation.com
Advertising Policy Link
PRINT ADVERTISING SPECIFICATIONS

ADOBE ACROBAT PDF FILES

1. All fonts must be embedded and must be Type 1, OpenType, or TrueType fonts.
2. All colors must be CMYK.
3. Images must be the equivalent of 300 dpi.
4. PDF/X in conformance with all ANSI/CGATS/SWOP current standards is acceptable.

DIGITAL FILE EMAIL INSTRUCTIONS

Emails may be used to send advertising files to The Nation only if they are smaller than 50 megabytes. Larger files should be sent via Dropbox, WeTransfer, or AdTransit.

For further production instructions, please contact our IT/Production Manager at production@thenation.com.

TIMING

Please adhere to materials due date on ad calendar. For an extension, contact your ad representative. Any changes to files deemed to be author’s alterations may be charged at the prevailing hourly rate. Submitted files that do not conform to the above standards may be subject to additional charges for the file conversion/manipulation. Advertisers wishing to cancel, should do so 14 business days prior to the copy deadline.

PRINT SETTINGS

2-PAGE SPREAD (W/BLEED)

PAGE TRIM
16” w X 10.5” h
SAFE AREA
15.25” w X 9.75” h
PAGE BLEED
16.25” w X 10.75” h

FULL-PAGE (W/BLEED)

PAGE TRIM
8” w X 10.5” h
SAFE AREA
7.25” w X 9.75” h
PAGE BLEED
8.25” w X 10.75” h

FULL-PAGE (NO/BLEED)

7.25” w X 9.75” h

1/3 PAGE VERTICAL*

2.25” w X 9.319” h

1/3 PAGE SQUARE*

2.25” w X 9.319” h

1/4 PAGE**

3.5” w X 4.583” h

1/6 PAGE*

1.25” w X 4.583” h

*This ad configuration will only appear within the book section of the magazine
**This ad configuration will only appear within the features section of the magazine
DIGITAL AUDIENCE

**DEMOGRAPHICS**

- 55% Male
- 41% 25-44
- 45% Female
- 15% 45-54
- 32% 55+

**WHAT THEY BUY (IN-MARKET SEGMENTATION)**

- Education/Post Secondary Education
- Financial Services/Investment Services
- Travel/Hotels Accommodations/Air travel
- Autos/Vehicles

**WHAT THEY LOVE (AFFINITY)**

- Culture/Arts/Entertainment
- News/Politics/Campaigns & Elections
- Education/Colleges/Universities
- Law & Government/Executive Branch

**TRAFFIC**

- Monthly average page views: 4.92 MILLION
- Monthly users: 2.73 MILLION

**DIGITAL ACCESS**

People visiting TheNation.com:

- 63% Mobile
- 33% Desktop
- 4% Tablet

**SOCIAL MEDIA**

Our followers are highly engaged news and politics junkies with an interest in sharp analysis of national and international affairs. They are particularly interested in political movements on the left, social justice, and cultural criticism.

- TWITTER: 1.2 MILLION FOLLOWERS
- FACEBOOK: 638,500 FOLLOWERS

Google Analytics, 2019

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Advertising Policy Link
DESKTOP AND TABLET AD SIZES

TheNation.com generally adheres to IAB standard advertising dimensions. The creative sizes available:

- Billboard (970 X 250)
- Pushdown (970 X 90 – 970 X 415)
- Super leaderboard (970 X 90)
- Leaderboard (728 X 90)
- Medium rectangle (300 X 250)
- Portrait (300 X 1050)
- Half page (300 X 600)
- Skyscraper (160 X 600)

All creative is sent to creatives@thenation.com
Deadline: Minimum 48 hours prior to launch required.

For details, contact Suzette Cabildo at 212-209-5443 or scabildo@thenation.com | Kit Gross at 212-209-3387 or kit@thenation.com

DIGITAL/STANDARD BANNERS

PHONE AD SIZES

- Mobile leaderboard (320 X 50)
- Medium rectangle (300 X 250)
- Half page (300 X 600)
LIGHTBOX ADS

Lightbox ads are perfect for getting immediate action from Nation readers. Signing petitions, collecting names and emails, and other actions can all be solicited from this single unit.

The lightbox activates upon entering our site with a dimming effect on the visible page underneath. Your content stands out, while still giving the user the comfort of staying on the same page.

RESOLUTION: 660 x 450
MAXIMUM FILE SIZE: 100kb

VIDEO ADS

The Nation offers video ads via our in-line article player.

RESOLUTION: max 1920 x 1080 – min 640 x 360
MAXIMUM FILE SIZE: 20mb
VIDEO FORMATS: all video formats : flv, mp4, mov, vast, vpaid, & YouTube video key
LENGTH: (30-sec desktop, 15-sec mobile recommended lengths)

FULL SCREEN VIDEO ADS

A new full width, full screen responsive unit appears exclusively on The Nation’s home page.

RESOLUTION: 1080 dpi
FILE: mp4
LENGTH: 30-60 sec

For details, contact Suzette Cabildo at 212-209-5443 or scabildo@thenation.com | Kit Gross at 212-209-3387 or kit@thenation.com
Advertising Policy Link
The Nation emails get some of the best results for issue-based advertisers.

Top priorities for ALL Nation email recipients include: Environment, racial justice, women’s rights, workers’ rights, and immigration. The Nation subscribers ranked the following as their #1 action to take for these important issues:

- Sign a petition
- Support a candidate who shared their views
- Attend an event or rally
- Donate money

DEDICATED EMAIL BLASTS

List size: 350k. Send your message directly to Nation readers. Nation dedicated emails have high click-through rates, especially for petition campaigns, survey participation, and candidate endorsement. Delivers on Wednesdays.

- 50/50 Male/Female
- 54% are 65+
- 37% are 45–64
- 25% have a paid print subscription to The Nation

Dear Kit,

Publicly, Exxon purports to “believe that climate change risks warrant action and it’s going to take all of us — business, governments and consumers — to make meaningful progress.” But it’s not actually interested in progress.

Newly leaked documents from the company show that ExxonMobil’s 2018 investment plan projected that it would increase annual carbon emissions by as much as the amount emitted by the entirety of Greece. Does that sound like action? Or progress?

Click here to learn how you can invest fossil fuel free

In 1982, the Exxon Research and Engineering Company predicted the rise in global temperatures and atmospheric carbon dioxide. Exxon knew. Over the last 30 years, just five oil companies in America – Exxon,* BP,* Chevron,* Royal Dutch Shell,* and Conocophillips* – spent $3.6 BILLION on ads against climate action. Exxon knew. And all it did was undermine progress.

Exxon is still trying to mislead the public. It’s not taking action. It’s simply trying to falsely burnish its reputation. Most recently, Exxon has been trying to discredit two Harvard researchers who published a peer-reviewed paper that found Exxon sowed doubt about climate science in paid, editorial-style newspaper advertisements, while acknowledging the reality of climate change and its causes in internal documents.

Click here to learn how you can invest fossil fuel free

For 40 years, oil and gas companies have misled the public about climate change and the risk it poses to the planet. Yet countless Americans are still, knowingly or not, supporting companies like Exxon through their investments.

But, you don’t need to invest in the most environmentally-reckless companies on Earth – and the worst performing sector in the U.S. for the last decade – to save for your future.

Please keep in mind that a sustainable investment strategy that incorporates environmental, social, and governance (ESG) criteria may result in lower or higher returns than an investment strategy that does not include such criteria.

The Green Century Funds are entirely fossil fuel free, and your investments can be too. Align your investments with your values today.

Sincerely,

For details, contact Suzette Cabildo at 212-209-5443 or scabildo@thenation.com | Kit Gross at 212-209-3387 or kit@thenation.com

Advertising Policy Link
NATION DAILY NEWSLETTER

**DAILY**—Subscribers are the most avid consumers of *The Nation* content. Two 300x250 ad units available. Delivers Monday-Friday.

- **50/50** Male/Female
- **43%** are 65+
- **42%** are 45–64
- **40%** have a paid subscription to *The Nation*—the most engaged of Nation readers

**EDITOR’S PICK**

*Trump’s Solicitation of Election Fraud Is His Highest Crime*  
If Trump’s pressuring of Georgia’s secretary of state to “find” votes…

NATION WEEKLY NEWSLETTER

**WEEKLY**—Subscribers have a higher open rate and are very active with *The Nation* content on social media. Two 300x250 ad units available. Delivers on Fridays.

- **50/50** Male/Female
- **42%** are 65+
- **44%** are 45–64
- **40%** follow on social media

**EDITOR’S PICK**

*This is where the paragraph-long summary text for the week in review newsletter goes. A new collection of essays demonstrates how the civil rights icon’s thinking evolved amid the upheavals of the 20th century.*

NATION WEEKLY DIGITAL E-NEWSLETTERS

**DIGITAL/E-NEWSLETTERS**

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