

# 09 MEDIA GUIDE



## High Country News



# High Country News 2009 Media Kit

## Demographic Overview

High Country News is a 38-year-old, award-winning newsmagazine that is widely considered a leader in environmental and cultural coverage in the American West. It has accomplished this as a nonprofit dedicated to a mission:

To inform and inspire people to act on behalf of the West's land, air, water and inhabitants.  
We work to create what writer Wallace Stegner called "a society to match the scenery."

### Quick List

#### WHAT

From California to Colorado, Montana to New Mexico, High Country News covers the most important and compelling issues of the American West, from California to Montana, from New Mexico to Washington state.

#### WHERE

We have readers in all 50 U.S. states, 85 percent of whom live in the Intermountain West.

#### HOW OFTEN

22 times a year (twice a month)

#### HOW MANY

58,000 readers (26,000 distribution)

#### WHO

Our readers are well-educated, well-read and well-off. They enjoy outdoor activities, work on their homes and are involved in their communities.

### 2006 Reader Survey Results

#### Household Income:

Up to \$40,000	18%
\$50,000 or more	11%
\$60,000 or more	10%
<b>\$75,000 or more</b>	<b>19%</b>
<b>\$100,000 or more</b>	<b>30%</b>

#### Ages:

25-34 years old	12%
35-44 years old	14%
<b>45-54 years old</b>	<b>27%</b>
55-64 years old	26%
65+ years old	18%

#### Where do you live:

Rural	36%
City	41%
Suburb	23%

#### Gender:

Female	35%
Male	65%

#### Pass Along:

<b>Yes, I pass on my copy of HCN to one or more people?</b>	<b>79%</b>
---	------------

#### Educational Level:

High School/Some College	10%
Bachelor's	23%
Post-Graduate Study	14%
<b>Master's</b>	<b>32%</b>
<b>Ph.D.</b>	<b>21%</b>

#### Occupation:

<b>Professional</b>	<b>65%</b>
Managerial	11%
Skilled labor	5%
Academic	19%

#### HOBBIES/PURCHASING

##### Books:

In the last 12 months, I purchased:	
1-5 books	24%
5-10 books	29%
<b>10+ books</b>	<b>47%</b>

##### Financial Planning:

"Socially responsible" investing is important to me.	
Yes	86%

##### Leisure Activities:

<b>Outdoor gardening</b>	<b>59%</b>
<b>Overnight camping</b>	<b>67%</b>
Running/Jogging	27%
<b>Bicycling</b>	<b>53%</b>
<b>Backpacking/Hiking</b>	<b>76%</b>
<b>Skiing/Snowboarding</b>	<b>43%</b>
<b>Bird Watching</b>	<b>45%</b>
Rafting/Kayak	30%
Rock Climbing	12%
Hunting	11%
Fishing	26%
<b>Domestic Travel</b>	<b>77%</b>
<b>Foreign Travel</b>	<b>53%</b>
None of these	1%

##### OPEN QUESTIONS:

Do you read HCN classifieds?	
Yes	85%

What form of media advertising do you respond to most:	
Online	19%
<b>Newspaper</b>	<b>40%</b>
<b>Magazine</b>	<b>30%</b>
TV	4%
Radio	8%

### Advertising Policy

High Country News accepts advertising within the printed pages of the newspaper and on our Web site from individuals, organizations and companies that share our commitment to environmental stewardship, social responsibility and an equitable and healthy workplace. This commitment should be demonstrated through progressive practices, support of nonprofit causes and other tangible means. We believe advertising is a service to our readers, and we seek advertisements from progressive companies and organizations that provide goods and services beneficial to our readership. HCN generally does not take advertising from the manufacturers or purveyors of products that significantly degrade the environment or threaten the social fabric of communities. We also do not accept political advertising that promotes or suggests an action. If there is any uncertainty as to the suitability of an advertiser, HCN's Advertising Committee will convene and make a decision.

# High Country News 2009 Media Kit

## Print Rates and Mechanicals

### CLASSIFIED LINE ADS:

\$1.00 per word (.90 cents per word for HCN subscribers and nonprofits)

**EMPLOYMENT AD SPECIAL: 10% discount for two or more insertions, when booked together**

### STANDARD DISPLAY ADS:

Ad size	Black-and-white rate			2-color rate			4-color rate		
	1x	3x	6x	1x	3x	6x	1x	3x	6x
1/2 page	\$1,134	\$1,022	\$920	\$1,417	\$1,272	\$1,148	\$1,554	\$1,403	\$1,300
1/4 page	\$605	\$550	\$509	\$757	\$688	\$633	\$825	\$757	\$702
1/8 page	\$363	\$330	\$306	\$454	\$413	\$378	\$495	\$454	\$419
1/16 page	\$182	\$165	\$154	\$227	\$207	\$193	\$248	\$227	\$207

### Hot off the Press & Green Gift Guide\*

Ad size	No multiple insertion discount	
1/2 page	\$625 (black/white)	\$850 (4-color)
1/4 page	\$375 (black/white)	\$519 (4-color)
1/8 page	\$250 (black/white)	\$344 (4-color)
1/16 page	\$125 (black/white)	\$188 (4-color)

### The Media Landscape (books, film & music)

Ad size	No multiple insertion discount
Standard*	\$65/title (4-color)

\*You provide a 40-word description, a jacket image, specifications including the page count, run time, publisher and date, ISBN#, and contact information. We will design the ad in our standard format.

\*HCN offers special sections throughout the year including: Hot Off the Press for book publishers, film makers and music producers; and a holiday Green Gift Guide. (See reverse side for details.)

HCN subscribers and nonprofits receive a 10% discount. Additional 10% discount for 22 insertions. (Discounts do not apply to Special Sections and Web site display advertisements.)

### MECHANICALS

1/2 page hort. measures:  
8.825" width x 5" height

1/8 page hort. measures:  
4.329" width x 2.439" height

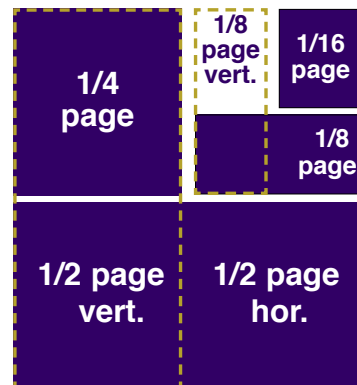
1/2 page vert. measures:  
4.329" width x 10.253" height

1/8 page vert. measures:  
2.081" width x 5" height

1/4 page measures:  
4.329" width x 5" height

1/16 page measures:  
2.081" width x 2.439" height

The following digital formats work best:  
PDF, EPS, TIFF, JPG.



### 2009 DATES AND DEADLINES (Special promotion issues listed in red. See reverse for details.)

Issue Date	Deadline	Issue Date	Deadline	Issue Date	Deadline
January 19	January 5	May 25	May 11	September 14	August 31
February 2	January 19	June 8	May 25	October 12	September 28
February 16	February 2	June 22	June 8	October 26	October 12
March 2	February 16	July 20	July 6	November 9	October 26
March 16	March 2	August 3	July 20	November 23	November 9
April 13	March 30	August 17	August 3	December 7	November 23
April 27	April 13	August 31	August 17	December 21	December 7
May 11	April 27				

# PROMOTIONS & SPECIAL SECTIONS

---

## Issue Date

January 19  
February 2  
February 16

## Deadline

January 5  
January 19  
February 2

**SAVE 25%**

**ADVERTISE IN ANY OF THESE ISSUES AND SAVE 25%.**

## Issue Date

April 13  
April 27  
May 11

## Deadline

March 30  
April 13  
April 27

**Bonus issues**

**GET A BONUS DISTRIBUTION TOTALING 5,000  
WHEN YOU ADVERTISE IN ALL THREE ISSUES.**

## Issue Date

August 3  
August 17  
August 31

## Deadline

July 20  
August 3  
August 17

**Bonus issues**

**GET A BONUS DISTRIBUTION TOTALING 5,000  
WHEN YOU ADVERTISE IN ALL THREE ISSUES.**

## Issue Date

September 14

## Deadline

August 31

**Special Section**

**BOOK REVIEW ISSUE: SPECIAL SECTION PRICING (see reverse)**

## Issue Date

November 9  
November 23  
December 7

## Deadline

October 26  
November 9  
November 23

**Special Section**

**GREEN GIFT GUIDE: SPECIAL SECTION PRICING (see reverse)**

Contact us at 800-311-5852/970-527-4354 or e-mail [advertising@hcn.org](mailto:advertising@hcn.org).