

REACH CHANGEMAKERS | BUILD AWARENESS | DRIVE RESULTS

THE Nation. Media Kit 2025

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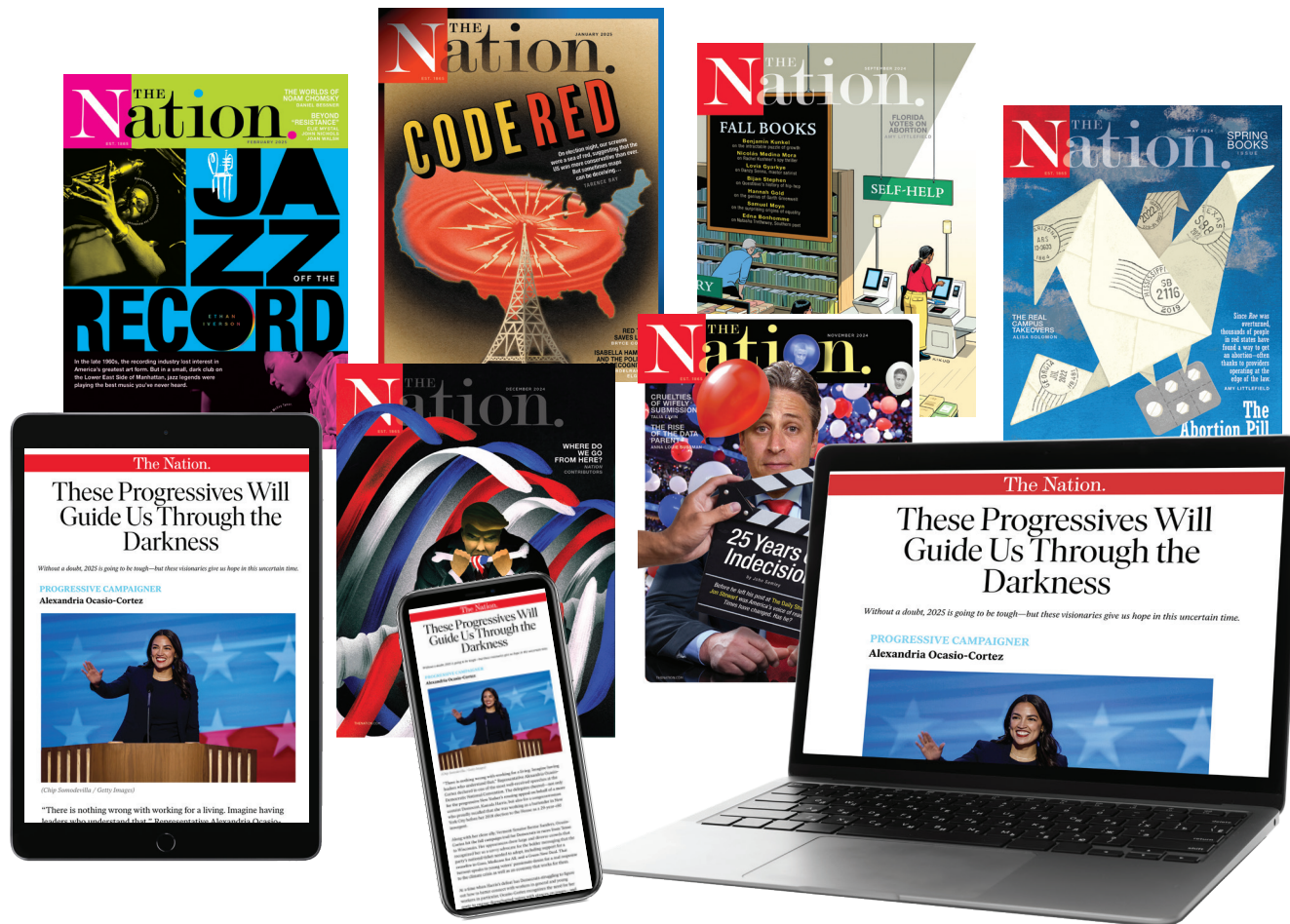
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ABOUT US

The leading voice of the left since 1865.

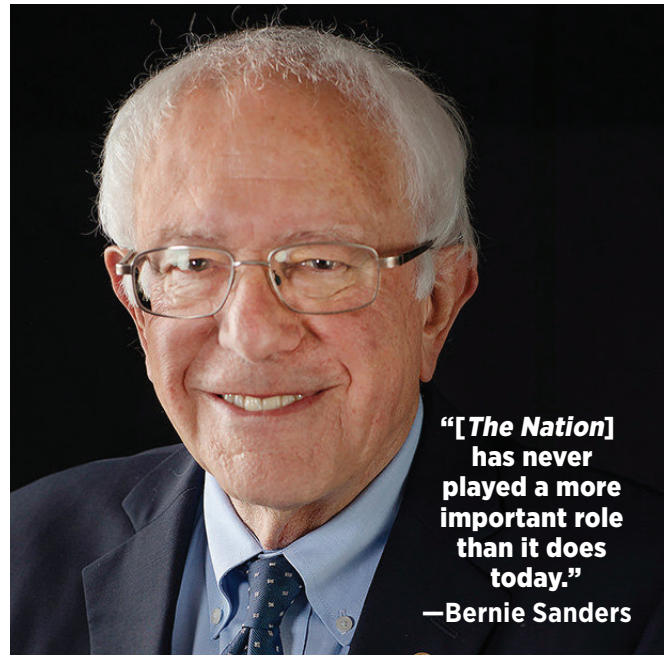
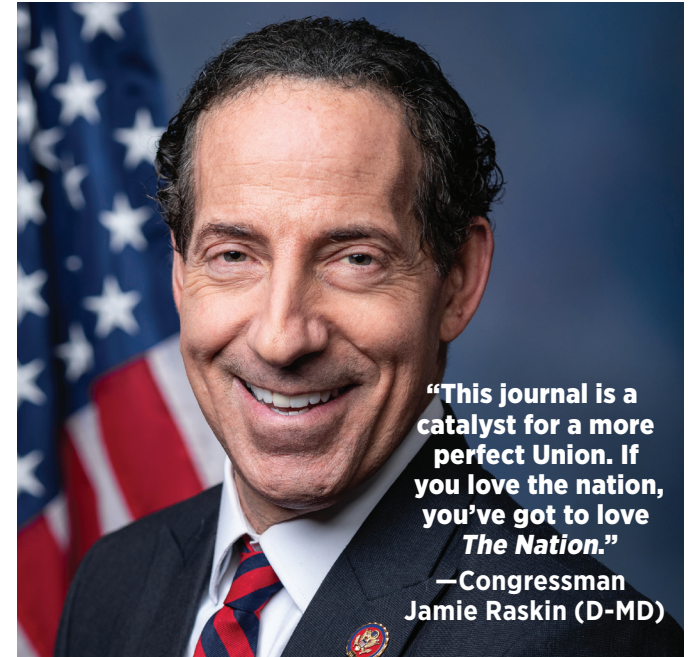
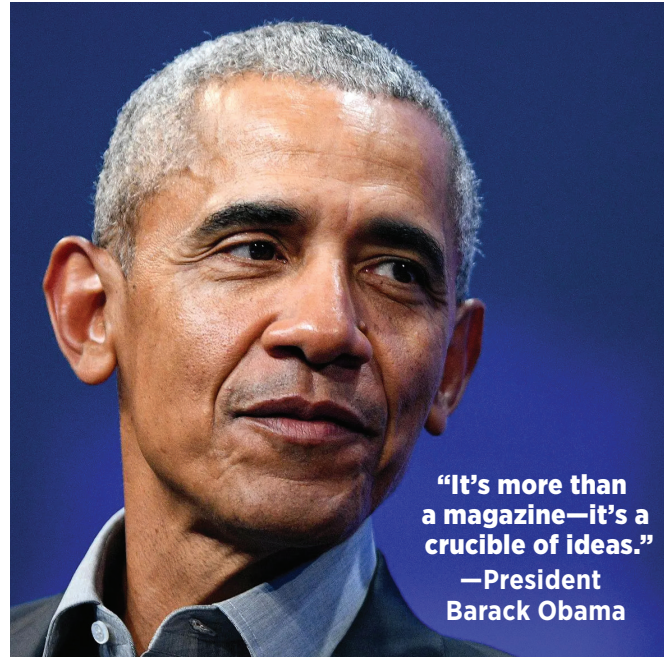
The Nation is a home to journalists who speak truth to power—delivering the fearless, forensic journalism the moment demands, while offering a bold agenda of justice, equity, and progress for all.

Our work has led to congressional investigations and legislation, inspired grassroots organizing, and ignited debate.



Someone asked me the other day, “How has *The Nation* survived for almost 160 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*



PRINT AUDIENCE

DEMOGRAPHICS

56% Male **44%** Female

65 Median age

\$98,200 Median household income

EDUCATION

99% Attended college

85% Graduated college or higher

55% Graduate degree

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

NATION IMPACT AND READER INVOLVEMENT

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)

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

88% Voted in a federal, state, local election (index: 228)

85% Signed a petition (index: 228)

65% Wrote or called a politician (index: 793)

36% Participated in environmental groups/causes (index: 934)



CIRCULATION
92,000

PUBLICATION DATES AND DEADLINES 2025

COVER DATE	DELIVERED BETWEEN	RESERVE BY	MATERIALS DUE*	SPECIAL ISSUE/ ADVERTISING SECTION	
January	12/30/24-1/4/25	11/21/24	11/28/24	President's Day	
February	1/27-31/25	12/19/24	12/26/24	Black History Month	
March	2/24-28/25	1/16/25	1/23/25	Women's History Month	
April	3/24-28/24	2/13/25	2/20/25	Climate/Earth Day	
May	4/21-25/24	3/13/25	3/20/25	Spring Books	AUPresses Special
June	5/27-31/25	4/17/25	4/24/25	AUPresses Special Section	
July/August	6/23-27/25	5/15/25	5/22/25	160TH ANNIVERSARY	
September	8/25-29/25	7/17/25	7/24/25	AUPresses Special Section	
October	9/22-26/25	8/14/25	8/21/25	Fall Books	AUPresses Special
November	10/27-31/25	9/18/25	9/25/25	Native American Heritage Month	
December	11/24-29/25	10/16/25	10/23/25	Holiday Gift Guide	

* Call for extension

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

PRINT ADVERTISING SPECIFICATIONS 2025

ADOBE ACROBAT PDF FILES

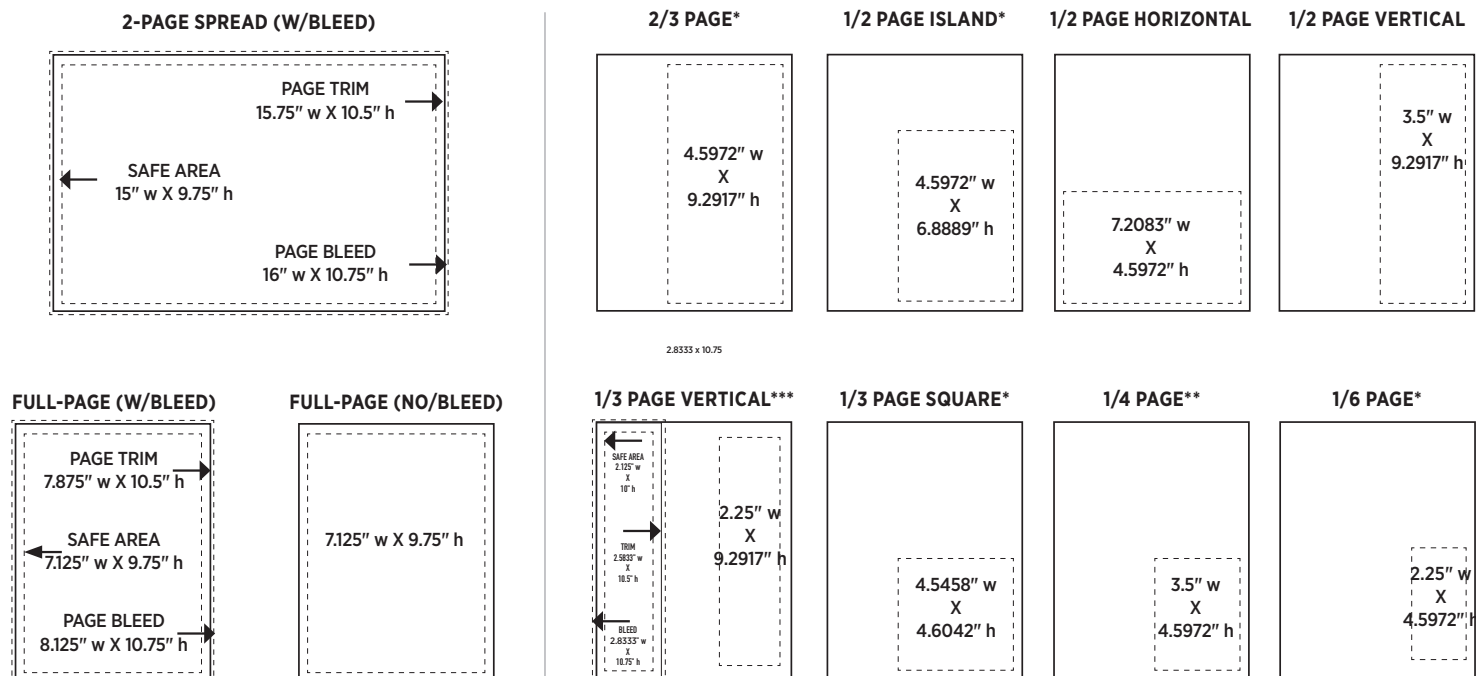
1. All fonts must be embedded and must be OpenType fonts.
2. All colors must be CMYK.
3. Images must be the equivalent of 300 dpi.
4. PDF/X in conformance with all ANSI/CGATS/SWOP current standards is acceptable.

TIMING

Please adhere to materials due date on ad calendar. For an extension, contact your ad representative. Advertisers wishing to cancel, must do so at least 14 business days prior to the space reservation close date.

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

PRINT SETTINGS



*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

NEWSLETTERS | WEBSITE | DEDICATED EMAILS | PODCASTS

DEMOGRAPHICS

59%	Male	35%	18-34
41%	Female	40%	25-44
		32%	45-64
		29%	55+

IN-MARKET SEGMENTATION - USERS ACTIVELY RESEARCHING AND READY TO BUY

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

WHAT THEY LOVE (AFFINITY)

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



Source: Google analytics 2022-2023

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

ANNUAL REACH
23 MILLION

ANNUAL VIEWS
168 MILLION

THENATION.COM/ BANNER ADS



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
Material due 3-5 days prior to the start of the campaign.

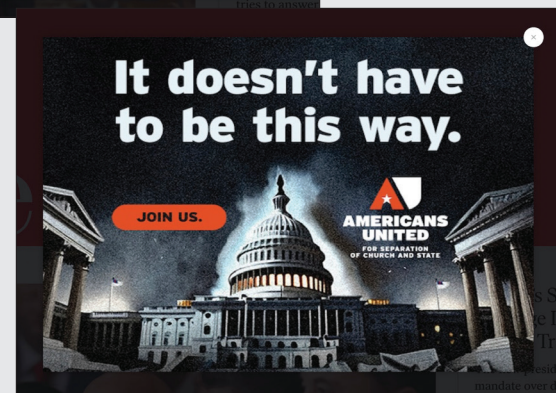
LIGHTBOX ADS

These high impact ad slots are great for 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



DEDICATED EMAIL BLASTS

Your message directly in our users inboxes.

The Nation's dedicated email program delivers some of the best results for acquisition campaigns.

Dedicated email blasts are particularly effective for issue-based advertisers like *environment*, *racial justice*, *women's rights*, *workers' rights*, *immigration* and more. *The Nation* email 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.

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

- Specified send time
- A/B testing
- Suppression

This is a paid, sponsored email from the Breast Cancer Research Foundation; 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.

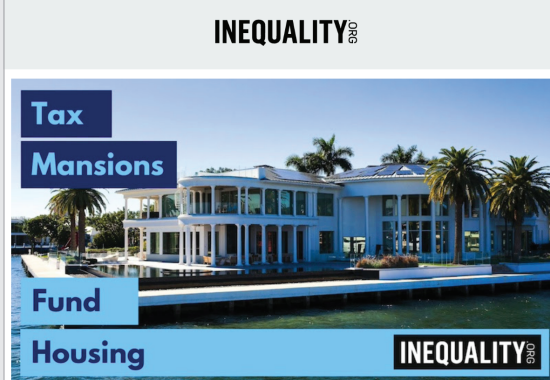


Dear Friend of *The Nation*,

This is crazy, I thought. This is not a real thing. I was just 26 and a newlywed, healthy and young, yet I'd just heard my doctor tell me, "You have breast cancer."

The next time I heard those words, I was 34, with two young daughters at home. My breast cancer had returned—and this time, it was metastatic/stage 4. This was a real thing, I knew. *This could end my life.*

This is a paid, sponsored email from *Inequality.org*; 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*,

Over the last four years, home prices have risen by 47%, vastly outpacing any increase in take-home pay. More and more families are falling behind on rent or losing their homes.

Meanwhile, the ultra-rich think very little of dropping tens of millions on a penthouse or



Dear Friend of *The Nation*,

Happy World Rainforest Day! On this day, we celebrate the incredible biodiversity and breathtaking beauty of our rainforests. But we also acknowledge the role they play in our climate's balance, and how so many of the world's inhabitants, including us, need them to survive.

NEWSLETTERS

The Nation delivers over 1.4 million email newsletters monthly.

Single ad unit or roadblock ad units available (300x250).
Ask about our new sponsored content placements.

NATION DAILY

THE
Nation.DAILY

JANUARY 13, 2025



A Year After Israel Bombed My Family's Home, I'm Still Trapped in the Ruins

While the physical scars have mostly healed, the emotional ones remain as fresh as the day Israel brought my home down on me and my family.

MOHAMMED R. MHAWISH

ADVERTISEMENT

NATION WEEKLY

THE
Nation.WEEKLY

JANUARY 10, 2025

Destruction here, destruction there



California's Desert Ecosystems Will Never Recover

This week, we're turning back to **Mike Davis** on fires in Southern California, monitoring the ongoing destruction in Gaza, and preparing ourselves for the start of Trump 2.0.

"Since Israel's genocide began last year, more than 60 percent of Gaza's buildings have been destroyed or damaged—leading to more than 42 million tons of rubble," **Abdullah Shihpar** reminds us. For those in Gaza who remain alive, as with those who

Meanwhile, Donald Trump considers the detriment created in the Middle East at the start of his term.

Instead, Trump wants never be for sale," say Nonetheless, as John Trump Jr. from visiting of imperial tourism."

Stay with us next week
-Alana Pockros
Engagement Editor, T

BOOKS & THE ARTS

B&A
Books & the Arts

WEB VERSION
January 13, 2025

Art is Disagreement

James Mangold's new Dylan biopic, *A Complete Unknown*, is suffused with unspecific nostalgia. Why does it feel familiar? What elements of the past is it conjuring for the present? The film, which stars Hollywood wonder waif Timothée Chalamet, is one "you might want to see as Dylan devotees." **Sam Adler-Bell** writes in his review for our February issue but it "is also unsatisfying in a lot of other ways." On the surface, the film shines: "The sets and costumes are period-appropriate; the lighting is cozy; the performances are plausible," and the "music, which Chalamet performs competently, feels like an imperfect compromise between verisimilitude and the necessity of displaying Dylan's artistry." But what it misses about Dylan is what has always drawn so many of us to Bob: He made his music in defiance to the world around him; he absorbed its sounds; he remade its folk music; he hymned on imagined pasts and futures. But ultimately what drove Dylan was his refusal to let others own him: Whenever we began to put him in a box as an old-school folk singer, he insisted on going "electric." He would go on to reinvent himself many more times, in the years the film does not catalog. "Art is a disagreement," Dylan wrote in *The Philosophy of Modern Song*. "Money is an agreement." The problem with "A Complete Unknown," **Adler-Bell** notes, is it "is a highly agreeable movie." Read ["What Do We Want From Bob Dylan's Story?"](#)



THE
Nation.CLIMATE
UPDATE

We are proud to give climate change the critical journalistic space it deserves. Read our latest climate coverage below. And [visit our website](#) to read ALL of our climate coverage.



"A vivid, thoughtful, wonderfully detailed... description of a key battle in the early years of the Civil Rights Revolution."
—**RANDALL KENNEDY**,
Harvard Law School, author of
The Persistence of the Color Line
[LEARN MORE](#)

ADVERTISING BY
SOUTH CAROLINA PRESSE

TikTok's Terrible, Horrible, No Good, Very Bad Day in Court

Most of the justices seemed unpersuaded by TikTok's arguments against the ban on the company—but that doesn't mean TikTok is gone forever (cue Donald Trump...)

ELISE MYSTEL

CLIMATE UPDATE



Repro Nation Monthly | December 2024



No single living intellectual comes close. As **Daniel Bessner** points out, Chomsky is not just one of the most cited writers in the subject of US foreign relations; he's that scholar who has made the leap from academia to popular culture. "In film, music, and TV sitcoms, he is referenced and named incessantly. If ordinary Americans know one intellectual, Chomsky's the one." Bessner writes of *The Myth of American Exceptionalism* that Chomsky's "naïve belief that the United States is the only democracy and human rights around the world." But Chomsky's empire today—and in particular to capture and remake it to change US foreign policy," writes Bessner, it will have to resist propaganda. It will also need to develop "counter functions"—and one that cannot only critique empire from within them too. Read ["The Worlds of Noam Chomsky"](#).

TAKE ACTION NOW
THE
Nation.

In today's Take Action Now, we are calling on our senators to stop anti-immigrant rhetoric, supporting the Los Angeles community through local mutual aid organizations, and learning how to beat the billionaires in 2025.

NO TIME TO SPARE?

Immigration advocacy nonprofits [United We Dream](#), [Detention Watch Network](#), and the [National Immigration Law Center](#) are highlighting how the [Laken Riley Act](#) wrongly correlates immigration status with criminality. Call (202) 224-3121, ask to be put through to your senator's office, and tell your senator to vote "No!" on the Laken Riley Act.

[LEARN MORE](#)

REPRO NATION

TAKE ACTION NOW

PODCAST OPPORTUNITY

Over 4 Million Downloads in 2024



We offer :30, :45 and :60 second pre-roll, mid-roll and post-roll audio ads and sponsorships.

REACH CHANGEMAKERS | BUILD AWARENESS | DRIVE RESULTS

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and podcast advertising rates and bundled media opportunities.**

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- 501(c)(3) NONPROFITS • EDUCATION INSTITUTIONS
- ADVOCACY GROUPS • POLITICAL CAMPAIGNS
- SMALL BUSINESS OWNERS • INDEPENDENT PUBLISHERS
- MIXED MEDIA BUNDLES

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