Founded by abolitionists in 1865, we’ve long believed 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.

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.

Principled. Progressive. The Nation speaks truth to power to build a more just society.
“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

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

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

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

“The very highest standards of journalistic integrity.”
—Nancy Pelosi
The Nation media platform gets results for both new and repeat advertisers.

MSI UNITED STATES

“We have been very happy with the support we’ve seen from The Nation’s responsive readers. Not only did we see increases in daily traffic to our web site on the days that we had media placements with The Nation, we also saw directly attributable donations.”

—Moira DiJulio, Director of Marketing & Communications, MSI United States

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.

### DEMOGRAPHICS

- **Male**: 56%
- **Female**: 44%
- **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%

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

### NATION IMPACT

- **Discussed or passed along an article**: 82%
- **Became interested in reading a specific book**: 56%
- **Donated to a cause**: 43%
- **Engaged in a political, social, or environmental campaign**: 41%

### 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):

- **Voted in a federal, state, local election**: 88% (index: 228)
- **Signed a petition**: 85% (index: 228)
- **Wrote or called a politician**: 65% (index: 793)
- **Attended a public rally, speech, or organized protest**: 43% (index: 1,065)
- **Participated in environmental groups/causes**: 36% (index: 934)

### READER DEDICATION

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

### TOTAL CIRCULATION

- **96,000**

*Source: SFG end of 2021, Total paid print and electronic copies*
# GENERAL PRINT ADVERTISING RATES

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

## 4-COLOR RATES

<table>
<thead>
<tr>
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<th>1-3 TIME RATE</th>
<th>4-6 TIME RATE</th>
<th>7-11 TIME RATE</th>
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Contact us for promotional packages, special small-advertiser rates and other rate cards.

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

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

* Call for extension

Red denotes Special Advertising Section ▲
Blue denotes SPECIAL FEATURE issue ▲
Yellow denotes national cultural event ▲

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.

**PRINT SETTINGS**

<table>
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<th>2/3 PAGE*</th>
<th>1/2 PAGE ISLAND*</th>
<th>1/2 PAGE HORIZONTAL</th>
<th>1/2 PAGE VERTICAL**</th>
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<td>4.722&quot; w X 6.875&quot; h</td>
<td>7.25&quot; w X 4.583&quot; h</td>
<td></td>
</tr>
<tr>
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<td>3.5&quot; w X 9.319&quot; h</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>PAGE BLEED 16.25&quot; w X 10.75&quot; h</td>
<td></td>
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</tr>
</tbody>
</table>

<table>
<thead>
<tr>
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<th>FULL-PAGE (NO/BLEED)</th>
<th>1/3 PAGE VERTICAL***</th>
<th>1/3 PAGE SQUARE*</th>
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<th>1/6 PAGE*</th>
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<td>2.25&quot; w X 9.319&quot; h</td>
<td>4.722&quot; w X 4.583&quot; h</td>
<td>3.5&quot; w X 4.583&quot; h</td>
<td>2.25&quot; w X 4.583&quot; h</td>
</tr>
<tr>
<td>SAFE AREA 7.25&quot; w X 9.75&quot; h</td>
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</tr>
<tr>
<td>PAGE BLEED 8.25&quot; w X 10.75&quot; h</td>
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</tr>
</tbody>
</table>

*This ad configuration will only appear within the books section of the magazine
**This ad configuration will only appear within the features section of the magazine
***This ad configuration can appear within the front of book or books section of the magazine

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**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.

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]
DIGITAL AUDIENCE

DEMOGRAPHICS

56% Male  
42% Female  
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: 4.4 MILLION
- Monthly users: 2.5 MILLION

DIGITAL ACCESS

People visiting TheNation.com:

<table>
<thead>
<tr>
<th>Device</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mobile</td>
<td>54%</td>
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<tr>
<td>Desktop</td>
<td>38%</td>
</tr>
<tr>
<td>Tablet</td>
<td>7%</td>
</tr>
</tbody>
</table>

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: 637,160 FOLLOWERS

Google Analytics, 2021

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]
DESKTOP AND TABLET AD SIZES

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

- **Billboard**: (970 x 250)
- **Medium rectangle**: (300 x 250)
- **Half page**: (300 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

Advertising Policy [Link]
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: :15 - :30 seconds

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, vast
LENGTH: :15 - :30 seconds

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’s dedicated email program delivers some of the best results customer acquisition campaigns. They are especially effective for issue-based advertisers. Top priorities for 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

The Nation dedicated emails have high click-through rates, especially for petition campaigns, surveys, and candidate endorsement. Delivers on Wednesdays. Ask about list sizes and availability.

Dear Kit,

Nurse Annie travels to remote Madagascar communities, bringing reproductive healthcare to women in need. But the past four years were tough for the women she serves. Trump’s Global Gag Rule (GGR) cut off U.S. Government funding to organizations like MSI that even talk about abortion, leaving many women with nowhere to turn.

We estimate that 20,000 pregnancy related deaths occurred because of the GGR. Now, this policy has been repealed. But the next Republican president will likely reinstate it. In the meantime, US domestic politics surrounding abortion threaten a woman’s access to choice worldwide through measures like the Helms Amendment.

I wanted you to be one of the first to know that I’m taking a hard look at running for Senate in 2022.

Pennsylvania will be the most important Senate race in 2022. I’m confident we can win if we go for it. But before we make the call to announce a campaign, I want to get an idea of just how many of you would be with us.

If you’re with us, sign up to support our campaign:

You already know exactly where I stand. I haven’t had to ‘evolve’ on key issues, because I’ve always said what I believe is true and I’ve stood and worked for the same things for the last 20 years:

- Establish a living wage that is at least $15 an hour

DEDICATED EMAIL EXTRAS—Campaigns can be customized for a small set-up fee:

- Specified send time
- A/B testing
- Suppression
- Nation produced email HTML

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

Honduras Elects a Socialist—But Will She Be Allowed to Govern?

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

BOOKS & THE ARTS—The Books & the Arts Newsletter reaches avid book readers. Two slots available - 300x250 ad unit. Delivers on Mondays, every other week.

- 70% bought books in the last month
- 40% purchased 2-3 titles
- 30% bought in the last 7 days

ORIGIN STORIES

Annette Gordon-Reed has spent her career studying the kinds of origin stories the United States tells itself. With her new book The Ancestor, she returns to show how the histories of Africans and of Black Texas affect us all.

To: kit@thenation.com

Reply-To: emailreplies@thenation.com

TO: Kit Gross <kit@thenation.com>

From: scabildo@thenation.com

Subject: A September to Remember by India Tresselt

Date: July 5, 2021

Origin Stories

Annette Gordon-Reed has spent her career studying the kinds of origin stories the United States tells itself. With her new book The Ancestor, she returns to show how the histories of Africans and of Black Texas affect us all.

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