

# Advertise with **BayNature.org** **BAY NATURE** MAGAZINE

**BAY NATURE**, a quarterly magazine with a readership of approximately 30,000, and a paid circulation of approximately 7,000, 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 a targeted and active audience of over 80,000 website visitors and social media followers each month.

**BAY NATURE** reaches a broad audience, from outdoor enthusiasts and committed environmentalists to backyard gardeners and arm chair 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.



## Print Publishing Schedule

Issue	Reservation	Material Due	Distribution
FALL 2018	July 23 2018	August 15 2018	October 1 2018
WINTER 2019	October 28 2018	November 15 2018	January 1 2019
SPRING 2019	January 28 2019	February 14 2019	April 1 2019
SUMMER 2019	April 29 2019	May 15 2019	July 1 2019
FALL 2019	July 23 2019	August 15 2019	October 1 2019

## Our Readers

- 74%** are homeowners
- 92%** identify themselves as hikers
- 95%** are interested in environmentally-friendly gardening
- 51%** have an annual household income of \$100,000+

## Advertising Rates

Print Ad Unit	Cost Per Issue (1x)	Cost Per Issue (2x)	Cost Per Issue (3x)	Cost Per Issue (4x)
Back Cover	\$2,975	\$2,845	\$2,700	\$2,600
Inside Front Cover	\$2,845	\$2,750	\$2,625	\$2,550
Full / Opposite Table of Contents	\$2,800	\$2,700	\$2,565	\$2,500
Inside Back Cover	\$2,745	\$2,650	\$2,550	\$2,450
Full Page	\$2,675	\$2,600	\$2,525	\$2,375
Two Thirds	\$1,945	\$1,875	\$1,800	\$1,750
Half Page	\$1,475	\$1,400	\$1,350	\$1,250
Third Page	\$1,000	\$950	\$920	\$900
Quarter Page	\$850	\$800	\$760	\$725
Sixth Page	\$625	\$575	\$550	\$500
Marketplace (Twelfth Page)	\$375	\$325	\$300	\$275
		Size	Monthly	Quarterly
BayNature.org Banner Ads		728w x 90h pixels	\$450	\$950
BayNature.org Run-of-site		300w x 250h pixels	\$275	\$700
Connections e-newsletter 2x / month		560w x 90h pixels	\$450 per issue / \$600 per Month	

**Contact: Ellen Weis, Advertising Director (510) 813-1903 or [ellen@baynature.org](mailto:ellen@baynature.org)**