

Package Media, Inc.

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WILDLIFE CONSERVATION Magazine - Bind-In

Description:

Award-winning publication with articles and bold, vivid photography that focuses on preserving biodiversity, ecology and inspiring care for wildlife heritage. This is the official magazine of the centurion Wildlife Conservation Society. Total readership 530M (3.3 copies readers per copy).

Profile:

Female: 59% Male: 41%

Age 35-44 = 42.8%

Age 25-35 = 13.7%

Age 45-54 = 23.3%

HHI \$100K+ = 54.1%

College Grad = 32.4%

Attended College = 82.6%

Married = 83%

41% with children under 18 living in household

Distribution:

National

Frequency: Bi-Monthly

Circulation: 100,000

Percent Subscription: 85%

Percent Newsstand: 15%

Delivery Method: Mail

Specifications:

Publication Size: 8.5" x 11"

Format: Saddle Stitched

Minimum Size: 3.5" x 5" Maximum Size: 8.25" x 10.75"

Minimum Weight: .7oz. Maximum Weight: .9 oz

Coated Paper: Yes Uncoated Paper: Yes

Minimum Stock: 60# or equivalent Maximum Stock: 100#

Folded Insert: Yes

Tests and Selects:

Minimum Test: 100,000

Gross CPM: \$35

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