High Country News

2021 MEDIA KIT
Celebrating 50 Years of Independent Journalism

Contact: advertising@hcn.org
Know the West

*High Country News* is a nonprofit independent organization whose mission is to inform and inspire readers to act on behalf of the American West’s human and natural communities.

*HCN* leads the nation in our coverage of the land, water and wildlife, and of conservation and climate change, in the Western United States. Our journalists also provide unique, insightful coverage of the West’s diverse people and communities, from Indigenous people to immigrants, and from small towns to cities and suburbs. We seek stories with broad regional relevance that touch on the intersections of human lives and the natural world. We elevate the voices of the disempowered and hold those in power to account. We endeavor to strip away myth and stereotype to reveal the realities of the Western U.S., and to illuminate the possibilities of a more just and sustainable future.
50 Years of Independent Journalism

“For anyone who cares about the West, loves its contradictions and its beauty, loves its moods and politics, for anyone who frets about its future and puzzles over its past, High Country News is indispensable.” — author and New York Times reporter Timothy Egan

“I like to think of High Country News as the New Yorker for people who live above 7,000 feet. Their thorough coverage of Western issues and strong writing and reporting ought to be winning awards.”
— Environmental Health News

“The single most common suggestion from readers falls into the broad category of regional news: High Country News. The publication covers land use, climate, wildfires and many other issues. I started reading this week and will become a regular.”
— David Leonhardt in his New York Times column What to Read Now
I Am the West

Our audience is comprised of more than **750,000** policymakers, educators, public land managers, environmental professionals, outdoor enthusiasts and others who care deeply about the future of our land, air, water, wildlife and people.

Sunny Dooley
Navajo storyteller
Chil Chil Tah, NM

Israel Bayer
Director: the International Network of Street Papers
North America
Portland, OR

Jovan Jackson
Founder: Better Minds, Better Communities
Las Vegas, NV

Shelly Fyant
Confederated Salish and Kootenai Tribal Council Chairwoman
Flathead Reservation, MT

Photos by (clockwise from left): Cable Hoover/HCN, Sage Brown/HCN, Mikayla Whitmore/HCN, Tailyr Irvine/HCN
Demographics

Subscribers By Region
Mountain West — 57%
Pacific West — 29%
Midwest — 4%
South Atlantic — 4%
South Central — 2%
Mid-Atlantic — 2%
New England — 1%
Canada & International — 1%
International — 1%

Lifestyle Patterns
Married — 87%
Book buying — 58%
Conservation — 55%
Outdoor Recreation — 77%
Travel — 39%
Higher Education Interest — 48%
Organic Food Buyer — 38%
High-End Sports Equipment Buyer — 32%

Gender 
Male — 55%
Female — 37%
Other — 8%

Age (Print)
18–34 — 4%
35–54 — 10%
55–64 — 28%
65 & up — 58%

Age (Digital)
18–34 — 16%
35–54 — 13%
55–65 — 30%
66 & up — 41%
For 50 years, *High Country News* has been delivering award-winning, in-depth journalism that informs and inspires people to act on behalf of our diverse natural and human communities.

- **Impactful Photography & Graphics**
- **Full-color**
- **12 Insightful Issues per Year**
- **Engaged, Educated Audience**
- **Circulation - 38,000**
High Country News online is a top digital destination for environmental and cultural news (hcn.org). Our highly engaging web and mobile environment delivers the latest news and exclusive stories to our ever-expanding digital community. 7-Day and 30-Day digital packages available.

495,431 average monthly pageviews
440,298 average monthly unique page views
280,569 average users/month
369,800 average sessions/month
3:57 average time on page
Unlimited impressions
Email

Email Banner Ads

Put your message in the email inbox of High Country News readers. Your ad can be seen alongside breaking news and other top stories in our digital newsletters.

127,125 Newsletter 100% Opt-in Subscribers

AD SOLUTIONS

Newsletter Ad - 300x250

WILDISH
A podcast series on the tangled world of wild horse management. Listen at hcn.org/wildish.

Photo: Seattle, Washington. By Travis Wise
Advertising Marketplaces

*High Country News* produces advertising marketplaces that let you connect specifically with your market verticals.

**FOCUSED ADVERTISING MARKETPLACES**

**January 2021 | Significant Gatherings**  
Conferences, conventions, festivals, symposiums, events & seminars

**March 2021 | Journeys**  
Travel, expeditions, voyages, quests, tours & workshops

**June 2021 | Green Living: Energy, Sustainability & Renewal**  
Solar, wind, off-the-grid, grow-your-own & cottage industry

**August 2021 | Education & Enlightenment**  
Degrees, certificates, workshops & retreats

**September 2021 | Reading the West**  
Books, blogs, podcasts & publications

**November 2021 | The Gearhead’s Gift Guide**  
Clothing, gear, footwear, packs, accessories & tech

See Editorial Calendar for schedule for ads material due dates.
HCNU Classroom Program

Help your students unravel the complex issues facing the American West with this important, FREE resource.

PARTICIPANTS OF THIS PROGRAM RECEIVE:

- **Free access** to *HCN*’s entire website, including breaking news and insights on how COVID-19 is affecting the West.
- **Fifty years** of online archives.
- An email sent to you, the instructor, on the first of each month with a link to a PDF version of our print magazine for **sharing and planning** purposes (12 issues a year).
- Access to our librarian for **curated stories** on specific topics.

To sign-up for the HCNU Classroom Program visit: [www.hcn.org/edu](http://www.hcn.org/edu)
For more information contact HCNU@hcn.org.

“My students looked forward to every issue of *High Country News*. The articles served as the basis for in-class discussions. Students also described how they began to debate the issues covered in *HCN* around the dinner table with their families. The solid reporting was an invaluable addition to my course.”

— Chad Hanson, PhD; Chair, Department of Social & Cultural Studies, Casper College
Partnerships & Sponsorships

*High Country News* considers partnerships with like-minded, mission-driven organizations that share our vision to inform and inspire people to act on behalf of the American West’s people, lands and wildlife.

**SPONSORSHIP OPPORTUNITIES**

**In-Kind**

*High Country News* reader engagement events offer meaningful ways for the *HCN* community to share their stories and perspectives. We welcome in-kind donations of merchandise to offer as awards for these events. Donors receive recognition as sponsors for the event.

**Event**

*High Country News* welcomes sponsors for our public programs and charity events.

**Media**

*High Country News* occasionally considers Media Sponsorships in the form of advertising support for like-minded organizations and events.

For more information on Partnerships & Sponsorships, contact advertising@hcn.org.
Classifieds

Convenient self service classified ad system.

When your budget is tight, and you still want to reach our print and online audience, High Country News classified ads are an effective and affordable option. Great for conferences and events, job postings, real estate listings, professional services and more!

Go to highcountrynews.adperfect.com

Print and Online Packages and Enhancements available.
Editorial Calendar 2021

FOCUSED ADVERTISING MARKETPLACES

January 2021 | Significant Gatherings
Conferences, conventions, festivals, symposiums, events & seminars

March 2021 | Journeys
Travel, expeditions, voyages, quests, tours & workshops

June 2021 | Green Living
Energy, Sustainability & Renewal
Solar, wind, off-the-grid, grow-your-own & cottage industry

August 2021 | Education & Enlightenment
Degrees, certificates, workshops & retreats

September 2021 | Reading the West
Books, blogs, podcasts & publications

November 2021 | The Gearhead’s Gift Guide
Clothing, gear, footwear, packs, accessories & tech

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>ISSUE DATE</th>
<th>RESERVATIONS</th>
<th>MATERIALS DUE</th>
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<tbody>
<tr>
<td>January</td>
<td>December 28, 2020</td>
<td>December 3, 2020</td>
<td>December 10, 2020</td>
</tr>
<tr>
<td>February</td>
<td>February 1, 2021</td>
<td>January 7, 2021</td>
<td>January 14, 2021</td>
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<tr>
<td>March</td>
<td>March 1, 2021</td>
<td>February 4, 2021</td>
<td>February 11, 2021</td>
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<tr>
<td>April</td>
<td>March 29, 2021</td>
<td>March 4, 2021</td>
<td>March 11, 2021</td>
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<tr>
<td>May</td>
<td>April 26, 2021</td>
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<tr>
<td>June</td>
<td>May 31, 2021</td>
<td>May 6, 2021</td>
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<tr>
<td>July</td>
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<tr>
<td>August</td>
<td>July 26, 2021</td>
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<tr>
<td>November</td>
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<td>October 7, 2021</td>
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<tr>
<td>December</td>
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<td>November 4, 2021</td>
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## Rate Card

### PRINT

<table>
<thead>
<tr>
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<tbody>
<tr>
<td>2-page spread</td>
<td>$4,500</td>
<td>$4,045</td>
<td>$3,825</td>
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<tr>
<td>3rd Cover</td>
<td>$2,500</td>
<td>$2,250</td>
<td>$2,125</td>
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<tr>
<td>Full Page</td>
<td>$1,200</td>
<td>$1,080</td>
<td>$1,020</td>
<td>$960</td>
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<tr>
<td>1/2 Page</td>
<td>$800</td>
<td>$720</td>
<td>$680</td>
<td>$640</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$450</td>
<td>$405</td>
<td>$382</td>
<td>$360</td>
</tr>
<tr>
<td>1/8 Page</td>
<td>$250</td>
<td>$225</td>
<td>$212</td>
<td>$200</td>
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### EMAIL

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</thead>
<tbody>
<tr>
<td>Newsletter Ad (300x250)</td>
<td>$250</td>
<td>$225</td>
<td>$212</td>
<td>$200</td>
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### PACKAGE DEALS

<table>
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<th>Size</th>
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<th>12X</th>
</tr>
</thead>
</table>
| Platinum | $1,980 | $1,900 | $1,760 | $1,650 | Includes Full page print ad, Newsletter ad & 1 month web & mobile banners
| Gold  | $1,622 | $1,530 | $1,440 | $1,350 | Includes 1/2 page print ad, Newsletter ad & 1 month web & mobile banners
| Silver| $1,305 | $1,232 | $1,160 | $1,087 | Includes 1/4 page print ad, Newsletter ad & 1 month web & mobile banners
| Bronze| $1,125 | $1,062 | $1,000 | $887  | Includes 1/8 page print ad, Newsletter ad & 1 month web & mobile banners

### DIGITAL - UNLIMITED IMPRESSIONS

<table>
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<tr>
<th>Size</th>
<th>Weekly</th>
<th>Monthly</th>
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<tbody>
<tr>
<td>Leaderboard Banner (728x90)</td>
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<td>$250</td>
</tr>
<tr>
<td>Medium Rectangle Banner (300x250)</td>
<td>$70</td>
<td>$250</td>
</tr>
<tr>
<td>Mobile Banners (300x250, 468x60, 320x50)</td>
<td>$70</td>
<td>$250</td>
</tr>
<tr>
<td>All</td>
<td>$210</td>
<td>$750</td>
</tr>
</tbody>
</table>
Production Requirements

MAGAZINE Specs

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
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<tbody>
<tr>
<td>Trim Size</td>
<td>9.6875 x 11.6875 inches</td>
</tr>
<tr>
<td>Safety from trim</td>
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</tr>
<tr>
<td>Bleed</td>
<td>.25 inch</td>
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<tr>
<td>Trim Crop Marks</td>
<td>none</td>
</tr>
<tr>
<td>Printing Process</td>
<td>web offset, 4-color</td>
</tr>
<tr>
<td>Binding</td>
<td>saddle stitch</td>
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<tr>
<td>Columns per page</td>
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PRINT AD SIZES

<table>
<thead>
<tr>
<th></th>
<th>Bleed (w” X h”)</th>
<th>Trim (w” X h”)</th>
<th>Non-Bleed (w” X h”)</th>
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<tbody>
<tr>
<td>Spread</td>
<td>19.875 x 12.1875</td>
<td>19.375 x 11.6875</td>
<td>18.375 x 9.8333</td>
</tr>
<tr>
<td>Full Page</td>
<td>10.1875 x 12.1875</td>
<td>9.6875 x 11.6875</td>
<td>8.4375 x 9.8333</td>
</tr>
<tr>
<td>1/2 Page Vertical</td>
<td>4.1354 x 9.8333</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>1/2 Page Horizontal</td>
<td>8.4375 x 4.8333</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>4.1354 x 4.8333</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>1/8 Page Horizontal</td>
<td>4.1354 x 2.3333</td>
<td>N/A</td>
<td>N/A</td>
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</tbody>
</table>

DIGITAL AD SIZES

<table>
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<tr>
<th>Unit</th>
<th>Pixels (w” x h”)</th>
<th>Ad Placement</th>
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<tbody>
<tr>
<td>Newsletter</td>
<td>Medium Rectangle</td>
<td>300 x 250</td>
</tr>
<tr>
<td>Web</td>
<td>Leaderboard Banner</td>
<td>728 x 90</td>
</tr>
<tr>
<td></td>
<td>Medium Rectangle</td>
<td>300 x 250</td>
</tr>
<tr>
<td>Mobile</td>
<td>Medium Rectangle</td>
<td>300 x 250</td>
</tr>
<tr>
<td></td>
<td>Small Leaderboard</td>
<td>468 x 60</td>
</tr>
<tr>
<td></td>
<td>Mobile Leaderboard</td>
<td>320 x 50</td>
</tr>
</tbody>
</table>

We accept high-resolution (300 dpi minimum) JPGs or PDFs, saved as cmyk with no crop marks or color bars.

We accept the following digital ad formats: JPG, PNG, GIF

All ads should include a click-through URL. All ads may include an alternate text description. Ad resolution at 72 dpi.
Advertising & Sponsorship Policy

Advertising Philosophy
Our mission is to cover the important issues and stories that define the American West. *High Country News* strives to inform and inspire people to act on behalf of the West’s diverse natural and human communities. We accept advertising because it helps pay the costs of publishing a high-quality, full-color magazine where topics are well-researched and reported in an in-depth manner. We believe advertising is a service to our readers, and we seek advertisements from progressive companies, organizations and individuals that share our commitment and values, and that provide goods and services beneficial to our readership. Editorial content will always be the dominant feature of the magazine; ads will take up no more than one third of the magazine on average. *High Country News* encourages advertisers to subscribe to the publication by offering them a 10 percent subscriber’s discount on advertising rates.

Special Guidelines
*High Country News* does not accept ads for the following products: hard alcohol, illegal drugs or paraphernalia for illegal drugs, sexual escort services, tobacco or check-cashing services.

Publisher’s Approval
All contents of advertisements are subject to publisher’s approval. Publisher reserves the right to reject or cancel any advertisement, insertion order, space reservation or position commitment at any time without cause. Publisher reserves the right to insert the word “advertisement” above or below any copy.

Cancellation Policy
Cancellation of any insertion order will require advertiser to pay the published standard rates for any ads already run, regardless of quoted price in the insertion order. In addition, advertiser will pay a 10 percent penalty on the remaining ads being canceled. Full payment will be charged for all contracts canceled after the space reservation/ copy deadline. Please note, classified ads are nonrefundable. Choose your run dates accordingly.

Sponsorship Policy
As a 501(c)(3) nonprofit organization, *High Country News (HCN)* gratefully accepts tax-deductible corporate sponsorship to support its mission. *HCN* will not solicit or accept sponsorship from corporate entities whose practices, policies, or operations are deemed unacceptable and contrary to the values implicit in its mission.

*HCN* actively solicits and encourages the business community, service clubs, and other organizations to become sponsors of *HCN* events, programs, and services. *HCN* enters into sponsorship agreements with sponsors it deems appropriate. Sponsorship agreements may vary by sponsor. *HCN* reserves the right to refuse or decline any offer of sponsorship at its absolute discretion or to negotiate with the sponsor concerning any aspect of a proposed sponsorship.

A sponsorship is defined as a mutually beneficial exchange arranged in advance whereby:
- *HCN* obtains support for a specified activity.
- Sponsor receives acknowledgement in return for cash and/or products and services-in-kind to *HCN*.

Special Guidelines:
- *HCN* does not accept corporate sponsorship for certain categories of products and services, including hard alcohol, illegal drugs or paraphernalia for illegal drugs, sexual escort services, tobacco or check-cashing services.
- *HCN* does not endorse, directly or by implication, any products, services, or ideas promoted except those sponsored directly by the organization.
- *HCN* must retain control over any sponsored program and sponsors should not have any input into operational matters relating to a project they have sponsored. This policy is not applicable to philanthropic contributions, grants, or unsolicited donations in which no benefits are granted to the sponsor and where no business relationship exists.
Terms and Conditions

1. High Country News (“Publisher”) will not be bound by any condition appearing on order blanks or copy instructions submitted by or on behalf of the Advertiser when such condition conflicts with any provision contained in Publisher’s rate card or with its policies, regardless of whether or not set forth in the rate card. All references herein to Advertiser include Advertiser’s agency, if there is one, and Advertiser and its agency shall be jointly and severally liable for Advertiser’s obligations hereunder. 2. Publisher reserves the right to decline or reject any advertisement for any reason at any time without liability even though previously acknowledged or accepted. If an advertisement is accepted for publication, the advertiser agrees that it will not make any promotional references to High Country News without the prior written permission of the Publisher. 3. Short Rates. Advertisers will be short-rated if the space upon which billings have been based is not used within the 12-month contract period. 4. Agency commission: 15% to recognized agencies. Bills are rendered on publication date. Payment in U.S. currency required. Net due 30 days from invoice date. Interest will be charged at rate of 1.5% per month or, if less, the maximum lawful interest rate, on past-due invoices. New Advertisers must either remit payment with order or furnish satisfactory credit references, subject to Publisher’s discretion. 5. The Advertiser agrees to pay the amount of invoices rendered by Publisher within the time specified on the invoice. 6. Orders 30 days beyond current closing date will be accepted only at rates prevailing, and only on a space-available basis (and subject to the other terms and conditions herein). Orders containing incorrect rates may be accepted and, if accepted, charged at regular rates. Such errors will be regarded as only clerical. 7. All agencies or direct advertisers must supply Publisher with a legal street address and not just a post office box. 8. Orders specifying positions other than those known as designated positions are accepted only on a request basis, subject to the right of Publisher to determine actual positions. Advertisements in other than standard sizes are subject to Publisher’s approval. 10. Rates, conditions and space units are subject to change without notice. Any discounts are applicable during the period in which they are earned. Any and all rebates from earned discount adjustments must be taken by the advertiser within six (6) months following the period in which such rebates were earned or they will be deemed expired. 11. Schedule of months of insertion and size of space must accompany all orders and are binding upon advertiser upon receipt unless terminated in writing prior to the applicable closing date(s). Publisher online “space reservation forms” for special issues are considered by Publisher as orders and binding in all ways. 12. Reproduction quality is at the Advertiser’s risk if Publisher’s specifications are not met or if material is received after closing date even if on extension. All queries concerning printed reproduction must be submitted to Publisher within 45 days of issue date. 13. No rebate will be allowed for insertion of wrong key numbers. 14. The Advertiser agrees that in the event Publisher commits any act, error, or omission in the acceptance, publication, and/or distribution of their advertisement for which Publisher may be held legally responsible, Publisher’s liability will in no event exceed the cost of the space ordered and further agrees that Publisher will not under any circumstance be responsible for consequentially damages, including lost income and/or profits. 15. The Advertiser represents that it not only has the right to authorize the publication of any advertisement it has submitted to Publisher, but that it is fully authorized and licensed to use (i) the names and/or the portraits or pictures of persons, living or dead, or of things; (ii) any trademarks, service marks, copyrighted, proprietary or otherwise private material; and (iii) any testimonials contained in any advertisement submitted by or on behalf of the Advertiser and published by Publisher, and that such advertisement is neither libelous, an invasion of privacy, violative of any third party’s rights or otherwise unlawful. As part of the consideration and to induce Publisher to publish such advertisement, the Advertiser agrees to indemnify and save harmless Publisher against all loss, liability, damage, and expense of whatsoever nature (“Losses”) arising out of copying, printing or publishing of such advertisement (“Claims”). In the event that any advertising campaign for Advertiser includes sweepstakes, contests, email distribution and/or other promotional elements which are managed either by the Advertiser or by the Publisher on behalf of the Advertiser, the Advertiser also agrees to indemnify and save harmless Publisher against any and all losses arising out of the publication, use or distribution of any materials, products (including prizes) or services related to all such promotional elements provided by the Advertiser including, without limitation, those arising from any claims. 16. The Advertiser agrees to and does indemnify and save harmless Publisher from all loss, damage, and liability growing out of the failure of any sweepstakes or contest inserted by them for publication to be in compliance and conformity with any and all laws, orders, ordinances, and statutes of the United States, or any of the states or subdivisions thereof. 17. All orders accepted are subject to acts of God, fires, strikes, accidents or other occurrences beyond Publisher’s control (whether like or unlike any of those enumerated herein) that prevent Publisher from partially or completely producing, publishing or distributing High Country News. 18. All advertisements must be clearly identified by the trademark or signature of the Advertiser. 19. Words such as “advertisement” will be placed with copy that, in Publisher’s opinion, resembles editorial matter. 20. Cancellations must be in writing. Cancellations for orders are not binding on Publisher unless in writing and received at least 45 days prior to the advertising closing date for inside or outside cover pages and for all inside pages, prior to the advertising closing date. Thereafter, orders may not be canceled or changed by the advertiser without the acknowledgement and acceptance of Publisher. If orders are not timely canceled, the Advertiser agrees that it will be responsible for the cost of such canceled advertisements. 21. The Advertiser agrees to reimburse Publisher for its attorneys’ costs and fees in collecting any unpaid billings for advertisements. 22. The parties agree that the details contained on orders will be treated as confidential or proprietary information and shall not be disclosed to third parties. 23. All issues related to advertising will be governed by the laws of the State of Colorado applicable to contracts to be performed entirely therein. Any action brought by Advertiser against Publisher relating to advertising must be brought in the state or federal courts in Denver, Colorado, and the parties hereby consent to the jurisdiction of such courts. Terms and Conditions