

# High Country News

2020 MEDIA KIT • Contact Laura Dixon – 800-311-5852

## Celebrating 50 Years

Reach over 750,000 environmentally and socially conscious consumers every month to build your brand and grow your business.



# Who Are We



*High Country News* is a nonprofit independent organization whose mission is to inform and inspire readers to act on behalf of the American West's human and natural communities.

*HCN* reaches beyond conventional wisdom and myths of the West with reporting that explains, enlightens and engages. Its deep insights on the region and its unflinching perspective are informed by the clear-eyed pursuit of the facts. *HCN's* balanced reporting results in multidimensional stories that feature myriad communities and viewpoints, and illuminate and challenge the many assumptions and myths about the region.

From Alaska and the Rockies to the Southwest, the Great Plains and the West Coast, *HCN* provides in-depth journalism that shines a light on all the complexities of the American West.

*From author and New York Times reporter Timothy Egan —*

“For anyone who cares about the West, loves its contradictions and its beauty, loves its moods and politics, for anyone who frets about its future and puzzles over its past, *High Country News* is indispensable.”

*From Mike Bond, author of Snow and The Drum That Beats Within Us —*

“*High Country News* is the best way to reach the many thousands of people in the Rocky Mountain region who care deeply about our beautiful homelands and way of life. No other media has the power to connect with this highly literate, committed, and interested readership.”

# Excellence

**50 Years of  
Unblinking Journalism**



National Journalism Awards Since 2010

**11%**

Subscription Growth Last Year

**35%**

Website Growth  
(over last 4 years)

**28%**

Email Audience Growth  
(over last 5 years)

**75%**

Subscription Renewal Rate  
(2018)

# Marketing Solutions

High Country News offers the chance to engage with our passionate community in a variety of ways.



# Our Audience

Every month we reach over 750,000 policymakers, educators, public land managers, environmental professionals, outdoor enthusiasts and others who care deeply about the future of our land, air, water and people.



**Educated**



**Reader/Book Buyer**



**Value-driven**



**Philanthropic**

The  
**HighCountryNews**  
Audience



**Traveler**



**Influential**



**Garden & Cottage  
Industry**



**Active Outdoors**



# Demographics



## Stats

### Subscribers by Region

Mountain States – 57%  
Pacific Northwest – 16%  
California – 13%  
South & South Atlantic – 5%  
Central US – 5%  
New England & Mid-Atlantic – 3%  
Hawaii & Alaska – 1%  
International – 1%

### Gender

Male – 59%  
Female – 41%

### Age

18-34 – 15%  
35-54 – 32%  
55-64 – 30%  
65 & up – 23%

### Income

\$65,000

### Married

87%

### College Graduates

87%

### Audience Lifestyle Patterns

Philanthropy – 76%  
Book buying – 65%  
Conservation – 64%  
Outdoor Recreation – 55%  
Travel – 45%

# Print

For 50 years, High Country News has been delivering award-winning, in-depth journalism that informs and inspires people to act on behalf of our diverse natural and human communities.

- Impactful Photography & Graphics
- Full-color
- 16 Insightful Issues per Year
- Engaged, Educated Audience



# Website Banners

High Country News online is a top digital destination for environmental and cultural news (hcn.org). Our highly engaging web and mobile environment delivers the latest news and exclusive stories to our ever-expanding digital community.

7-Day and 30-Day Web/Mobile Packages Available

## Stats

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Monthly Unique Pageviews

**405,012**

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Visitors Per Month

**230,000**

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Pageviews Per Month

**460,000**

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Impressions

**Unlimited**

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2018 Average  
Click-through Rate

**0.66%**

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## Ad Solutions

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**728x90**

**Leaderboard Banner**



**468x60**

**Leaderboard Banner**



**300x250**

**Rectangular Banner**



**320x50 Mobile  
Leaderboard Banner**





# Email Opportunities

## Email Banner Ads

Put your message in the email inbox of High Country News readers. Your banner can be seen alongside breaking news and other top stories in our digital newsletters.

## Sponsored Email Blasts

Sponsored email blasts (e-Blasts) reach readers with your exclusive message — this is an email from you to HCN readers.

## Stats

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Newsletter —  
100% Opt-in Subscribers  
**66,000**

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Sponsored e-Blasts —  
100% Opt-in Subscribers  
**55,000**

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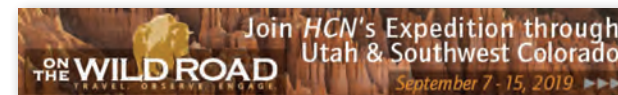
## Ad Solutions

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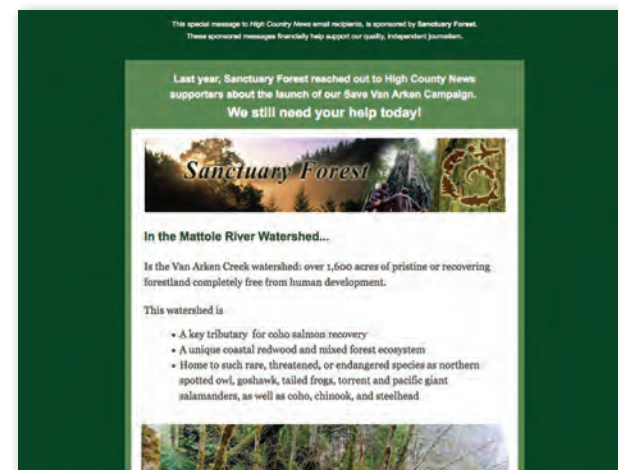
**300x250**  
Newsletter Banner Ad



**600x90**  
Newsletter Banner Ad



**Sponsored**  
**Email Blast**



# Special Issues

High Country News produces special issues that let you connect specifically with your market verticals.



## High Impact Display Ads in Focused Issues



### Outdoor & Travel Issue

A perfect issue for educational, eco and adventure travel providers. The *High Country News* reader is not your average tourist. They are affluent, highly educated, environmentally and socially conscious outdoor enthusiasts looking for adventure, education and ecologically responsible and sustainable options for their travel and recreation.



### Books & Authors Issue

This issue is full of thought-provoking books and authors well worth getting to know. We bring you the latest literature from around the West, highlighting the works of authors who know the place best. The *High Country News* reader is a reader. They are affluent, highly-educated, environmentally and socially conscious citizens, looking to read the next new thing.



### Big Ideas Issue & Education Guide

We dive deep into the biggest ideas defining the modern American West, analyzing what it means to live in a diverse, unique region with a complex history and an exciting future. Who is evolving to meet the needs and mold the future of our changing region? Who are the innovators? What programs and companies are breaking new ground?



### Holiday Gift Guide

Our audience is looking for your holiday gift ideas including books, music, eco-friendly products and services, home and garden products, outdoor recreation equipment, travel ideas, conferences, events, conservation groups to support and more. It's a great time to let 'em know!

# Classifieds

## Convenient self-service classified ad system.

When your budget is tight, and you still want to reach our print and online audience, High Country News classified ads are an effective and affordable option. Great for conferences and events, job postings, real estate listings, professional services and more!

## Ad Solutions: [highcountrynews.adperfect.com](http://highcountrynews.adperfect.com)

### • Print & Online Packages



### • Print & Online Enhancements



### • Convenient Self-Serve System — [highcountrynews.adperfect.com](http://highcountrynews.adperfect.com)

# Events & Sponsorship

As a 501(c)(3) nonprofit organization, High Country News relies on the generous support of our advertisers, sponsors, donors and foundations, without whom, our vital work would not be possible. Besides traditional advertising, additional sponsorship and philanthropy opportunities are available to help support our mission while building awareness and affinity for your organization. Your sponsorship support of High Country News is tax deductible. Please consult your tax preparer.

## Sponsorship & Philanthropy Opportunities

- Contest and Event Support
- In-Kind Support/ Product and Service Grants
- HCNU Classroom Program Support
- Intern Fund Support
- Research Fund Support
- Enterprise Journalism Fund Support
- Matching Donation Programs
- Planned Giving
- Special Gift Subscriptions



Help our reporters burrow for the important stories.



High Country News  
**Photo Contest**

In honor of the 100th birthday of the National Park Service, we're dedicating this year's photo contest to those parks you love. Show us what you treasure about your favorite park(s), located in one of the 11 Western states or Alaska. Winning images will be published online and may be printed in the magazine. Winners are eligible for prizes from MindShift Gear.

[www.hcn.org/photos16](http://www.hcn.org/photos16)  
Submit your photos: Aug. 1-31  
Vote for your favorites: Sept. 1-15

SPONSORED BY  
**MindShift**

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By Carol McManis

**HCN**  
**UNIVERSITY**  
High Country News Classroom Program

# Editorial Calendar

## Special Issues

March 16, 2020

**Outdoor & Travel Marketplace**

May 18, 2020

**50th Anniversary Issue**

August 17, 2020

**Big Ideas Issue/  
Education Guide**

October 19, 2020

**Books & Authors Issue**

November 2, 2020

**Holiday Gift Guide**

## Issue Schedule

Issue	Issue Date	Display Ad Reservation Deadline	Display Materials & Classified Deadline
January 2020	December 30, 2019	December 4, 2019	December 11, 2019
February 2020	January 27, 2020	January 2, 2020	January 9, 2020
March 2020	February 24, 2020	February 6, 2020	January 30, 2020
<b>Outdoor &amp; Travel 2020</b>	<b>March 16, 2020</b>	<b>February 20, 2020</b>	<b>February 27, 2020</b>
April 2020	March 30, 2020	March 5, 2020	March 12, 2020
May 2020	April 27, 2020	April 2, 2020	April 9, 2020
<b>50th Anniversary 2020</b>	<b>May 18, 2020</b>	<b>April 23, 2020</b>	<b>April 30, 2020</b>
June 2020	June 1, 2020	May 7, 2020	May 14, 2020
July 2020	June 29, 2020	June 4, 2020	June 11, 2020
August 2020	July 27, 2020	July 2, 2020	July 9, 2020
<b>Big Ideas 2020</b>	<b>August 17, 2020</b>	<b>July 23, 2020</b>	<b>July 30, 2020</b>
September 2020	August 31, 2020	August 6, 2020	August 13, 2020
October 2020	September 28, 2020	September 3, 2020	September 10, 2020
<b>Books &amp; Authors 2020</b>	<b>October 19, 2020</b>	<b>September 24, 2020</b>	<b>October 1, 2020</b>
<b>Holiday Gift Guide 2020</b>	<b>November 2, 2020</b>	<b>October 8, 2020</b>	<b>October 15, 2020</b>
December 2020	November 30, 2020	November 5, 2020	November 12, 2020

# Rate Card

## Print (Rate base 37,000)

		SAVE 10%	SAVE 15%	SAVE 20%	SAVE 25%
Color	1X	3X	6X	12X	18X
2-page spread	\$4,500	\$4,045	\$3,825	\$3,600	\$3,375
3rd Cover	\$2,500	\$2,250	\$2,125	\$2,000	\$1,875
Full Page	\$1,200	\$1,080	\$1,020	\$960	\$900
1/2 Page	\$800	\$720	\$680	\$640	\$600
1/4 Page	\$450	\$405	\$382	\$360	\$337
1/8 Page	\$250	\$225	\$212	\$200	\$187

## Online – Unlimited Impressions

	Weekly Pricing	Monthly Pricing
Leaderboard Banner (728x90)	\$70	\$250
Medium Rectangle Banner (300x250)	\$70	\$250
Mobile Banners (300x250, 468x60, 320x50)	\$70	\$250
All	\$210	\$750

## Email

		SAVE 10%	SAVE 15%	SAVE 20%
	1X	3X	6X	12X
Sponsored E-Blast	\$1,500	\$1,350	\$1,275	\$1,200
	1X	3X	6X	12X
Newsletter Ad (300x250)	\$250	\$225	\$212	\$200

## Package Deals

	SAVE 10%	SAVE 15%	SAVE 20%	SAVE 25%	SAVE 30%
	1X	3X	6X	12X	16X
<b>Platinum</b> Includes Full page print ad, Newsletter ad & 1 month web & mobile banners	\$1,980	\$1,900	\$1,760	\$1,650	\$1,540
<b>Gold</b> Includes 1/2 page print ad, Newsletter ad & 1 month web & mobile banners	\$1,622	\$1,530	\$1,440	\$1,350	\$1,260
<b>Silver</b> Includes 1/4 page print ad, Newsletter ad & 1 month web & mobile banners	\$1,305	\$1,232	\$1,160	\$1,087	\$1,015
<b>Bronze</b> Includes 1/8 page print ad, Newsletter ad & 1 month web & mobile banners	\$1,125	\$1,062	\$1,000	\$887	\$875

# Production Requirements

## Magazine Specs

Trim Size:	9.6875 x 11.6875 inches
Safety from trim:	.25 inch
Bleed:	.25 inch
Trim Crop Marks:	none
Printing Process:	web offset, 4-color
Binding:	saddle stitch
Columns per page:	4

## Print Ad Sizes

	Bleed (w" X h")	Trim (w" X h")	Non-Bleed (w" X h")
Spread	19.875 x 12.1875	19.375 x 11.6875	18.375 x 9.8333
Full Page	10.1875 x 12.1875	9.6875 x 11.6875	8.4375 x 9.8333
1/2 Page Vertical	4.1354 x 9.8333		
1/2 Page Horizontal	8.4375 x 4.8333		
1/4 Page	4.1354 x 4.8333		
1/8 Page Horizontal	4.1354 x 2.3333		

## Digital Ad Sizes

	Unit	Pixels (w" x h")	Non-Bleed (w" X h")
Newsletter	Medium Rectangle	300 x 250	displays top of newsletter
Web	Leaderboard Banner	728 x 90	displays site-wide except homepage
	Medium Rectangle	300 x 250	displays site-wide
Mobile	Medium Rectangle	300 x 250	displays site-wide
	Small Leaderboard	468 x 60	displays site-wide except homepage
	Mobile Leaderboard	320 x 50	displays site-wide except homepage

We accept the following digital ad formats:

- JPEG
- PNG
- GIF

All ads should include a click-through URL. All ads may include an alternate text description.

Ad resolution at 72 dpi's.

# Contact Information

## Company

### High Country News

211 Grand Avenue

PO Box 1090

Paonia, CO 81428

Toll-free Phone: 800-905-1155

Local Phone: 970-527-4898

Fax: 970-527-4897

[www.hcn.org](http://www.hcn.org)

## Advertising Contact

### Laura Dixon

### Advertising & Partnerships

Toll-free Phone: 800-311-5852

Local Phone: 970-527-4898, ext. 40

Email: [laurad@hcn.org](mailto:laurad@hcn.org)





# Advertising & Sponsorship Policy

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## Advertising Philosophy

Our mission is to cover the important issues and stories that define the American West. *High Country News* strives to inform and inspire people to act on behalf of the West's diverse natural and human communities. We accept advertising because it helps pay the costs of publishing a high-quality, full-color magazine where topics are well-researched and reported in an in-depth manner. We believe advertising is a service to our readers, and we seek advertisements from progressive companies, organizations and individuals that share our commitment and values, and that provide goods and services beneficial to our readership. Editorial content will always be the dominant feature of the magazine; ads will take up no more than one-third of the magazine on average. *High Country News* encourages advertisers to subscribe to the publication by offering them a 10 percent subscriber's discount on advertising rates.

## Special Guidelines

*High Country News* does not accept ads for the following products: hard alcohol, illegal drugs or paraphernalia for illegal drugs, sexual escort services, tobacco or check-cashing services.

## Publisher's Approval

All contents of advertisements are subject to publisher's approval. Publisher reserves the right to reject or cancel any advertisement, insertion order, space reservation or position commitment at any time without cause. Publisher reserves the right to insert the word "advertisement" above or below any copy.

## Cancellation Policy

Cancellation of any insertion order will require advertiser to pay the published standard rates for any ads already run, regardless of quoted price in the insertion order. In addition, advertiser will pay a 10 percent penalty on the remaining ads being canceled. Full payment will be charged for all contracts canceled after the space reservation/copy deadline. Please note, classified ads are non-refundable. Choose your run dates accordingly.

## Sponsorship Policy

As a 501(c)(3) nonprofit organization, *High Country News (HCN)* gratefully accepts tax-deductible corporate sponsorship to support its mission. *HCN* will not solicit or accept sponsorship from corporate entities whose practices, policies, or operations are deemed unacceptable and contrary to the values implicit in its mission.

*HCN* actively solicits and encourages the business community, service clubs, and other organizations to become sponsors of *HCN* events, programs, and

services. *HCN* enters into sponsorship agreements with sponsors it deems appropriate. Sponsorship agreements may vary by sponsor. *HCN* reserves the right to refuse or decline any offer of sponsorship at its absolute discretion or to negotiate with the sponsor concerning any aspect of a proposed sponsorship.

A sponsorship is defined as a mutually beneficial exchange arranged in advance whereby:

- *HCN* obtains support for a specified activity.
- Sponsor receives acknowledgement in return for cash and/or products and services-in-kind to *HCN*.

## Special Guidelines:

- *HCN* does not accept corporate sponsorship for certain categories of products and services, including hard alcohol, illegal drugs or paraphernalia for illegal drugs, sexual escort services, tobacco or check-cashing services.
- *HCN* does not endorse, directly or by implication, any products, services, or ideas promoted except those sponsored directly by the organization.
- *HCN* must retain control over any sponsored program and sponsors should not have any input into operational matters relating to a project they have sponsored. This policy is not applicable to philanthropic contributions, grants, or unsolicited donations in which no benefits are granted to the sponsor and where no business relationship exists.

# Terms and Conditions

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1. High Country News (“Publisher”) will not be bound by any condition appearing on order blanks or copy instructions submitted by or on behalf of the Advertiser when such condition conflicts with any provision contained in Publisher’s rate card or with its policies, regardless of whether or not set forth in the rate card. All references herein to Advertiser include Advertiser’s agency, if there is one, and Advertiser and its agency shall be jointly and severally liable for Advertiser’s obligations hereunder. 2. Publisher reserves the right to decline or reject any advertisement for any reason at any time without liability even though previously acknowledged or accepted. If an advertisement is accepted for publication, the advertiser agrees that it will not make any promotional references to High Country News without the prior written permission of the Publisher. 3. Short Rates. Advertisers will be short-rated if the space upon which billings have been based is not used within the 12-month contract period. 4. Agency commission: 15% to recognized agencies. Bills are rendered on publication date. Payment in U.S. currency required. Net due 30 days from invoice date. Interest will be charged at rate of 1.5% per month or, if less, the maximum lawful interest rate, on past-due invoices. New Advertisers must either remit payment with order or furnish satisfactory credit references, subject to Publisher’s discretion. 5. The Advertiser agrees to pay the amount of invoices rendered by Publisher within the time specified on the invoice. 6. Orders 30 days beyond current closing date will be accepted only at rates prevailing, and only on a space-available basis (and subject to the other terms and conditions herein). Orders containing incorrect rates may be accepted and, if accepted, charged at regular rates. Such errors will be regarded as only clerical. 7. All agencies or direct advertisers must supply Publisher with a legal street address and not just a post office box. 8. Orders specifying positions other than those known as designated positions are accepted only on a request basis, subject to the right of Publisher to determine actual positions. 9. Advertisements in other than standard sizes are subject to Publisher’s approval. 10. Rates, conditions and space units are subject to change without notice. Any discounts are applicable during the period in which they are earned. Any and all rebates from earned

discount adjustments must be taken by the advertiser within six (6) months following the period in which such rebates were earned or they will be deemed expired. 11. Schedule of months of insertion and size of space must accompany all orders and are binding upon advertiser upon receipt unless terminated in writing prior to the applicable closing date(s). Publisher online “space reservation forms” for special issues are considered by Publisher as orders and binding in all ways. 12. Reproduction quality is at the Advertiser’s risk if Publisher’s specifications are not met or if material is received after closing date even if on extension. All queries concerning printed reproduction must be submitted to Publisher within 45 days of issue date. 13. No rebate will be allowed for insertion of wrong key numbers. 14. The Advertiser agrees that in the event Publisher commits any act, error, or omission in the acceptance, publication, and/or distribution of their advertisement for which Publisher may be held legally responsible, Publisher’s liability will in no event exceed the cost of the space ordered and further agrees that Publisher will not under any circumstance be responsible for consequential damages, including lost income and/or profits. 15. The Advertiser represents that it not only has the right to authorize the publication of any advertisement it has submitted to Publisher, but that it is fully authorized and licensed to use (i) the names and/or the portraits or pictures of persons, living or dead, or of things; (ii) any trademarks, service marks, copyrighted, proprietary or otherwise private material; and (iii) any testimonials contained in any advertisement submitted by or on behalf of the Advertiser and published by Publisher, and that such advertisement is neither libelous, an invasion of privacy, violative of any third party’s rights or otherwise unlawful. As part of the consideration and to induce Publisher to publish such advertisement, the Advertiser agrees to indemnify and save harmless Publisher against all loss, liability, damage, and expense of whatsoever nature (“Losses”) arising out of copying, printing or publishing of such advertisement (“Claims”). In the event that any advertising campaign for Advertiser includes sweepstakes, contests, email distribution and/or other promotional elements which are managed either by the Advertiser or by the Publisher on behalf

of the Advertiser, the Advertiser also agrees to indemnify and save harmless Publisher against any and all losses arising out of the publication, use or distribution of any materials, products (including prizes) or services related to all such promotional elements provided by the Advertiser including, without limitation, those arising from any claims. 16. The Advertiser agrees to and does indemnify and save harmless Publisher from all loss, damage, and liability growing out of the failure of any sweepstakes or contest inserted by them for publication to be in compliance and conformity with any and all laws, orders, ordinances, and statutes of the United States, or any of the states or subdivisions thereof. 17. All orders accepted are subject to acts of God, fires, strikes, accidents or other occurrences beyond Publisher’s control (whether like or unlike any of those enumerated herein) that prevent Publisher from partially or completely producing, publishing or distributing High Country News. 18. All advertisements must be clearly identified by the trademark or signature of the Advertiser. 19. Words such as “advertisement” will be placed with copy that, in Publisher’s opinion, resembles editorial matter. 20. Cancellations must be in writing. Cancellations for orders are not binding on Publisher unless in writing and received at least 45 days prior to the advertising closing date for inside or outside cover pages and for all inside pages, prior to the advertising closing date. Thereafter, orders may not be canceled or changed by the advertiser without the acknowledgement and acceptance of Publisher. If orders are not timely canceled, the Advertiser agrees that it will be responsible for the cost of such canceled advertisements. 21. The Advertiser agrees to reimburse Publisher for its attorneys’ costs and fees in collecting any unpaid billings for advertisements. 22. The parties agree that the details contained on orders will be treated as confidential or proprietary information and shall not be disclosed to third parties. 23. All issues related to advertising will be governed by the laws of the State of Colorado applicable to contracts to be performed entirely therein. Any action brought by Advertiser against Publisher relating to advertising must be brought in the state or federal courts in Denver, Colorado, and the parties hereby consent to the jurisdiction of such courts.