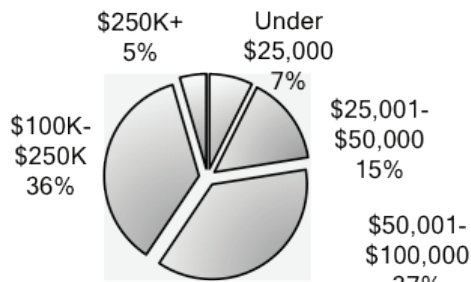


BAY NATURE, a quarterly magazine with a readership of approximately 30,000, and a paid circulation of approximately 7,500, is available by subscription and through newsstands, bookstores and nature centers throughout the San Francisco Bay Area. Bay Nature's digital presence is growing steadily and reaches an intelligent and active audience of over 40,000 website visitors each month and over 17,000 followers on social media.

BAY NATURE reaches a broad audience, from outdoor enthusiasts and committed environmentalists to backyard gardeners and armchair naturalists. Our readers are active, educated, affluent, influential, inquisitive, and engaged in their communities. They think globally and shop locally! They are decision makers who care about the future of our region and of our planet.



Readers' annual household income



88% of our readers have undergraduate degrees

74% of our readers are homeowners

92% of our readers identify themselves as hikers

95% of our readers expressed interest in environmentally-friendly gardening

Print Publishing Schedule 2015/2016

Issue	Reservation	Material Due	Distribution
April 2015	January 28, 2015	February 14, 2015	April 1, 2015
July 2015	April 29, 2015	May 16, 2015	July 1, 2015
October 2015	July 23, 2015	August 15, 2015	October 1, 2015
January 2016	October 28, 2015	November 15, 2015	January 1, 2016

GENERAL ADVERTISING RATES

Print Ad Unit	Cost Per Issue (1x)	Cost Per Issue (2x)	Cost Per Issue (3x)	Cost Per Issue (4x)
Back Cover	\$2,575	\$2,425	\$2,275	\$2,225
Inside Front/Back Cover	\$2,475	\$2,325	\$2,175	\$2,125
Full Page	\$2,175	\$2,025	\$1,975	\$1,925
Half Page	\$1,275	\$1,225	\$1,175	\$1,125
Third Page	\$975	\$925	\$875	\$825
Quarter Page	\$775	\$725	\$675	\$625
Sixth Page	\$575	\$525	\$475	\$425
Marketplace (Twelfth Page)	\$375	\$325	\$275	\$225
Web Ad (FREE with print ad)	Size	Monthly		Quarterly
Tier One	300w x 250h pixels and 180w x 150h pixels	\$150		\$395
Tier Two	300w x 250h pixels	\$100		\$250
Tier Three	300w x 250h pixels	\$65		\$150

For further information about advertising in BAY NATURE, please contact:

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