

Package Media, Inc.

Package Media, Inc.

Package Media, Inc.

WILDLIFE CONSERVATION Magazine - Blow-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

Audited: Yes

Percent Subscription: 85%

Percent Newsstand: 15%

Insertion Method: Blow-in

Delivery Method: Mail

Specifications:

Publication Size: 8.5" x 11"

Format: Saddle Stitched

Minimum Size: 3.5" x 5" Maximum Size: 4.25" x 6"

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

Coated Paper: Yes Uncoated Paper: Yes

Minimum Stock: 60# or equivalent Folded Insert: Yes

Material Delivery Date: 6 weeks prior to on sale

Tests and Selects:

Minimum Test: 100,000

Gross CPM: \$35

Media Sales Management

141 East 33rd Street - Suite 2D, New York, NY 10016

Phone: 212.532-2128 Fax: 212.532.5498

Email: info@packagemedia.com Website: <http://packagemedia.com>