

Mother Jones

**Mother Jones readers
FIND OUT FIRST.**

BRAND OVERVIEW

Mother Jones is an independent, nonprofit news organization with a legacy of smart, fearless, public interest reporting. *Mother Jones* magazine and MotherJones.com produce original investigative reports, even as other publishers move away from original content and toward aggregation from other sources.



MOTHER JONES MAGAZINE

Launched in 1976, *Mother Jones* magazine is among the largest of American thought-leader publications; audited paid circulation has increased in the last year to over 230,000. *Mother Jones* has received numerous national awards, including the 2008 National Magazine Award for General Excellence and four other NMAs.

The magazine has also been recognized with nine Independent Press Awards, five Investigative Reporters & Editors Awards and two "Best in the Business" awards from the American Journalism Review.

MOTHERJONES.COM

In 2008 Webby-winning MotherJones.com more than doubled its traffic, due in large part to daily reporting from a new Washington, D.C., bureau headed by veteran DC reporter David Corn and the addition of renowned political blogger Kevin Drum. The site is a finalist for a 2009 National Magazine Award for General Excellence Online.

A 2009 site redesign includes expanded community and the latest in SEO technology. Relaunch advertising partners included GE and Virgin Atlantic.

The new, more multi-faceted and interactive MotherJones.com will grow the reach of the site and further increase the brand recognition and growth of *Mother Jones* magazine.

AD PROGRESS NETWORK

The first progressive media vertical advertising network, the Ad Progress Network is focused on delivering an intelligent and politically, socially and environmentally engaged online audience to advertisers.

**AD PROGRESS
NETWORK**

Founding members Air America Media, AlterNet.org, *Mother Jones* and The Nation work in concert to deliver scale for online advertising campaigns. Ad Progress Network is due to launch in Spring, 2009. For more information, see www.adprogressnetwork.com.

Mother Jones

MAGAZINE

MOTHER JONES MAGAZINE

Every issue of *Mother Jones* informs and inspires its passionate readers with quality coverage of the most important issues of our times. Delving into topics that range from the food we eat to the tenets of a healthy economy to the priorities of politics, the magazine combines a depth of reporting and taboo-challenging perspective that can't be found in any other publication.

Considered by many to be the nation's foremost magazine of investigative reporting, *Mother Jones* consistently tackles stories far ahead of the media pack. As a result, *Mother Jones'* reporting has special appeal for those influential readers who help shape the public discussions around business responsibility, equal opportunity, and environmental sustainability.



The National Magazine Award "Ellie"

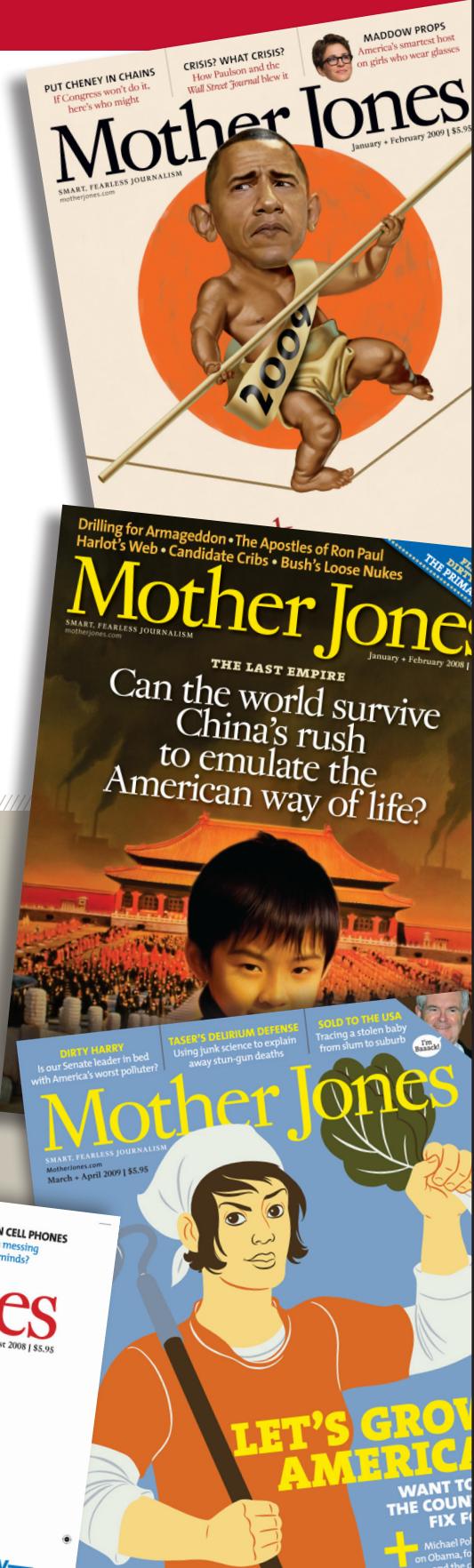
Mother Jones' reporting has received many of the highest honors in journalism, including the 2008 National Magazine Award for General Excellence. Over the years, MoJo has won 5 National Magazine Awards (and has been a finalist for 14 others), 5 Investigative Reporters & Editors Awards, and 9 Alternative Press Awards.

AN AUDIENCE OF INFLUENCERS

Mother Jones readers are educated, affluent and influential, engaged in the lives of their communities and passionate about how they can serve them.

Many of these readers are deeply committed to companies and brands with reputations for quality, integrity, and innovation. The choices of these affluent readers also carry weight within their circles, helping establish buying trends with responsible companies whose products deliver real quality.

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MAGAZINE READERSHIP

Our readership supports companies and products that stand for quality and social responsibility. They are highly educated, highly engaged, and loyal to companies that advertise with (and thus support) non-profit *Mother Jones*.

CIRCULATION

Average Paid Circulation: **231,970**

Source: ABC Statement 12.31.08; MRI Reader Survey

Readers per Copy: **3.5**

Total Audience: **811,895**

EDUCATED AND AFFLUENT READERS LEADING ACTIVE AND ENGAGED LIVES

AGE:

18-34: **21%**

35-49: **27%**

50+: **52%**

EDUCATION:

Attended College: **80%**

Bachelor Degree: **62%**

Post Graduate Degree: **35%**

GENDER:

Male: **48%**

Female: **52%**

OCCUPATION:

Professional/Managerial: **44%**

HOUSEHOLD INCOME:

Median HHI: **\$66,263**

\$60,000 & above: **54%**

\$75,000 & above: **44%**

\$100,000 & above: **30%**

85%

Voted in federal,
state or local
election

POLITICALLY ACTIVE:

Contacted an elected official: **68%**

Taken part in local civic issue: **31%**

Actively worked as a volunteer: **38%**

Donated money to a candidate or campaign: **55%**

Written something for publication: **25%**

PERSONALLY PARTICIPATED IN THE LAST 12 MONTHS:

ARTS AND CULTURE:

Reading books: **91%**

Attended music performances: **67%**

Viewing documentary film: **43%**

Going to museums: **36%**

Photography: **25%**

LEISURE ACTIVITIES:

Outdoor Gardening: **56%**

Walking for exercise: **41%**

Backpacking/hiking/overnight camping: **35%**

Running/jogging: **16%**

Bicycling: **16%**



PURCHASING HABITS OF OUR READERS

99%

Natural products
shoppers

GREEN LIFESTYLE:

Are willing to pay more for a product that is:

Healthier or organic: **83%**

Environmentally friendly: **81%**

Made by a trusted company: **65%**

Uses energy-efficiency/other environmental
criteria when purchasing products for home: **81%**

Purchased all-natural personal care: **79%**

Consider purchase of a hybrid vehicle: **72%**

Avg. Annual HH Expenditure on Natural Products: **\$3,192**

FINANCIAL:

Owns investments: **90%**

Values Based/Social Responsibility is one of the criteria
used when making investment decisions: **57%**

Average value of portfolio: **\$265,300**

OUTDOOR:

Purchased Outdoor Equipment in the last 12 months: **70%**

FOOD/VITAMINS & DIETARY:

Uses Vitamins & Dietary Supplements: **88%**

TRAVEL

Took a domestic trip in the last 12 months: **64%**

Took a foreign trip in the last 3 years: **78%**

Types of trips would consider taking when planning a vacation:

Educational trip: **50%**

Active Adventure Trip (climbing, walking, camping, etc.): **40%**

Eco Travel: **26%**

BOOKS:

Purchased books in the last 12 months: **94%**

Purchased Non-Fiction: **97%** Purchased Fiction: **74%**

MUSIC:

Purchased music in the last 12 months: **83%**

Types of music listen to:

Classic: **70%**

Rock & Roll: **56%**

Jazz: **55%**

Blues: **48%**

Folk: **44%**

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MOTHERJONES.COM

The award-winning web site MotherJones.com delivers a balanced audience of engaged participants. The average reader is a highly educated “thought leader” with a better-than-average household income. Readers are very politically engaged; they consider social and environmental criteria when making a purchase.

MotherJones.com offers advertisers several options to maximize an advertising campaign. Through our adserver partnership with Open AdStream by 24/7 Real Media™, advertisers and agencies may target ad creative to specific pages within the site. Targeting by geographic location or IP address is available, as is frequency capping.

CURRENT SITE TRAFFIC:

Avg. Monthly Pageviews:
2,100,000

Avg. Monthly Unique Visitors:
695,000

Source: Google Analytics

DEMOGRAPHICS

AGE:

18-24: **3%**
25-34: **12%**
35-44: **16%**
45-54: **22%**
55-64: **30%**
65 & above: **17%**

GENDER:

Male: **48%**
Female: **52%**

EDUCATION:

Junior College Degree: **8%**
Bachelor Degree and/or some Post Graduate: **36%**
Post Graduate Degree: **28%**

OCCUPATION:

Professional/Managerial: **44%**

HOUSEHOLD INCOME:

Median HHI: **\$66,263**
\$60,000 & above: **54%**
\$75,000 & above: **44%**
\$100,000 & above: **30%**

POLITICAL AFFILIATION:

Conservative Republican: **2%**
Moderate Republican: **3%**
Moderate Democrat: **12%**
Liberal/Progressive Democrat: **52%**
Libertarian: **3%**
Independent: **21%**
Decline to State: **7%**

PSYCHOGRAPHICS

ENVIRONMENTALLY CONSCIOUS CONSUMERS:

Consider buying a hybrid, electric, or alternative fuels vehicle: **94%**
Use energy efficient or environmental criteria when making purchase: **94%**
Purchase eco-friendly products: **83%**
Plan eco/nature travel: **56%**

POLITICALLY ENGAGED:

Voted in federal, state or local election: **76%**
Contacted an elected official: **54%**
Taken part in local civic issue: **27%**
Actively worked as a volunteer (non-political): **33%**
Donated money to a candidate or campaign: **49%**
Written something for publication: **22%**



83%
Purchase
eco-friendly
products

Source: Reader Survey, Summer 2008

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MOTHERJONES.COM

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Homepage Ad Units

Unit	Max initial file	Loop	Expandable	Video	Animation/Video length	Audio initiation
184x90 (max)	40k	3	no	user initiated	30sec	click
300x250 (2)	40k	3	yes, down/left	user initiated	30sec	click
728x90	40k	3	no	user initiated	30sec	click

Article, Blog and Photo Essay Page Ad Units

Unit	Max initial file	Loop	Expandable	Video	Animation/Video length	Audio initiation
728x90	40k	3	yes, down	user initiated	30sec	click
300x250	40k	3	yes, down/left	user initiated	30sec	click
160x600	40k	3	yes, left	user initiated	30sec	click

For a detailed list of accepted Rich Media, go to: <http://www.247realmedia.com/EN-US/rmg/menu.html>

Space reservation: 7 business days *

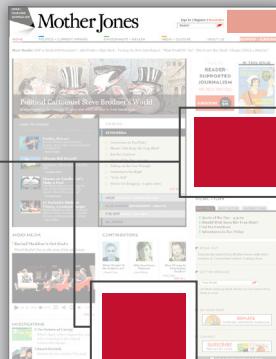
Material Deadline: 4 business days *

Cancellation: 3 business days *

*prior to launch date

Homepage Ad Units

BILLBOARD



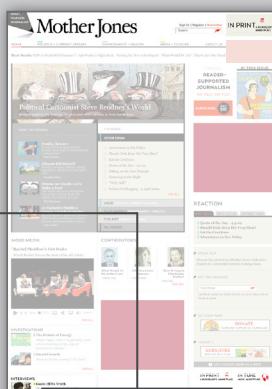
300x250 pixels
40k max initial file size

CUSTOM BUTTON



184x90 pixels max
15k max initial file size

LEADERBOARD



728x90 pixels
40k max initial file size

FLASH, GIF, JPG, HTML

BILLBOARD



300x250 pixels
40k max initial file size

TOWER



160x600 pixels max
15k max initial file size

LEADERBOARD



728x90 pixels
40k max initial file size

HALF PAGE



300x600 pixels
40k max initial file size

FLASH, GIF, JPG, HTML

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EMAIL MARKETING

EMAIL NEWSLETTERS

Unit	Max file size	File type	Loop
468x60	15k	gif, jpeg	3
300x250	30k	gif, jpeg	3

STAND-ALONE EMAILS

A “stand-alone” email is a terrific way to deliver your custom-tailored message exclusively to *Mother Jones'* 60,000+ opt-in email subscribers.

Mother Jones stand-alone emails are popular with advocacy/cause-related organizations, new consumer goods offerings, movies, books, and environmental/green products and services.

Because we accept only a limited number of stand-alones per month, stand-alone emails enjoy a solid open and click-thru rate.

AUDIENCE

If you are looking to reach a socially and politically engaged audience, this is it:

Voted in federal, state or local election: **85%**

Contacted an elected official: **67.9%**

Taken part in local civic issue: **30.9%**

Actively worked as a volunteer: **37%**

Donated money to a candidate or campaign: **54%**

Written something for publication: **24%**

MOTHER JONES HEADLINES

Advertisers may also sponsor *Mother Jones* Headlines, the thrice-weekly email newsletter that alerts 60,000 email subscribers to the latest and most popular new stories on MotherJones.com.

Advertisers provide the creative for the 468x60 leaderboard and the 300x250 billboard ad units for the full week.

Mother Jones Headlines emails are sent three times per week.

Source: Email Subscriber Survey, Summer 2008

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The screenshot shows an email from UNHCR (The UN Refugee Agency) with a subject line: "Darfur cries for help— you can provide hope". The email features a matching gift challenge where a donor has pledged \$100. It includes a photo of refugees in Darfur and a "CLICK HERE TO DONATE" button. The text discusses the ongoing conflict in Darfur and the need for aid. It ends with a note of thanks and a list of items provided by UNHCR, such as survival kits and medical supplies. The footer provides contact information for further inquiries.

The screenshot shows a Mother Jones Headlines email. At the top, there's an advertisement for FlyDealists with a headline "FLYDEALISTS: FLY FROM \$69 TO \$209*". The main content includes three headlines: "Is Taser Delirious?", "What Locavores Get Wrong", and "In Praise of Boring Banking". Each headline is accompanied by a small image, a brief description, and social sharing links for Digg, Reddit, and more. The "In Praise of Boring Banking" section includes a link to a video titled "Will the financial industry ever be dull again?".

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WWW.ADPROGRESSNETWORK.COM

Ad Progress Network is the first “cooperative” vertical ad network, owned and operated by leading progressive media publishers Mother Jones, The Nation, Air America and AlterNet.net.

APN is continually recruiting other progressive publishers to join us in presenting one-stop shopping to agencies and advertisers, targeting their media buys to our focused and valuable audience.

Readers of APN websites are mature, educated thought-leaders active in their communities and who believe in progressive issues and causes. These readers actively vote via the ballot box and their wallets. It's this group of readers who actively practice and passionately preach sustainability.

“Consumers define sustainability more broadly than the environmental concerns marketers mainly have tended to focus on, and they care more about social and economic issues such as poverty, employment and health care more than environmental concerns by a substantial margin, according to research by shopper-marketing agency Saatchi & Saatchi X.”

- Neff, Jack, “Green Marketing Defies Economic Downturn,” Ad Age 20 Apr. 2009

TRAFFIC

Unique Visitors*	Page Views*	Total Impressions*
5,400,000	22,611,000	80,000,000

DEMOGRAPHICS

Gender		Education	Income	
Male	Female	Bachelor Degree or Higher	>\$50k	>\$100k
51%	49%	71%	47%	29%

Mother Jones **NATION.COM**

THE AMERICAN
PROSPECT

AlterNet
www.alternet.org



CENTER FOR
INDEPENDENT MEDIA