

REACH INFLUENCERS • BUILD AWARENESS • DRIVE RESULTS

### ABOUT US

**F**ounded 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

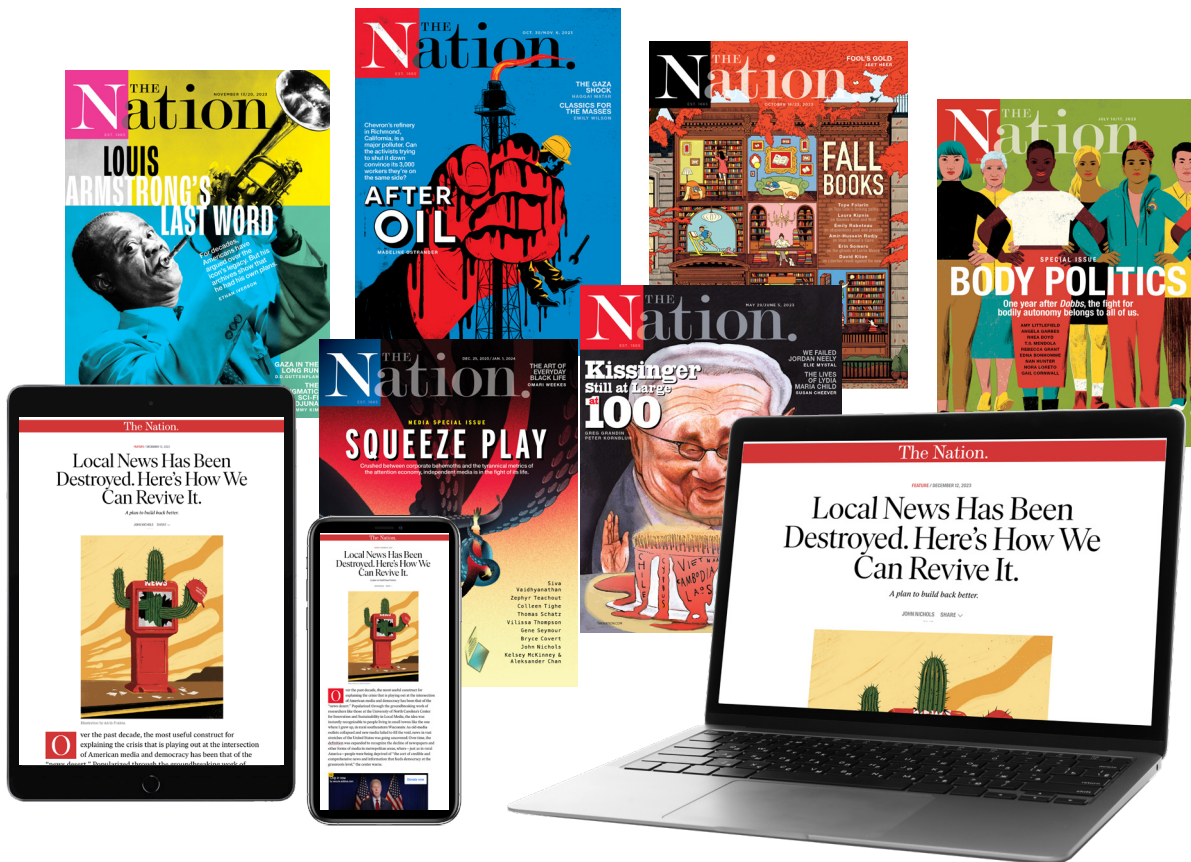
commitment to future generations of torchbearers.

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.**



### CONTACT US

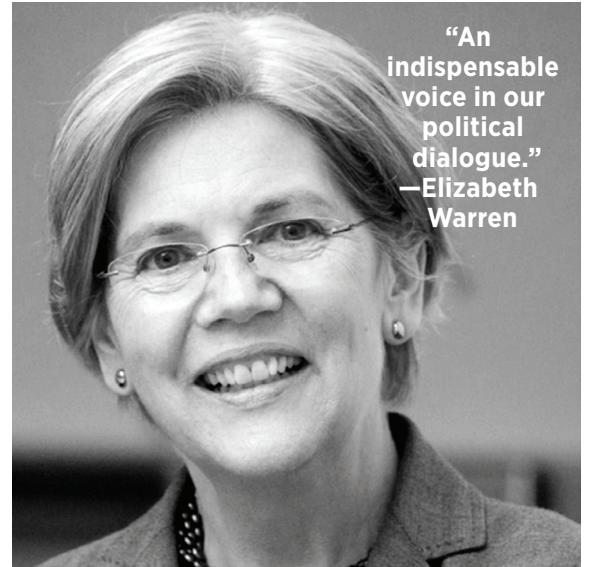
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**ELEANOR BUCHANAN**  
Advertising Assistant  
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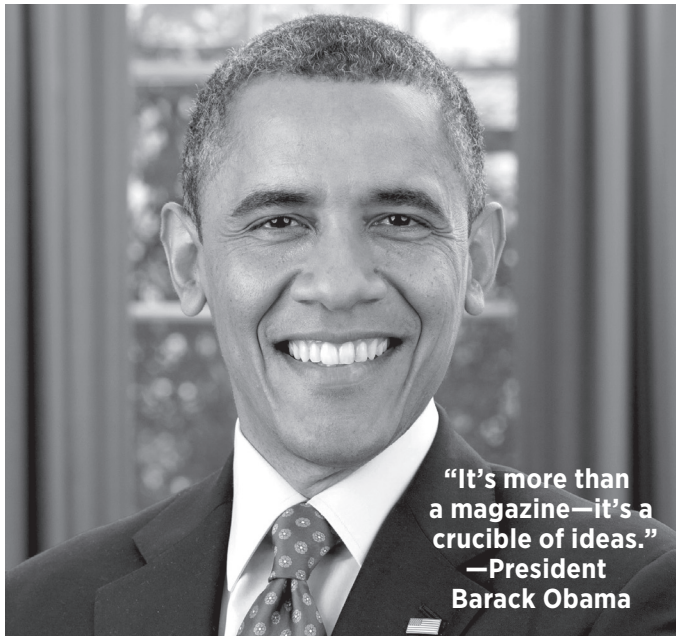
**S**omeone asked me the other day, “How has *The Nation* survived for over 150 years?” There’s the astonishing loyalty of our readers, who see us as a magazine and a website, but also as a cause and a community. There’s our independence of thought and ownership that has meant we are beholden to no one. 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**

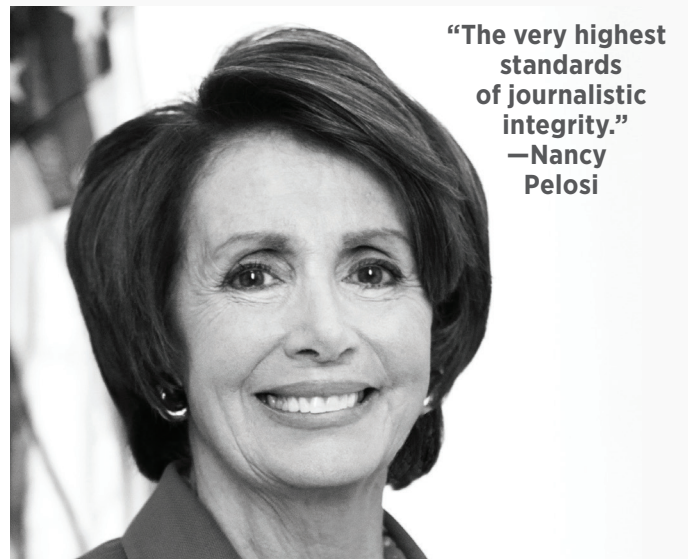
Editorial Director & Publisher of *The Nation*



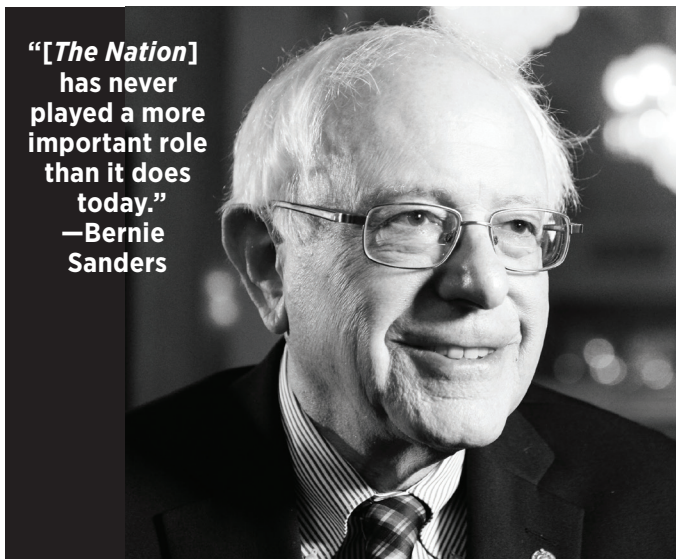
“An indispensable voice in our political dialogue.”  
—Elizabeth Warren



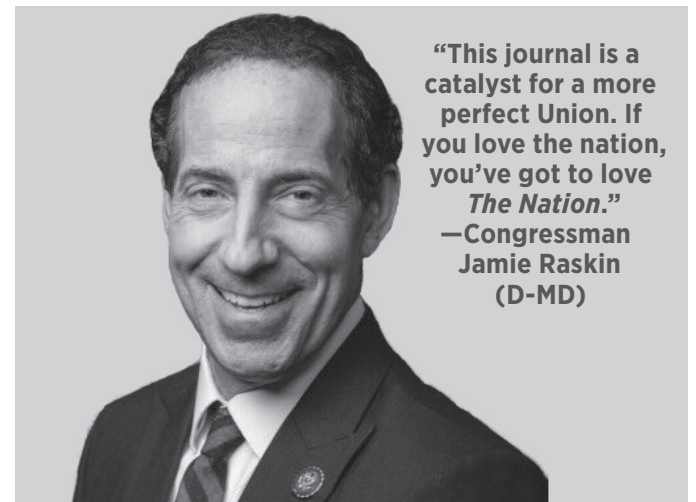
“It’s more than a magazine—it’s a crucible of ideas.”  
—President Barack Obama



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



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



“This journal is a catalyst for a more perfect Union. If you love the nation, you’ve got to love *The Nation*.”  
—Congressman Jamie Raskin (D-MD)

## 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

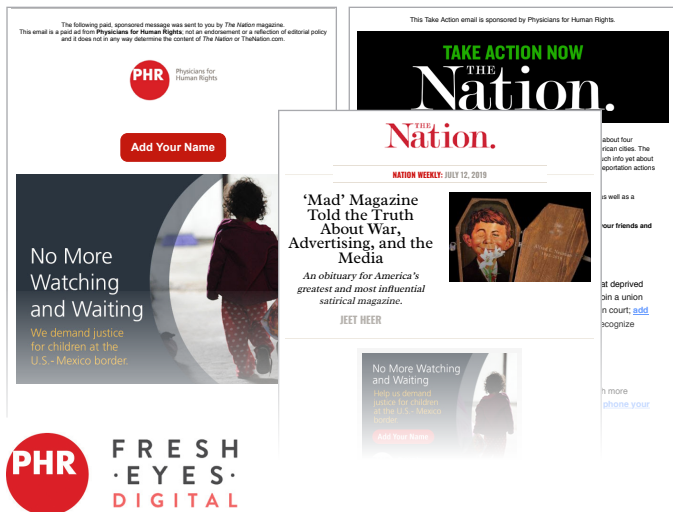


### PHYSICIANS FOR HUMAN RIGHTS

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

#### GLOBAL CONNECTIONS TELEVISION WITH BILL MILLER

Looking for an internationally-oriented talk show with access to the world's leading voices from the public and private sectors who discuss international issues that have local impact? Global Connections Television (GCTV) may fit into your programming very nicely! GCTV is the only program of its type in the world, and is provided to you at no-cost as a public service. You are invited to download any shows that would be of interest to your local audience, such as the general public or students, to mention only a few. You may request that your local PBS/community access television (CATV) media outlets air the Global Connections TV shows on a weekly basis.

Bill Miller is an accredited journalist at the UN for the Washington International and has written extensively on UN issues.

He is the Principal of Miller and Associates International Media Consultants, which created the Global Connection Television concept.

Bill developed an interest in international issues and the UN when he served as a US Peace Corps volunteer in the Dominican Republic. In his first year he worked as a community developer in a remote rural area; his second year he was Professor of Social Work at the Madre y Maestra University in Santiago, the country's second largest city.

GCTV features in-depth analysis within a wide scope of current issues, topics and events including:

- GLOBAL PARTNERSHIPS • CLIMATE CHANGE • ENVIRONMENTAL SUSTAINABILITY • TECHNOLOGY • FOOD SECURITY • EDUCATION • RENEWABLE ENERGY • GENDER ISSUES • POVERTY REDUCTION • PEACE AND SECURITY • ECONOMIC DEVELOPMENT • HEALTH •

Global Connections Television (GCTV) is an independent, ly-produced, privately-financed talk show that focuses on public-access television, and the World Wide Web. GCTV provides in-depth perspectives from the United Nations and other important organizations that showcase how these groups impact the daily lives of people around the world.

Episodes are broadcast worldwide through cable, satellite, and the World Wide Web. GCTV provides in-depth perspectives from the United Nations and other important organizations that showcase how these groups impact the daily lives of people around the world.

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GCTV FOR BROADCASTERS, MEDIA OUTLETS & EDUCATIONAL INSTITUTIONS

Within the goal of providing important perspectives and initiatives from the UN and other organizations, Global Connections Television is provided to broadcast, satellite systems, media outlets and educational institutions at no charge subject to terms and conditions found on our website. GCTV believes that by providing this valuable content, we can help to impact lives across the world. No cost, no catch, and no.

**GCTV**  
GLOBAL CONNECTIONS  
TELEVISION  
WITH BILL MILLER

**PRINT AUDIENCE**

**R**eaders 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**

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

**EDUCATION**

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

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

**NATION IMPACT**

Actions taken as a result of reading *The Nation*

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

**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)

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

**CIRCULATION**  
**80,000**

**PUBLICATION DATES AND DEADLINES 2024**

COVER DATE	DELIVERED BETWEEN	RESERVE BY	MATERIALS DUE*	SPECIAL ISSUE/ ADVERTISING SECTION
January	1/25-30	12/15/23	12/22/23	
February	2/22-29	1/25/24	2/1/24	<b>Black History Month</b>
March	3/14-21	2/15/24	2/22/24	<b>Women's History Month</b>
April	4/11-18	3/14/24	3/21/24	<b>Climate Advertising Section</b>
May	5/9-16	4/11/24	4/18/24	<b>AUPresses Special Section</b>
				<b>Spring Books</b>
June	6/6-13	5/9/24	5/16/24	<b>AUPresses Special Section</b>
July	7/4-11	6/6/24	6/13/24	
August	8/1-8/8	7/1/24	7/8/24	
September	8/29-9/5	8/1/24	8/8/24	<b>Fall Books</b>
October	9/26-10/3	8/29/24	9/5/24	<b>AUPresses Special Section</b>
November	10/31-11/7	10/3/24	10/10/24	
December	11/28-12/5	10/31/24	11/7/24	<b>Holiday Advertising Section</b>
* Call for extension				

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

# PRINT ADVERTISING SPECIFICATIONS 2024

## ADOBE ACROBAT PDF FILES

1. All fonts must be embedded and must be OpenType fonts. [Adobe will no longer support Type 1 fonts by January 2023.](#)
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.

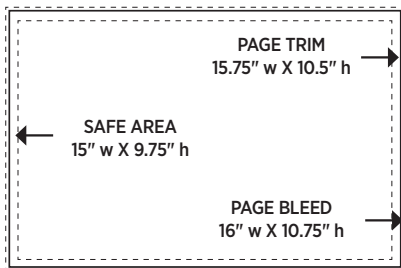
For further production instructions, please contact our IT/Production Manager at [production@thenation.com](mailto:production@thenation.com).

## TIMING

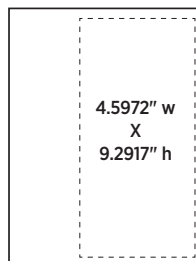
Please adhere to materials due date on ad calendar. For an extension, contact your ad representative. Any changes to files deemed to be author's alterations may be charged at the prevailing hourly rate. Submitted files that do not conform to the above standards may be subject to additional charges for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

## PRINT SETTINGS

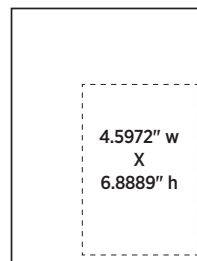
2-PAGE SPREAD (W/BLEED)



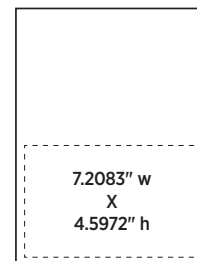
2/3 PAGE\*



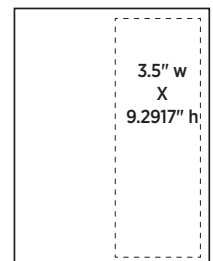
1/2 PAGE ISLAND\*



1/2 PAGE HORIZONTAL

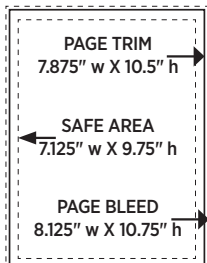


1/2 PAGE VERTICAL

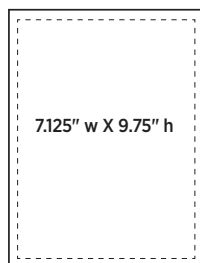


2.8333 x 10.75

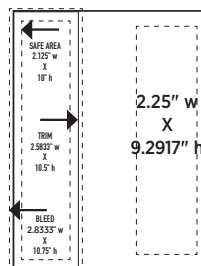
FULL-PAGE (W/BLEED)



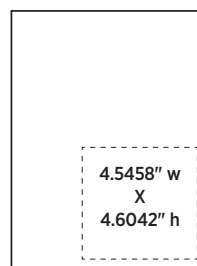
FULL-PAGE (NO/BLEED)



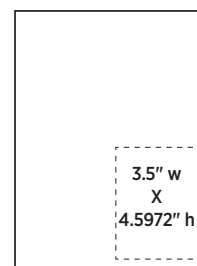
1/3 PAGE VERTICAL\*\*\*



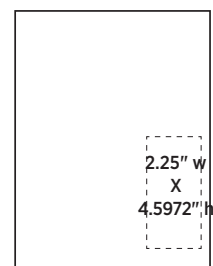
1/3 PAGE SQUARE\*



1/4 PAGE\*\*



1/6 PAGE\*



\*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

## DIGITAL AUDIENCE

### DEMOGRAPHICS

<b>59%</b> Male	<b>35%</b> 18-34
<b>41%</b> Female	<b>40%</b> 25-44
	<b>32%</b> 45-64
	<b>29%</b> 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/SOCIAL MEDIA

TheNation.com daily visitors and social media followers are highly engaged with particular interests in political movements on the left, social justice, and cultural criticism. They seek investigative reporting and sharp analysis of local, national and international affairs.

**ANNUAL REACH**  
**15 MILLION**

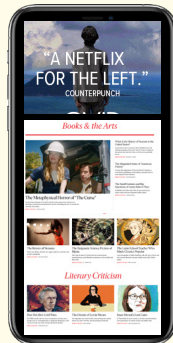
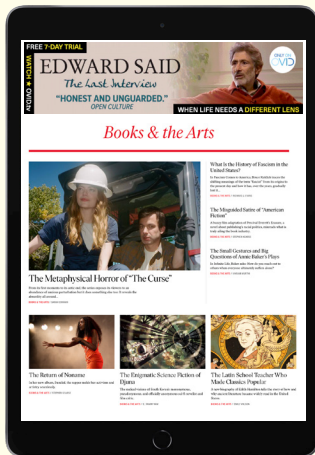
**ANNUAL VIEWS**  
**163 MILLION**



[TheNation.com](https://www.thenation.com)

Source: Google analytics 2022-2023

## DIGITAL / BANNER ADS



## 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

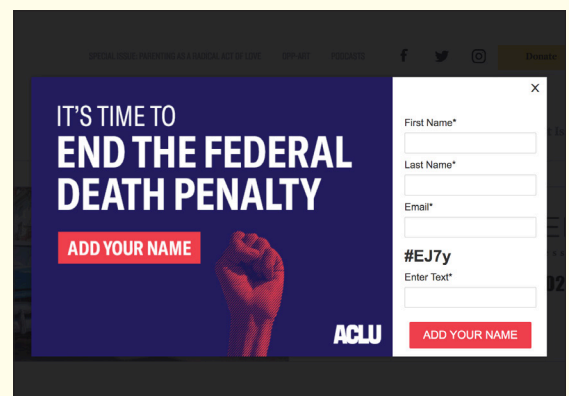


## DESKTOP AND MOBILE AD UNITS

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)
Mobile leaderboard	(320 X 50)
Large mobile banner	(320 X 100)
Mobile rectangle	(300 X 250)

All creative is sent to [creatives@thenation.com](mailto:creatives@thenation.com)  
Material due 5-7 days prior to the start of the campaign.





**DIGITAL/DEDICATED EMAIL**

This is a paid, sponsored email from **Ro Khanna** not an endorsement or a reflection of the editorial policy of *The Nation* or TheNation.com. We depend on advertisers like this to help fund our independent journalism. Thank you for your support.



Dear Friend of *The Nation*,

Last week, I made a simple statement: If Senator Feinstein is missing votes and failing to fulfill her responsibilities as a member of the US Senate, she must resign.

Senator Feinstein has had a long and distinguished career in public service. She has blazed a trail for women in positions of power since her days as mayor of San Francisco. But her absence in the Senate for the foreseeable future leaves Democrats in a very difficult position.

The fact is that without Senator Feinstein's presence on the Judiciary Committee, we are deadlocked by a 50-50 vote and unable to approve nominees for federal judges. With rogue judges and radical Trump appointees running our federal courts, fundamental constitutional principles are being eroded. It is time for us to choose an honorable path of personal integrity and public decorum.

[Sign if you agree with these confirmations.](#)



It's time for @RoKhanna of personal integrity and public decorum. obvious she deserves our credibility.

This is a paid, sponsored email from **Union of Concerned Scientists**; not an endorsement or a reflection of the editorial policy of *The Nation* or TheNation.com. We depend on advertisers like this to help fund our independent journalism. Thank you for your support.

Dear Friend of *The Nation*,

This summer, as smoke from Canadian wildfires choked the skies across the United States, it's been clear that the impacts of climate change are upon us here and now. Nearly 37 percent of the total area scorched by forest fires in the western United States and southwestern Canada since 1986 can be attributed to heat-trapping emissions traced to the world's 88 largest fossil fuel producers and cement manufacturers.

[Write a letter today and urge fossil fuel CEOs to respond to demands from public and their own shareholders to slash heat-trapping emissions from operations and products, reducing the risk of wildfires.](#)

Emissions from these companies and their products also contributed to nearly 100 percent of the increase in drought and fire-danger conditions across the region since 1900. A study by the Union of Concerned Scientists—and other attribution studies 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.

- **50/50** Male/Female
- **54%** are **65+**
- **37%** are **45-64**

This is a paid, sponsored email from **American Friends Service Committee**; not an endorsement or a reflection of the editorial policy of *The Nation* or TheNation.com. We depend on advertisers like this to help fund our independent journalism. Thank you for your support.



Dear Friend of *The Nation*,

We are deeply saddened by the rising destruction and lives lost in Gaza and Israel. The updates from the American Friends Service Committee's staff on the ground in Gaza, Jerusalem, and the West Bank have been alarming.

No clean water. No fuel. Internet and phone connections are mostly out. Bombings have devastated schools, hospitals, and other potentially safe shelters. There is no safe space, no place for civilians to avoid the bombing and destruction. Humanitarian assistance is urgently needed, including essentials such as food, water, and other critical items for displaced people and families.

You have the opportunity to make a difference. **We ask that you help us support people in Gaza with a generous gift today.** Your gift will provide food for communities in Gaza, to meet the urgent needs. Your gift will also support urgent long-term work for lasting change to address the suffering and build lasting peace with justice.

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

- Specified send time
- A/B testing
- Suppression

**DIGITAL/E-NEWSLETTERS**

**The Nation's newsletters reach 345,000 subscribers per week.**

**NATION DAILY NEWSLETTER**

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

**THE NATION DAILY**  
JANUARY 24, 2024

**Biden Might Have Had the Best Night of All in New Hampshire**

The state Biden pushed out of the primary calendar gave the write-in candidate a landslide win, and signs of a path to victory in November.

JOHN NICHOLS

ADVERTISEMENT

A radical reinterpretation of "Attica," the revolutionary 1970s uprising that galvanized abolitionist movements and transformed prisons.

**NATION WEEKLY NEWSLETTER**

Subscribers receive a weekly digest of the best of our coverage. Two 300x250 ad units available. Delivers on Fridays.

**THE NATION WEEKLY**  
JANUARY 19, 2024

**"It's Marianne or Death": On the Campaign Trail With Marianne Williamson**

To her detractors, presidential candidate Marianne Williamson is a political joke. But for her most fervent supporters, she's their only hope.

P.E. MOSKOWITZ

ADVERTISEMENT

Invest in a Fossil Fuel Free IRA. In accordance with our investment standards Explore the Domini Impact Equity Fund.

**B&A**  
Books & the Arts  
WEB VERSION  
December 18, 2023

**Bookworms and Fieldworkers**

Before there was Marxism, there was just Marx and Engels and a scattering of activists, conspirators, revolutionaries, and intellectuals committed to a shared cause. How did a set of ideas transform into a global movement and political tradition? How did, in other words, Marxism become Marxism? A new history by Christina Morina, reviewed this week by Peter Gordon, examines some of the figures who made Marxism what it became and both the personal and political reasons why they sought to do so. By doing so, Gordon argues, Morina not only offers a set of portraits of Lenin, Eduard Bernstein, Jean Jaurès, Rosa Luxemburg, and other early Marxist luminaries but also "paints a portrait of Marxism as less than a specific theory than as a shared language and a set of informal dispositions that spawned a variety of competing interpretations." Read ["How Did Marxism Become Marxism?"](#)

ADVERTISEMENT

'Essential reading for anyone concerned about democracy's fate in the modern world...'

Kurt Weyland  
Kenneth M. Roberts

**BOOKS & THE ARTS**

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

**THE NATION CLIMATE UPDATE**

**"Held v. Montana" Is a Historic Victory for Climate Action—but Also Human Rights**

Invoking the right to a healthy environment will likely become a replicable strategy for climate lawsuits across the country. "I see more and more of these trials happening."

MEHER BHATIA

ADVERTISEMENT

**CLIMATE UPDATE**

*The Nation* gives climate change the critical journalistic space it deserves direct to subscribers in boxes. Two 300x250 ad units available. Delivers every other Thursday.

**TAKE ACTION NOW**

Three actions curated by our editors. One 300x250 ad unit available. Delivers on Tuesdays.

**TAKE ACTION NOW**  
**THE NATION**

In today's **Take Action Now**, we are encouraging people to make calls for a progressive candidate for congress, to text for climate justice and to help reimagine public education.

Can you help us grow **Take Action Now**? Forward this week's actions to your friends and they can [sign up here](#).

**NO TIME TO SPARE?**

Representative Jamaal Bowman, a former middle school principal, is spearheading policy to revitalize and reimagine public school infrastructure. [The Green New Deal for Public Schools](#) is a bold proposal that brings students, teachers, and school leadership to the table to help address pressing climate issues affecting schools across the country. [Learn more and share info about the campaign.](#)

**LEARN MORE**

**GOT SOME TIME?**

Join People's Action in [Tuesday Text-Banking for Climate Justice](#). The group's latest initiative launches today and is focused on a huge goal for the 2022 midterm elections: achieving a Green New Deal and winning the [Thrive Agenda](#).

**REPRO NATION**

A monthly collection of stories, analysis, and resources on the global struggle for reproductive freedom. Delivers monthly on Thursdays.

**Repro Nation**

Repro Nation Monthly | December 2023

**The cruelty of abortion bans is becoming clearer than ever**

Hello, Repro Nation readers!

You've probably seen the headlines about Kate Cox, the pregnant Texas woman who faced one of the most difficult situations imaginable: Her fetus had a fatal condition, and her pregnancy was threatening her life. Making matters much worse, under Texas's ultra-restrictive abortion law, she could not receive abortion care in her home state.

She successfully petitioned a Texas district court for approval for an abortion, but unable to wait any longer for critical medical care while the Texas Supreme Court considered her plea, she left the state on Monday to seek an abortion. Just hours later, the all-Republican state Supreme Court ruled that she could not have a legal abortion under Texas abortion law. Cox's "historic plea is indicative of the dire—and painfully desperate—circumstances vulnerable pregnant patients living under draconian abortion laws face post-*Roe*," writes [Mary Tuma for The Nation](#). "This is Texas, and America, in 2023."

As shocking as this situation is, it should be entirely unsurprising: [Mary wrote earlier this year](#) that Texas had failed to create a clear standard for medical exceptions to its abortion ban, and this is the obvious result. As [Joan Walsh reminds us this week](#), the case in Texas—and one in Ohio, where a woman is being prosecuted after having a miscarriage—is mounting proof that cruel men control women's bodies in red states.

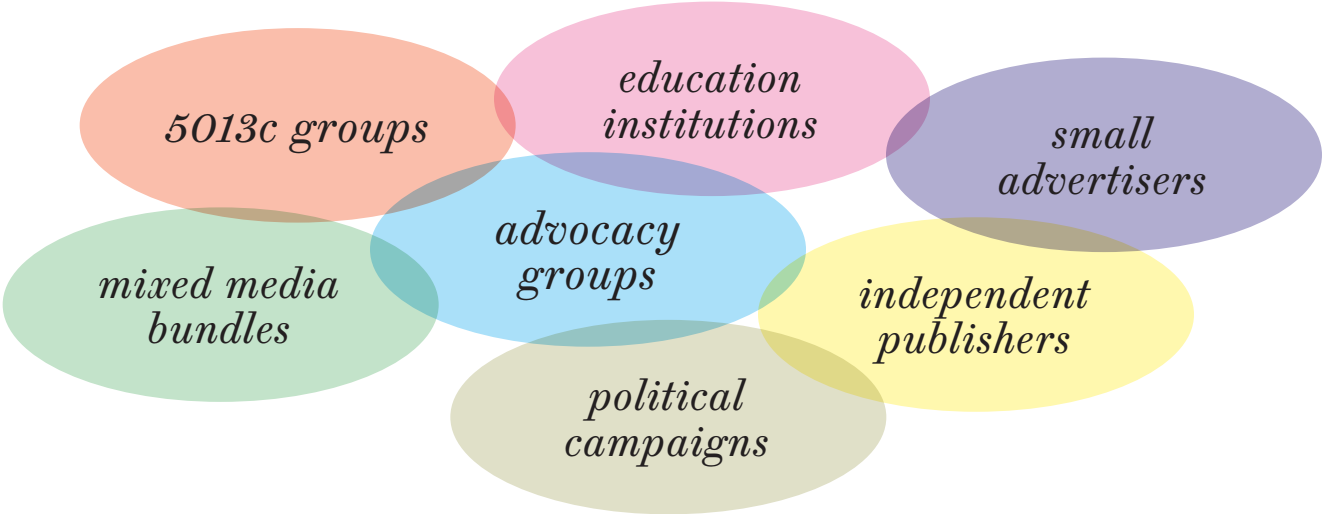
One heartening piece of news is that Americans are increasingly rejecting the inhumane regime we're living under. When we last landed in your inboxes, Ohio voters had just approved a ballot initiative to protect abortion rights in the state's constitution. How did "red" Ohio approve an abortion rights measure? [Nation](#)

Kate Cox was forced to leave Texas for an abortion during a pregnancy that had sent her to the emergency room four times. Hours later, the Texas Supreme Court ruled against her in her case to obtain a legal abortion.

**GENERAL ADVERTISING RATES**

**Contact us for print, digital, newsletter, dedicated email, and podcast advertising rates.**

*Special Offers for:*



REACH  
INFLUENCERS

BUILD  
AWARENESS

DRIVE RESULTS

