



Conservation Magazine

2010 Advertising Rates

Prices

Size	Color or B&W
Full Page	\$1000
1/2 Page	\$600
1/3 Page	\$450

Ad Dimensions (in inches)

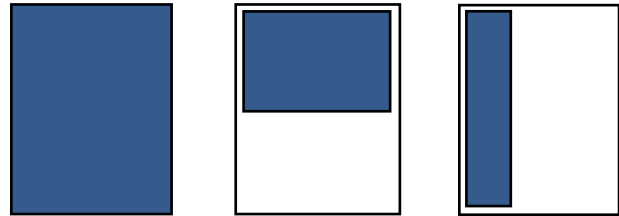
Sizes	Width	Height
Full Page	8.25	10.875
1/2 Page Horizontal	6.75	4.50
1/3 Page Vertical	2.14	9.125

Print Specifications

All ads should be camera-ready and delivered as electronic media (Mac format preferred)

PDF (with all fonts and graphics embedded)
 EPS
 TIFF
 JPG

Minimum Resolution: 300 dpi
 All colors should be cmyk



Important Dates

Issue	Deadline
V11N1 (Jan-March 2010)	January 5, 2010
V11N2 (April-June 2010)	March 12, 2010
V11N3 (July-Sept 2010)	June 8, 2010
V11N4 (Oct-Dec 2010)	Sept 17, 2010

Conservation Magazine reserves the right to accept or reject materials at any time.

Questions

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A Profile of Conservation Readership

Our readership is well-balanced and works for diverse sectors of the conservation community:

University	32%
Government (federal, state, or local)	29%
NGO	21%

Our readers are highly educated:

77% have post-graduate degrees

Most of our readers are mid-career professionals:

Between 30-45 years of age	50%
Between 46-65 years of age	39%

Our readers are active in the conservation community. The top four professional societies (other than the Society for Conservation Biology) that they belong to are:

The Wildlife Society	26%
Ecological Society of America.....	23%
Society for Ecological Restoration	12%
Natural Areas Association.....	11%

And the top six journals they read are:

Conservation Biology	87%
Biological Conservation.....	37%
Journal of Wildlife Management	36%
Trends in Ecology and Evolution.....	34%
BioScience	33%
Ecological Applications	32%

Annual household incomes are:

200-300K	2%
100-199k	21%
50-90K	43%
25-50K	20%

Our readers are committed to Conservation:

97% of our readers plan to renew

33% said what they value most is the practical and pragmatic emphasis

29% said they most valued the ease of reading