



Conservation Magazine

2011-2012 Advertising Rates

Prices

Size	Full Color
Full Page	\$1700
1/2 Page	\$900
1/3 Page	\$500

Ad Dimensions (in inches)

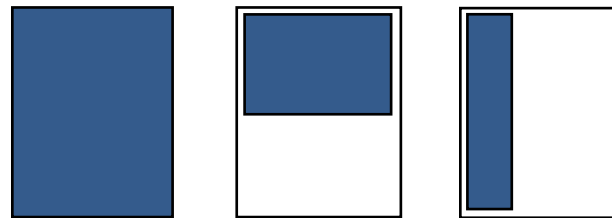
Sizes	Width	Height
Full Page	9	10.875
1/2 Page Horizontal	7.5	4.25
1/3 Page Vertical	2.33	8.75

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
Spring 2011	January 15, 2011
Summer 2011	April 15, 2011
Fall 2011	July 5, 2011
Winter 2012	October 7, 2011
Spring 2012	January 20, 2012
Summer 2012	April 13, 2012
Fall 2012	July 7, 2012

Questions

Kathryn Kohm, Editor
 Conservation Magazine
 Dept. of Biology, Box 351800
 University of Washington
 Seattle WA 98195-1800 USA

email: kkohm@uw.edu
 Phone: (206) 685-4724 • Fax: (206) 221-7839

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

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