

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