

Mother Jones

MEDIA KIT

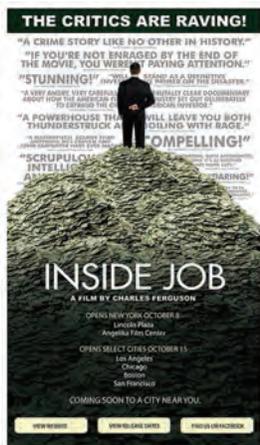


Mother Jones and *MotherJones.com* are among the largest multimedia news organizations in America, reaching more than **5 million** readers in print, online, via email, and on mobile.



Our legacy of groundbreaking journalism has earned a diehard following among readers passionate about politics, the environment, culture, food, and human rights. We've broken stories and steered the national dialogue for three decades. Our credibility and daring have attracted one of the strongest audiences in the industry, people who are highly educated, influential in their communities, and socially engaged.

Contact us today to reach this extraordinary readership.



Mother Jones Advertising

415-321-1700

adteam@motherjones.com

<http://mediakit.motherjones.com>

TRAFFIC

Monthly Unique Visitors	4,000,000
Page Views	9,000,000
Available Ad Impressions	27,000,000
Average Time on Site	3:13

Source: Google Analytics, 2013

DEMOGRAPHICS

Female	52%
Age 35-64	64%
Household Income over \$75,000	50%

HIGHLY EDUCATED

Attended college	97%
Have a Bachelor's degree or more	77%
Completed post-graduate study	48%

Source: Motherjones.com User Survey 2010

CIVICALLY ENGAGED

Voted in a federal, state or local election	94%
Signed a petition	68%
Contributed to a candidate or political campaign	65%

OUR READERS OPINION SOUGHT

Books, music, movies, and other entertainment	77%
News, politics, and world events	75%

CONSUMER ETHICS

Believe a corporation's commitment to social responsibility matters	80%
Trust in a company affects buying habits	71%

ECO-CONSCIOUS

Willing to spend more on environmentally safe products	78%
Consider environmental criteria when purchasing products for their home	78%

News is cheap, but *MotherJones.com* is a rich source of deep reporting on political, environmental, and social issues. Our Washington, D.C., bureau—spearheaded by veteran politico David Corn—crunches the latest headlines from around the Beltway, while our team of seasoned bloggers tackles everything from Congress to food safety to human rights.

MotherJones.com won the 2012 International Data Journalism award for best digital reporting worldwide.



MotherJones.com has won two "Best Political Blog" Webby Awards

FINANCIAL ETHICS

Considers social responsibility when making financial decisions	1 in 2
Seeks professional advice regarding financial or investment decisions	1 in 3

FITNESS AND RECREATION

Consider healthy eating and good nutrition important	86%
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NATURAL SHOPPERS

Willing to pay more for a product that is healthy or organic	77%
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Motherjones.com User Survey 2010



300x250 billboard



728x90 leaderboard



320x50 banner
MotherJones.com Mobile

MotherJones.com is committed to offering the most effective and affordable campaigns to our advertisers. Our targeted channels (see list below) help optimize your message for the right audience, while geographic targeting, frequency capping, and peak hour delivery further maximize performance.

Geo Targeting – Customize your message for markets across the country with state, city, and zip code targeting.

Channel Targeting – Spotlight your message by pairing it with award-winning journalism, updated daily and aimed at your unique demographic. By optimizing your campaign to one of our content-rich channels, you'll reach readers already interested in your market.

Culture – Compelling reviews and interviews with leading writers, musicians, and filmmakers

Environment – The latest environmental headlines, trends, and green consumer tips

Food – Acclaimed ag writer Tom Philpott covers food, agriculture, and sustainability

Photo Essays – Award-winning photojournalism and slideshows

Politics – 24/7 analysis from David Corn, Kevin Drum, and our DC bureau

MotherJones.com supports standard IAB ad units in both static and rich media formats, along with a variety of special sizes including: **300x1050 Portrait**, **300x600 Half Page**, **640x480 Interstitial**, **970x90 Pushdown**, and **1280x1024 Site Skin**. Mobile site advertising is also available. Please contact an ad representative for more details.

EMAIL SUBSCRIBERS

Newsletters	
Political MoJo	211,000
Food for Thought	213,000
Econudrums	214,000
In the Mix	124,000
Dedicated Email	205,000

CLICK THROUGH RATES

Newsletters	0.28%
Dedicated Email	2.38%

Source: Convio/Based on 2011 average historical data

DEMOGRAPHICS

Female	50%
Age 35-64	62%
Household Income over \$75,000	33%

HIGHLY EDUCATED

Attended college	97%
Have a Bachelor's degree or more	75%
Completed post-graduate study	34%

CIVICALLY ENGAGED

Signed a petition	76%
Voted in a federal, state or local election	73%
Contacted an elected official about a matter of public interest	72%
Contributed to a candidate or political campaign	66%

OUR READERS OPINION SOUGHT

Books, music, movies, and other entertainment	76%
News, politics, and world events	76%

CONSUMER ETHICS

Believe a corporation's commitment to social responsibility matters	85%
Trust in a company affects buying habits	71%

Mother Jones offers two platforms for organizations seeking a more direct connection with consumers: e-newsletters and dedicated emails. Sponsoring one of our four original e-newsletters means impacting one of four targeted markets: **Environmental, Food and Health, Media, and Political.**

Dedicated emails are exclusive, single-advertiser messages sent twice per week. Effective at in-depth promotion, petitioning, and fundraising, dedicated emails showcase your brand with 100% share of voice.

Both products reach smart, socially-conscious readers nationwide, 83% of whom trust brands that advertise with *Mother Jones*.

ECO-CONSCIOUS

Consider environmental criteria when purchasing products for their home	82%
Willing to spend more on environmentally safe products	80%

FINANCIAL ETHICS

Considers social responsibility when making financial decisions	92%
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FITNESS AND RECREATION

Consider healthy eating and good nutrition important	86%
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NATURAL SHOPPERS

Average spent annually on natural, organic, or locally sourced food	\$2,500+
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Sources: *Mother Jones Email Subscriber Survey 2010*
Motherjones.com User Survey 2010

Mother Jones

MEDIA KIT

EMAIL *continued*

NEWSLETTER EMAILS

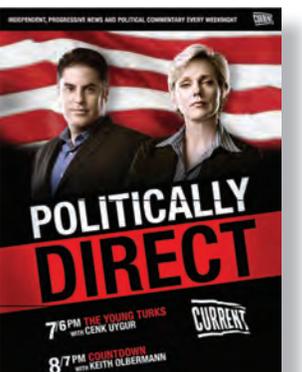
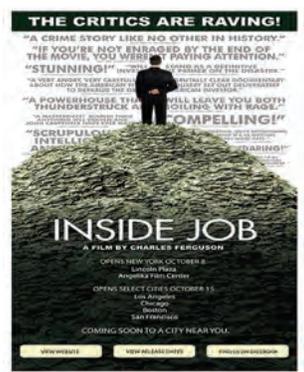
Mother Jones sends four original e-newsletters per week. Smart, irreverent, and often provocative, they're a pipeline to progressive readers following today's big issues. Each newsletter is tailored to a targeted national market:

Econundrums – Environmental reporter Kiera Butler offers creative tips for saving energy, recycling fashion, shopping naturally, and living a greener life.

Food for Thought – Award-winning agriculture writer Tom Philpott reports from the field (literally), digging up the dirt on big ag, food safety, conservation, and animal rights (plus delicious recipes!).

In the Mix – Our media roundup features new books, music, and movies, plus interviews with both emerging and iconic artists, and excerpts from our award-winning photo essays.

Political Mojo – Washington bureau chief David Corn and political blogger Kevin Drum analyze the latest headlines from Capitol Hill.



DEDICATED EMAILS

Mother Jones sponsors two dedicated emails per week. These single-advertiser messages reach more than 205,000 engaged subscribers and are a compelling vehicle for fundraising, advocacy, and social-action initiatives. Dedicated emails showcase your brand with 100% share of voice.

Mother Jones

MEDIA KIT

MAGAZINE

DEMOGRAPHICS	
Male	53%
Age 35–64	53%
Married	53%
Household Income over \$75,000	40%

HIGHLY EDUCATED	
Attended college	90%
Have a Bachelor's degree or more	69%
Completed post-graduate study	39%

READER PROFILE	
Optimistic	67%
Active and on the go	52%
Risk Taker	40%

ECO-CONSCIOUS	
Will spend more on eco-friendly products	86%
Purchases environmentally friendly products	78%

CIVICALLY ENGAGED	
Voted in a federal, state or local election	94%
Signed a petition	59%
Contributed to a candidate or political campaign	49%

OUR READERS OPINION SOUGHT	
News, politics, and world events	65%
Books, music, movies, and other entertainment	63%

Mother Jones is America's leading investigative journalism magazine. Since 1976, our reporting has taken readers from Capitol Hill to Congo, earning us a reputation as bold news breakers. Regular coverage includes hard-hitting exposés of politics, the environment, culture, food, and human rights.

Mother Jones has won 8 National Magazine Awards, 9 Independent Press awards, 5 Investigative Reporters & Editors awards, and numerous other honors.



MEDIA KIT

CONSUMER ETHICS

Believe a corporation's commitment to social responsibility matters	91%
Willing to spend more on an ethically-manufactured product	86%
Buy brands that reflect their style	48%
Do not purchase products tested on animals	48%

CONSUMER TRUST

Are more likely to respect and trust brands that advertise in <i>Mother Jones</i>	63%
Are more likely to interact with advertising in <i>Mother Jones</i>	46%

SMART AND ENGAGED

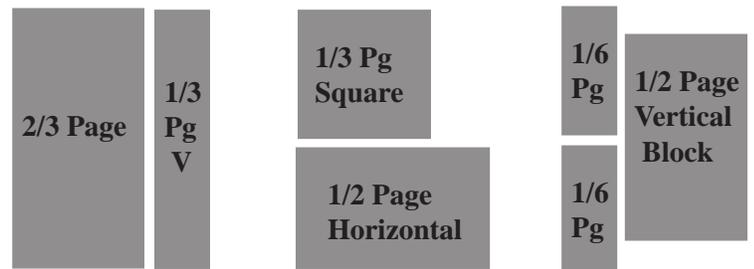
Purchased books in the last 12 months	89%
Reads for pleasure	86%

FOCUSED ON HEALTH & FITNESS

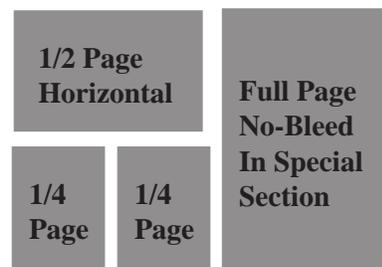
Uses vitamins and/or supplements	98%
Strives for physical well-being	86%

Mother Jones strives to publish advertising that raises brand awareness while also offering a rewarding message for our readers. We support a variety of full-color ad shapes and sizes, as well as four annual themed guides: a **Health and Wellness Guide** (March/April), a **Media Guide** (July/August), an **Education Guide** (September/October), and a **Holiday Gift Guide** (November/December). Please contact an ad representative for more information.

DISPLAY ADVERTISING SIZES



SPECIAL AD SECTION SIZES



COLUMN INCH ADS



2014 EDITORIAL CALENDAR

ISSUE	SPECIAL AD SECTION	RESERVATION DEADLINE	MATERIALS DEADLINE	ON SALE
January/February		10/25/13	11/6/13	12/24/13
March/April	Health/Wellness	12/18/13	1/7/14	2/25/14
May/June	Media Guide	2/28/14	3/12/14	4/29/14
July/August		4/25/14	5/7/14	6/24/14
September/October	Education Guide	6/27/14	7/9/14	8/26/14
November/December	Gift Guide	8/29/14	9/4/14	10/28/14

**Editorial coverage is tentative. Given the ever changing nature of world events, our priority is timeliness.*