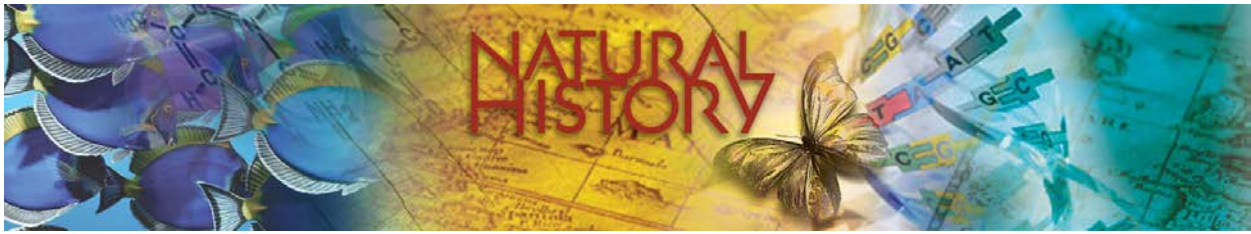


NATURAL HISTORY

2015 MEDIA KIT



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A Magazine of Nature, Science and Culture

Since its beginning in 1900 as *The American Museum Journal*, *Natural History* is the authoritative voice that curious readers turn to for informed insights and understanding of natural phenomena.

Our Readers are Leaders

Virtually all of our readers are college educated, affluent men and women, who are extremely active in their personal lives and take very seriously their civic responsibilities. They exert a strong influence on the people around them, on their local communities, and on national policy.

Attended/graduated college	96.9%
Professional/Managerial	74.4%
Median Household Income	\$109,000
Men/Women Ratio	48.5/51.5
Median Age	57.7
Involved, member of board or other leadership position with community organization	72.1%

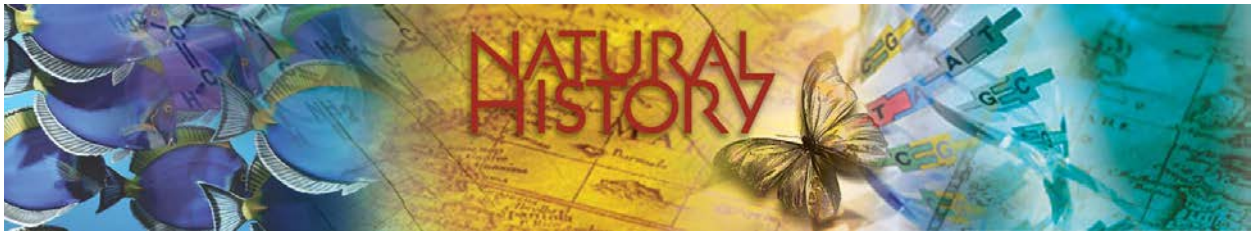
Source: 2008 Ipsos Mendelsohn Natural History Subscriber Study

For advertisers who need to reach thought leaders, opinion shapers, and customers who respond to innovative ideas, *Natural History* provides the ideal environment and audience for their marketing message.

To find out more, call 203-861-6262.



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Mission Statement

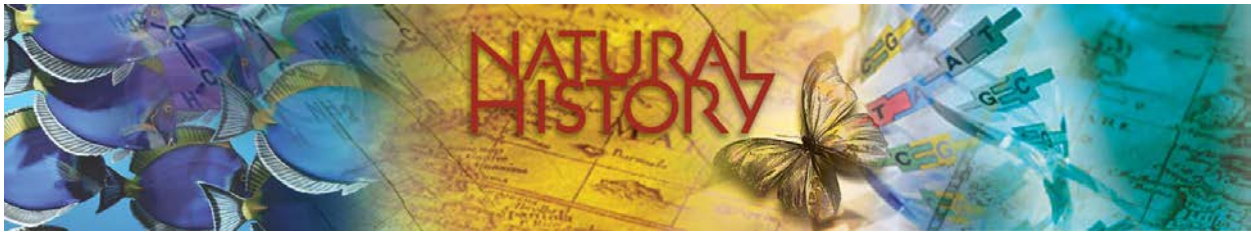
Natural History's mission is to promote understanding and appreciation of the world around us.

- Our authors—an assortment of archaeologists, biologists, astronomers, anthropologists, and top science writers—delve into our origins, explore our future, offer provocative new explanations of why we act the way we do, explaining our relationships with the rest of the living world, from the tiniest microorganisms to the largest creatures that ever walked the land or swam the seas. No detail is too small to be overlooked, no question too big to be asked.
- Our columnists are gifted thinkers with an original take on their subjects.
- Award-winning photographers capture the Earth's natural beauty.
- *Natural History* is also a rich trove of recommendations for books and travel.

Join us in the ultimate adventure—exploring our world!



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Online Ad Rates and Specifications

Take advantage of *Natural History's* boutique site for long-form stories about nature, science, and culture to reach 50,000 interested and involved users each month.

Ad	Dimension	Cost
Leaderboard	728 x 90	\$5.00 CPM
Rail	300 x 250	5.00 CPM
Double rail	300 x 600	10.00 CPM
Footer	300 x 100	5.00 CPM

General Specifications

Standard formats accepted:

- GIF
- JPG
- SWF (Flash)

Maximum file size: 80K for Flash.

For Flash banners—embed exact URL within the Flash file. Link must be set to open a new browser window or tab. You may also include your own click-through tracking code if desired.

For GIF or JPG files—send the graphic and exact URL for link

All ads will be pre-approved before going live on the *Natural History* site. Allow a minimum of two business days in production before your campaign start date.

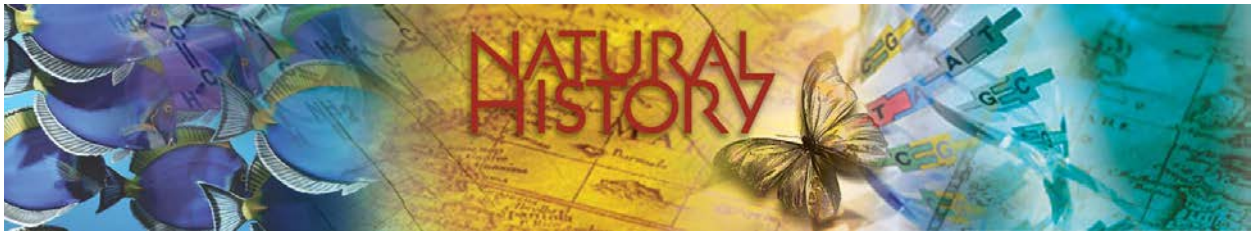
Ad Submission

Attach ad in an e-mail with any special specifications to: charris@nhmag.com.

For questions, contact Charles Harris at charris@nhmag.com or 919-933-1867.



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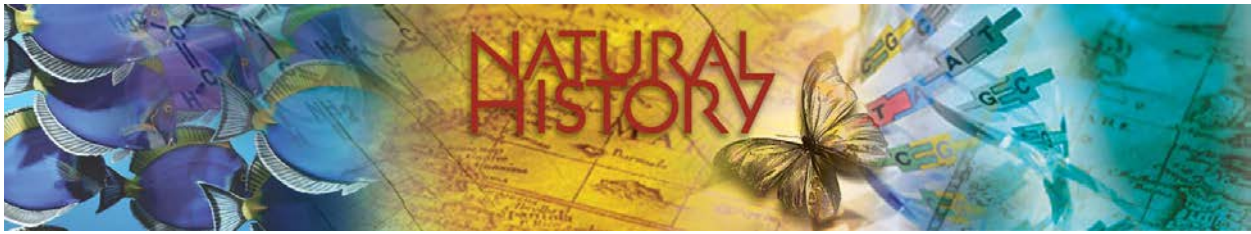
2015 In-Print Issue Deadlines

<u>Issue</u>	<u>Space and Material Close</u>	<u>Subscriber Delivery Date</u>
February 2015	January 6, '15	January 28, '15
March 2015	February 5, '15	February 25, '15
April 2015	March 5, '15	March 25, '15
May 2015	April 7, '15	April 27, '15
June 2015	May 5, '15	May 25, '15
July/August 2015	June 9, '15	June 27, '15
September 2015	August 5, '15	August 25, '15
October 2015	September 9, '15	September 28, '15
November 2015	October 6, '15	October 26, '15
December '15/January '16	November 6, '15	November 25, '15

Please call production department at 212-689-9648 for insert due dates.



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2015 In-Print Ad Rates

Effective / February 2015 Issue

Rate base / 50,000

Open Rate				
Four-color	1x	3x	6x	10x
Page	\$5,000	\$4,860	\$4,720	\$4,444
2/3 page	3,850	3,740	3,635	3,422
1/2 page	3,050	2,965	2,880	2,710
1/3 page	1,900	1,850	1,795	1,690
1/6 page	1,100	1,070	1,040	980
Black & white				
	1x	3x	6x	10x
Page	\$3,750	\$3,645	\$3,540	\$3,333
2/3 page	2,888	2,800	2,725	2,566
1/2 page	2,288	2,225	2,160	2,033
1/3 page	1,425	1,385	1,345	1,267
1/6 page	825	800	780	733
Cover 2 - \$5,750		Cover 3 - \$5,500		Cover 4 - \$6,250

Supplied inserts

Costs available upon request.

Commissions, Terms & Agency Discounts

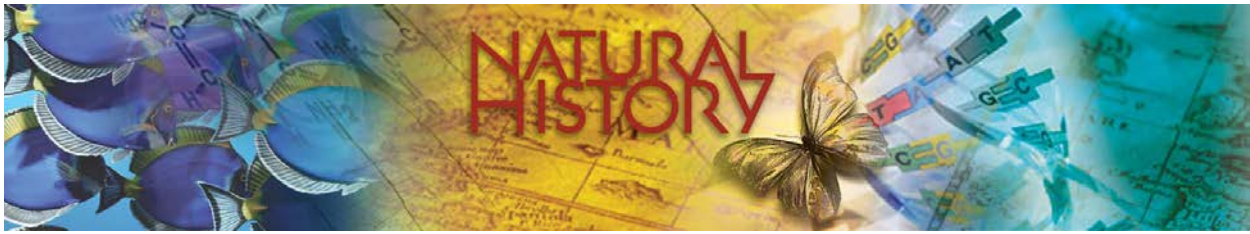
Billing is net 30 days. No cash discount. 15% to recognized advertising agencies. No commission on mechanical services. No cancellations accepted after closing dates.

Closing for all Inserts

1st of month prior to cover date.



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In-print Ad Specifications

Effective / February 2015 Issue

Ad Sizes	Non-bleed	Bleed	Trim
Two-page spread gutter bleed	15"x10"	16-1/2"x10-3/4"	16-1/4"x10-1/2"
Full page	7-3/8"x9-3/4"	8-1/4"x10-3/4"	8-1/8"x10-1/2"
2/3 page	4-5/8"x10"	5-1/4"x10-3/4"	5-1/8"x10-1/2"
1/2 page horizontal spread	15"x4-7/8"	16-1/2"x5-3/8"	16-1/4"x5-1/4"
1/2 page horizontal	7"x4-7/8"	8-1/4"x5-3/8"	8-1/8"x5-1/4"
1/2 page digest	4-5/8"x7"	5-1/4"x7-1/2"	5-1/8"x7-3/8"
1/3 page - vertical	2-1/4"x10"	2-7/8"x10-3/4"	2-3/4"x10-1/2"
1/3 page - square	4-5/8"x4-7/8"	5-1/4"x5-3/8"	5-1/8"x5-1/4"
1/6 page	2-1/4"x4-7/8"		

Dimension Details

- Full page trim: 8-1/8" x 10-1/2"
- Live area: 7-3/8"x 9-3/4"
- Spread trim: 16-1/4" x 10-1/2"
- Spread live area: 15-1/2" x 9-3/4"
- Safety margins are to be 3/8" from trim all around
- All 1/8" on all sides for bleed ads

General Specifications

- Complete mechanical specifications available on request. Also see SRDS Print Production Data.
- Process Web Offset, R.O.P.
- Binding: Saddle-Stitch
- Original offset materials left in publisher's possession are destroyed 12 months after date of issue

Digital Ad Requirements

Natural History accepts ads in digital form, provided all technical provisions and deadlines are met. Ads can be submitted as Macintosh formatted, collected Quark or InDesign documents; Illustrator EPS, Photoshop EPS or TIFF files; and PDF files. PDFs must be created with high resolution images and CMYK color space. No spot colors. Please include a laser print and digital color proof for color ads.

(cont.)



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In-print Ad Specifications (cont.)

Conditions for Document Files

- Include all fonts and images
- Images must be high resolution, minimum 300+ dpi
- All colors must be CMYK. No spot colors.
- All fonts must be Postscript (screen and printer) and must be used in their native form. (Bold, italic or other font attributes must not be done in the application, but must be the proper version of the font).

Files can be sent on CD ROM, or uploaded to our FTP site. By accepting digital ads, *Natural History* is acting as a prepress supplier. We cannot be held responsible for unexpected results from failure to follow the above procedures and commonly-accepted desktop publishing principles.

Should you have any questions or for FTP site information, please contact Meredith Miller, Advertising Production Manager, at 212-689-9648 or mer1219@hotmail.com

[1]. proof specifications For all 4-color ads, please supply proofs that are SWOP certified with color bars. Advertisers can go to the SWOP Web site (www.swop.org

[2]) to learn about SWOP-certified proofing systems. Color keys, laserprints, photocopies and tear sheets are not acceptable as proofs. Line screening of 133 or 150 is acceptable.

Send Materials To: Advertising Production Department / *Natural History*, PO Box 110623, Research Triangle Park, NC 27709-5623.

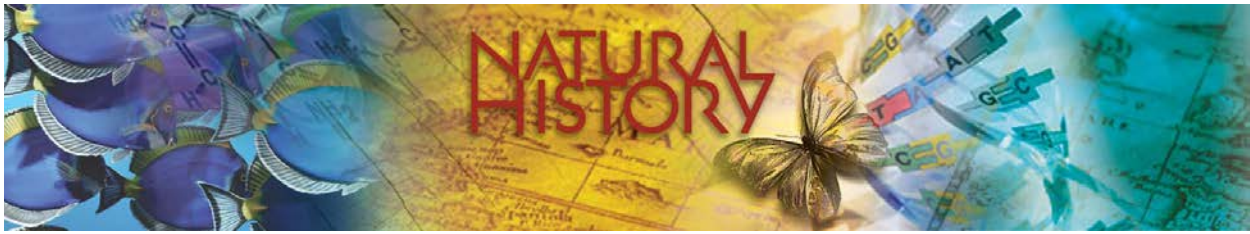
Tel: 919-933-1867

Fax: 919-933-1867

Please specify advertiser and date of insertion on all materials.



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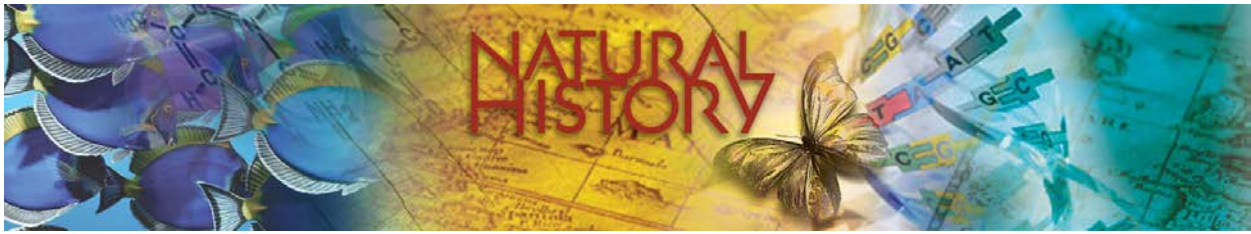
International Travel

	%Comp	Index
Own passport	77.3	131
Took foreign plane trip past 12 months	39.0	168
Average # plane trips taken	2.5 trips	
Places visited outside the US - past three years		
Europe	31.7	181
Canada	26.4	186
Mexico/Central America (net)	26.9	139
Mexico	19.0	109
Other Central/South America	12.9	316
Caribbean/Bahamas/Bermuda (net)	18.0	105
Middle East/Israel	3.3	
Africa	2.3	174
Australia/New Zealand	2.8	183
Asia	10.4	
Other international destination	2.5	
Travel expenditures past 12 months		
Total travel expenditures		
Spent \$10,000+	29.0	262
Average expenditure	\$9,700	219
Personal Travel and Vacations outside the US		
Average expenditure	\$6,900	189
Average # night spent in hotel/motel past 12 months	16.1	

Source: 2008 Ipsos Mendelsohn Natural History Subscriber Study
 Indexes based on 2008 Mendelsohn Affluent Survey



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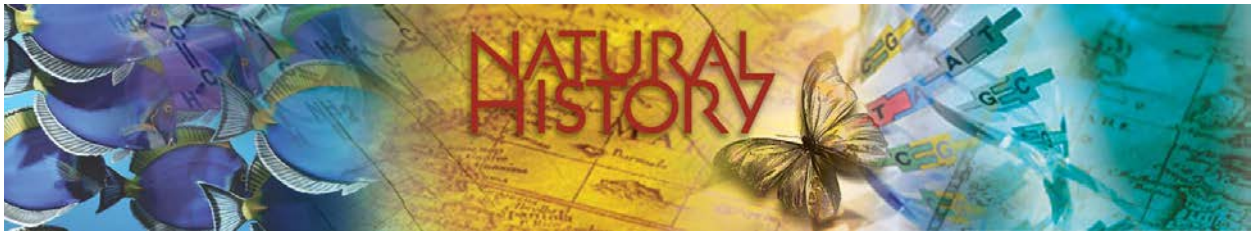
Financial

	%Comp	Index
Used one or more financial services		
past 12 months (net)	76.5	120
Financial planner	27.9	119
Full service broker	29.4	186
Discount broker	7.7	213
Online trading	11.9	122
Other broker service	7.7	196
Private banker	11.9	126
Tax Consultant	41.5	164
Importance of investing in socially responsible companies		
Very important	33.3	
Somewhat/very important	81.6	
Average value of investment portfolio	\$1,057,000	

Source: 2008 Ipsos Mendelsohn Natural History Subscriber Study
 Indexes based on 2008 Mendelsohn Affluent Survey



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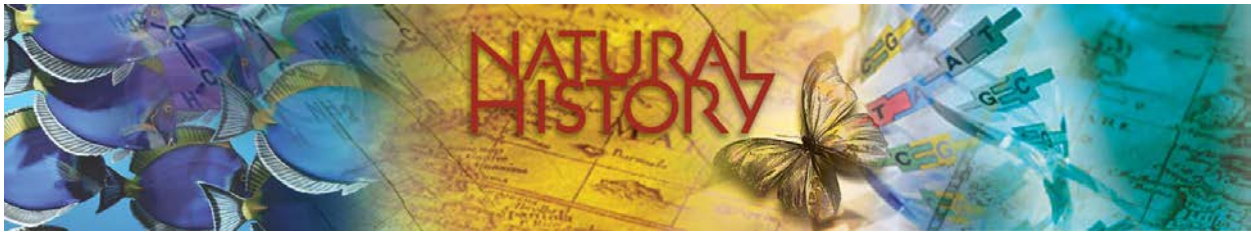
Domestic Travel

	%Comp	Index
Took air trip within the US past 12 months	74.4	121
Average trips taken	5.1	
Regions visited		
South Atlantic	47.5	
Middle Atlantic	42.3	
New England	31.8	
Pacific	38.1	
Mountain	31.3	
East North Central	22.6	
West South Central	16.4	
West North Central	11.4	
East South Central	10.9	
Alaska	2.5	150
Hawaii	5.7	113
Travel expenditures past 12 months		
Total travel expenditures		
Spent \$10,000+	29.0	262
Average expenditure	\$9,700	219
Personal Travel and Vacations within the US		
Average expenditure	\$4,100	193
Average # night spent in hotel/motel past 12 months	16.1	

Source: 2008 Ipsos Mendelsohn Natural History Subscriber Study
 Indexes based on 2008 Mendelsohn Affluent Survey



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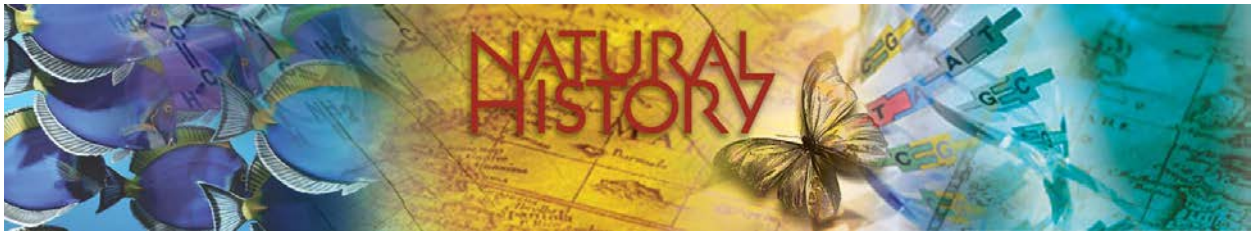
Automotive

	%Comp	Index
Household owns/leases one or more vehicles	92.1	100
Average # vehicles owned/leased	2.1	
Own 1+ domestic makes (net)	47.7	74
Own 1+ foreign makes (net)	69.3	121
Own 1+ hybrid	5.3	250
Own 1+ premium vehicles	22.6	120
Plan to buy/lease new vehicle next		
12 months	15.6	
Type of vehicle plan to buy		
Car	52.5	
SUV	20.3	
Mini-van	6.8	
Pick-up	6.8	
Hybrid	35.6	
Likelihood of paying more for extra		
Very likely	42.1	
Very/somewhat likely	93.0	

Source: 2008 Ipsos Mendelsohn Natural History Subscriber Study
 Indexes based on 2008 Mendelsohn Affluent Survey



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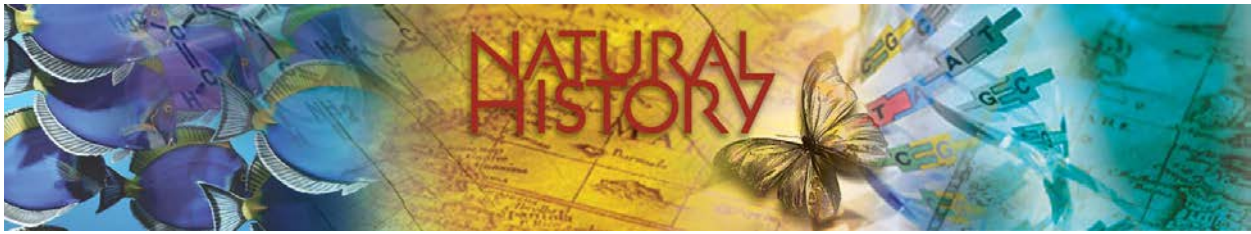
Member/Contributor to Cultural Institution

	Member and/or contributor	Contributor beyond membership (base member)
Member/contributor to one or more	86.1%	34.2%
Art museum	33.5	8.1
Natural history/science museum	66.3	11.0
Performance arts (Symphony)	27.6	13.4
Zoo/aquarium/botanical garden	37.4	8.1
Other cultural institution	23.7	16.1
PBS/NPR membership	38.2	
Member/contributor to two or more	60.6	18.1
Member/contributor to three or more	38.1	8.6

Source: 2008 Ipsos Mendelsohn Natural History Subscriber Study



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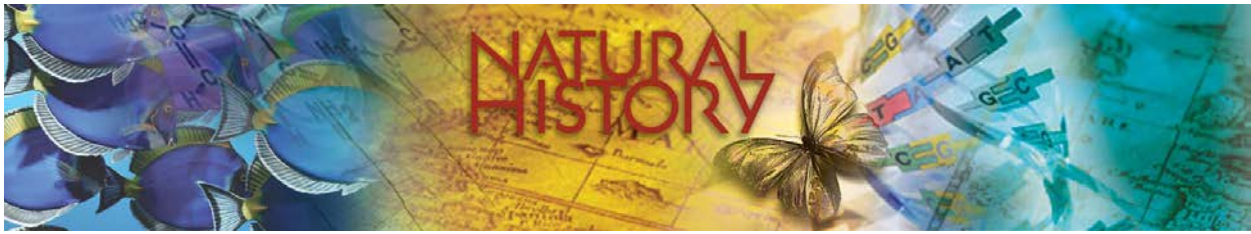
Involvement and Influence

Public Activities (past 12 months)	% Comp	Index
Engaged in one or more public activities past	88.6	116
Wrote/emailed elected official	33.3	169
Wrote/emailed editor newspaper/magazine	15.7	131
Voted in a public election	73.9	119
Took active role in civic, social issue	30.2	213
Written article/book for publication	6.0	226
Actively worked for political party or candidate	8.0	238
Held or ran for public office	2.9	614
Gave speech/addressed public meeting	19.6	184
Took active role in environmental cause	17.1	296
Served on company Board of Directors	8.9	159
Served on Board of Directors of charity or other civic organization	18.8	242
Worked 10+ hours a month for non-political charitable organization	25.8	175
Engaged in two or more activities (net)	63.3	162
Engaged in three or more activities (net)	43.0	215

Source: 2008 Ipsos Mendelsohn Natural History Subscriber Study
 Indexes based on 2008 Mendelsohn Affluent Survey



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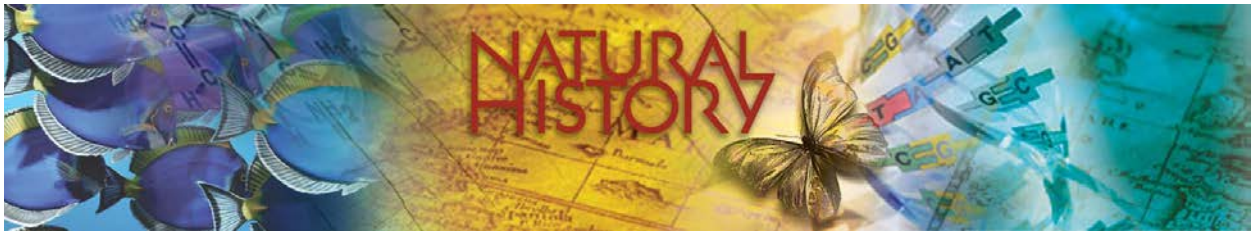
Community Leadership

(Involvement, member of board or other leadership position with community organization)	Current/past involvement	Current/past Board or leadership position
Involvement or leadership with one or more organizations (net)	72.1%	33.8%
Educational institution/library	36.6	11.7
Hospital	13.7	4.7
Religious organization	36.6	13.4
Local/national charity	27.9	11.2
Community organization, e.g. zoning or planning board, etc.	10.2	5.2
Political organization	8.7	2.7
Business development organization	7.2	2.2
Cultural institution, e.g., museum, orchestra, etc.	19.4	4.5
Involvement or leadership with 2+ organizations two or more organizations (net)	48.8	15.2
Involvement or leadership with 3+ organizations three more organizations (net)	23.6	5.0

Source: 2008 Ipsos Mendelsohn Natural History Subscriber Study
 Indexes based on 2008 Mendelsohn Affluent Survey



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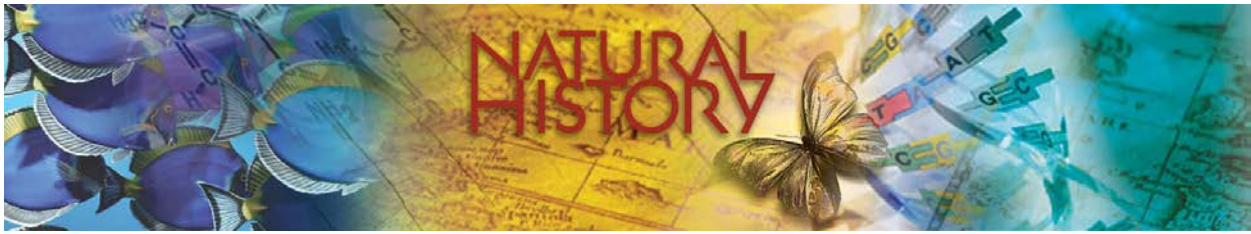
Lifestyle

	%Comp	Average times, visits, days
Personal Interest Activities (past 12 months)		
Attended art show/antique show or auction	57.6	5.5
Attended performance arts (theater, opera, concert ballet, etc)	79.9	7.3
Visited museums (net any)	87.7	8.2
Visited natural history-science museum	76.0	4.6
Visited other museum	69.7	5.3
Visited state/national park	67.8	5.0
Visited historic/archeological site	54.7	4.0
Photography	46.4	40.9
Bird watching	31.2	52.9
Visited Spa	22.8	3.5

Source: 2008 Ipsos Mendelsohn Natural History Subscriber Study



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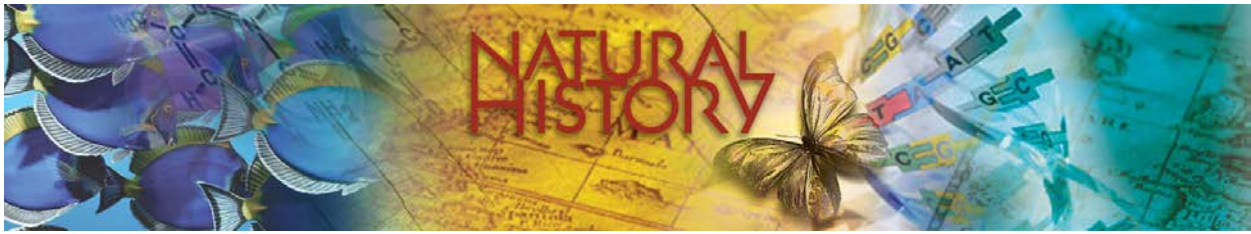
Reader Involvement

	% Comp
Length of time been a subscriber	
Five or more years	43.8
2 years to less than 5 years	25.9
Less than 2 years	30.3
Median years	4.3
Read 2+ of past 4 issues	85.1
Read regularly 3+ of the past 4 issues	70.1
Median number of past four issues read	3.6 issues
How receive copy	
Subscribe	31.1
Receive as part of museum membership	68.9
Took any action	83.4
Took 2+ actions	54.9
Average number of actions taken	2.4 actions
Discussed something read with other person	62.9
Saved entire issue	37.6
Passed articles/ads to others	35.9
Marked/clipped/saved ad or article for future reference	26.8
Accessed Natural History web site	9.0

Source: 2008 Ipsos Mendelsohn Natural History Subscriber Study



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Demographics

	% Comp	Index US Adults
Men	48.5	100
Women	51.5	100
Median Age	57.7	
Education		
Attended/graduated college+	96.9	177
College graduate+	84.2	239
Any post graduate study+	55.6	611
Marital Status		
Married	71.2	130
Employment Status		
Professional/Managerial	74.4	204
Household Income		
Total Readers		
\$100,000+	54.0	213
Median Household Income	\$109,000	174
Museum readers		
\$100,000+	59.7	236
Median Household Income	\$122,782	196

Source: 2008 Ipsos Mendelsohn Natural History Subscriber Study.
 Indexes based on 2008 Mendelsohn Affluent Survey



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