

# Package Media, Inc.

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#### WILDLIFE CONSERVATION Magazine – On Page

##### 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%

Delivery Method: Mail

##### Specifications:

Publication Size: 8.5" x 11"

Format: Saddle Stitched

##### Tests and Selects:

Minimum Test: 100,000

General	Full Page	2/3 Page	1/2 Page	1/3 Page	1/6 Page
BW Rates	\$3,700	\$2,800	\$2,250	\$1,485	\$850
2C Rates	\$5,250	\$3,900	\$3,150	\$2,050	
4C Rates	\$6,200	\$4,650	\$3,700	\$2,475	
Direct Response	Full Page	2/3 Page	1/2 Page	1/3 Page	1/6 Page
BW Rates	\$2,700	\$2,025	\$1,630	\$1,065	\$620
2C Rates	\$2,305	\$1,855	\$1,235	\$700	
4C Rates	\$3,600	\$2,700	\$2,163	\$1,410	\$775

#### 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](mailto:info@packagemedia.com) Website: <http://packagemedia.com>

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Covers	Cover 2	Cover 3	Cover 4
4C Rates	\$6,750	\$6,750	\$7,260

Ad Sizes	Width x Depth	Ad Sizes	Width x Depth
Double Bleed Spread	16.5" x 10.75"	1/3 Page Vertical	2.25" x 9.5"
Bleed Page	8.25" x 10.75"	1/3 Page Square	4.625" x 4.875"
Trim Page	8.125" x 10.5"	1/6 Page Vertical	2.25" x 4.875"
Type Page	7" x 10"	1/12 Page Vertical	2.25" x 2.25"
2/3 Page	4.625" x 9.5"		
1/2 Page Horizontal	7" x 4.875"		

Issue	Order Date	Materials Date
January/February 2007	5-Nov-06	12-Nov-06
March/April 2007	8-Jan-07	15-Jan-07
May/June 2007	5-Mar-07	12-Mar-07
July/August 2007	7-May-07	14-May-07

On Sale Date: First day of issue month

Terms: Agency commission of 15% paid to recognized agencies. Delinquency of payments over 60 days will result in forfeiture of commissions. No commission on mechanical/production services. Cancellations not accepted after closing dates.

Material Requirements: Full and partial page ads: Macintosh formatted disks with digital files in InDesign or Quark with all fonts and graphics included. High resolution PDFs with high resolution images, fonts embedded, and trim marks to verify size and placement. Film and repro also accepted at screen specifications herein. Additional charges in production preparation non-commissionable and billable.

Screens Proofs Other: 133-line screen for two and four-color and 120-line screen for black only are the maximum recommended screens. All ads must be accompanied by at least one set of proofs. Color digital or matchprint proofs are preferred for four-color ads. 280 total film density and hard dot structure are requested.

Bleed And Live Matter: All bleed ads should be laid out to trim size and bleeds are to be 1/8 inch outside trim minimum. Life matter not intended to bleed must be at least 1/4 inch from the trim edges. Physical size of furnished films should be full bleed size + 3/8 inch raw film on all sides.

Send Materials to: Diana Warren - Advertising Dept. Wildlife Conservation Magazine, 2300 Southern Boulevard, Bronx, New York 10460.

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