



nature network

Audubon | National Wildlife | Natural History | OnEarth | SIERRA | eNature.com

MISSION STATEMENT

Five national magazines – long recognized for their commitment to promoting public understanding, appreciation and protection of the world in which we live have just made it easier and more efficient to reach seven million highly engaged influentials through the Nature Network, in print and online, in collaboration with eNature.com, the premier website for localized nature content.

For companies committed to addressing vital environmental issues, the Nature Network is an ideal collective medium to communicate with men and women who exert a strong influence on the people around them, on their local communities, and on national policy.

Audubon, National Wildlife, Natural History, OnEarth, Sierra and eNature.com are the trusted media that these environmentally active people turn to for authoritative information.

REACH

PRINT:

Rate Base: 1,620,000
Total Readership: 7,000,000

DIGITAL:

Unique Visitors: 475,000
Pageviews: 2,950,000
Email: 500,000
Stand Alone: 250,000

*The Nature Network offers IAB Standard Ad Units





AUDIENCE PROFILE

The collective audiences of the Nature Network are men and women with the financial means and mindset to buy premium brands that meet their quality standards and their environmental and safety concerns. They are influentials. Because they are well-informed and politically and socially active, they are trusted by others for their opinion on a variety of products and services. Influentials – representing only 1 in 10 consumers, approximately 21 million Americans – turn to magazines as their trusted source for the information they need to make their own personal buying decisions and to make recommendations to others. In large numbers, they turn to The Nature Network, reaching more than 7 million readers worldwide.

DEMOGRAPHICS	% / MEDIAN	INDEX
Male	52%	107
Female	48%	99
Median Age	53	--
Median HHI	\$88,615	178
Attended/Graduated college	84%	183
Post Graduate studies	46%	492
Married	61%	132
Own home	76%	108

Sources: US Census, MRI, Individual publication subscriber studies, ABC Statements - June 30th, 2011.



ADVERTISING RATES	
PRINT:	
CPM:	\$56.50
Open Rate:	\$134,290
NATURE NETWORK RATE:	\$91,530
DIGITAL CPMS:	
Website	\$20
Email	\$25
Dedicated Email	\$35



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