

# The Nation.

## Media Kit 2026

DRIVE RESULTS: REACH A HIGHLY ENGAGED AUDIENCE

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### CONTACT US

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## ABOUT US

The leading voice of the left since 1865.

For more than 160 years, *The Nation* has been supported by distinguished legacy advertisers—leading 501(c)(3) organizations, advocacy groups, and book publishers—who value our uniquely passionate and committed audience.

Many of our readers are second- and third-generation subscribers who deeply understand and trust what *The Nation* stands for. That trust translates into exceptional engagement and strong, measurable response to advertising across the magazine, our daily and weekly newsletters, and [TheNation.com](https://thenation.com).

Time and again, advertisers tell us they see immediate, tangible results from their campaigns with us.

Your advertising partnership directly sustains *The Nation's* independent journalism and our unrelenting fight for justice, equality, and progressive change. By placing bold ideas into the public conversation and sparking debates that reach far beyond our pages, we help shape the world as it could be.

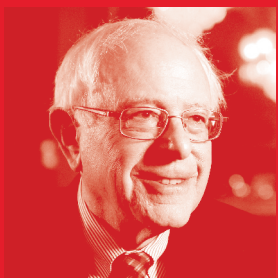
We're grateful for your support—and proud to welcome you into this vital mission.





“It’s more than a magazine—it’s a crucible of ideas.”

—President Barack Obama



“[The Nation] has never played a more important role than it does today.”

—Bernie Sanders



“The very highest standards of journalistic integrity.”

—Nancy Pelosi

## The Nation media platform drives results!

### MSI UNITED STATES

“We have been very happy with the support we’ve seen from *The Nation’s* responsive readers. Not only did we see increases in daily traffic to our web site on the days that we had media placements with *The Nation*, we also saw directly attributable donations.” —Director of Marketing & Communications, MSI United States

This is a paid, sponsored e-mail from MSI not an endorsement or a reflection of the editorial policy of The Nation or TheNation.com. We depend on advertisers like this to help fund our independent journalism. Thank you for your support.



**89,000 women will die this year from pregnancies they didn't plan.**

Your gift today helps save lives.



Dear Friend of The Nation,

More women die from pregnancy related causes each year than in any other part of the world. For 89,000 of those women, mothers who didn't plan and maybe didn't know.

Thousands of these lives could be saved.

Give women choice.

MSI Reproductive Choices is working in over 100 countries to provide universal access to contraception a reality. 38 million women have accessed through an MSI health center, a partner organization, or from our network of thousands of health care providers.

Many paid for their contraception, but many more in remote areas where there is little access, thanks only to generous people like you.

**Women around the world are demanding access to safe, modern reproductive healthcare.**

One in ten women cannot make decisions for themselves about the use of contraception and 257 million women worldwide can't access contraception at all.

MSI Reproductive Choices is committed to accelerating progress toward universal access to contraception.

We're calling on funders, philanthropists and everyone who cares about reproductive choice, freedom and opportunity to join us in this commitment.

**Global access to contraception is an achievable goal.**



### GLOBAL CONNECTIONS TV

“Global Connections Television...is proud to run ads in such a prestigious magazine that disseminates our mutual goals and concerns about such major issues as climate change, empowering women, world peace and human trafficking. The ads have assisted GCTV to get its message out to over 70 million potential viewers worldwide each week.” —CEO/Moderator, Global Connections Television



### GLOBAL CONNECTIONS TELEVISION



WITH BILL MILLER

Looking for an internationally oriented talk show with access to the world's leading voices from the public and private sectors who discuss international issues that have local impact? Global Connections Television (GCTV) may fit into your programming very nicely! GCTV is the only program of its type in the world, and is provided to you at no cost as a public service. You are invited to download any shows that would be of interest to your local audience, such as the general public or students, to mention only a few. You may request that your local PBS/community access television (CATV) media outlets air the Global Connections TV shows on a weekly basis.

GCTV features in-depth analysis within a wide scope of current issues, topics and events including:

- GLOBAL PARTNERSHIPS • CLIMATE CHANGE • ENVIRONMENTAL SUSTAINABILITY
- TECHNOLOGY • FOOD SECURITY • EDUCATION • RENEWABLE ENERGY
- GENDER ISSUES • POVERTY REDUCTION • PEACE AND SECURITY • ECONOMIC DEVELOPMENT • HEALTH

Global Connections Television (GCTV) is an independently produced, privately financed talk show that focuses on international issues and how they impact people worldwide. Global Connections Television features in-depth analysis of important current issues and events including climate change, environmental sustainability, economic development, global partnerships, renewable energy, technology, culture, education, food security, poverty reduction, peace and security, and gender issues. Episodes are broadcast worldwide through cable, satellite, public-access television, and the World Wide Web. GCTV provides inside perspectives from the United Nations and other important organizations that showcase how these groups impact the daily lives of people around the world.



**Bill Miller** is an accredited journalist at the UN for the Washington International and has written extensively on UN issues.

He is the Principal of Miller and Associates International Media Consultants, which created the Global Connection Television concept.

Bill developed an interest in international issues and the UN when he served as a US Peace Corps volunteer in the Dominican Republic. In his first year he worked as a community developer in a remote rural area; his second year he was Professor of Social Work at the Madre y Maestra University in Santiago, the country's second largest city.

### GCTV FOR BROADCASTERS, MEDIA OUTLETS & EDUCATIONAL INSTITUTIONS



Within the goal of providing important perspectives and initiatives from the UN and other organizations, Global Connections Television is provided to broadcasters, satellite systems, media outlets and educational institutions at no charge subject to terms and conditions found on our website. GCTV believes that by providing this invaluable content, the public can learn more about the world, its issues, and the men and women making a difference.

**WWW.GLOBALCONNECTIONSTELEVISION.COM**

info@globalconnectionstelevision.com  
https://globalconnectionstelevision.buzzsprout.com/

646-926-3532

## PRINT AUDIENCE

### DEMOGRAPHICS

- 65 Median age
- 56% Male 44% Female
- \$98,200 Median household income

### EDUCATION

- 99% Attended college
- 85% Graduated college or higher
- 55% Graduate degree

Source: 2016 The Nation Subscriber Study, GfK MRI Market Solutions

### NATION IMPACT AND READER INVOLVEMENT

Subscribers to *The Nation* were much more likely to have participated in the following civic activities than all U.S. adults (index of 100 = U.S. average)

Actions taken as a result of reading *The Nation*

- 82% Discussed or passed along an article
- 56% Became interested in reading a specific book
- 43% Donated to a cause
- 88% Voted in a federal, state, local election (index: 228)
- 85% Signed a petition (index: 228)
- 65% Wrote or called a politician (index: 793)
- 36% Participated in environmental groups/causes (index: 934)



CIRCULATION  
100,000

### PUBLICATION DATES AND DEADLINES 2026

COVER DATE	DELIVERED BETWEEN	RESERVE BY	MATERIALS DUE*	SPECIAL ISSUE/ ADVERTISING SECTION
January	12/29/25-1/3/26	11/13/25	11/20/25	LA/National Guard/Protests
February	1/26-30/26	12/11/25	12/18/25	Military/International
March	2/23-27/26	1/8/26	1/22/26	Women's History Month
April	3/23-27/26	2/12/26	2/19/26	AUPresses Special Section I
May	4/20-24/26	3/12/26	3/19/26	Spring Books      AUPresses Special II
June	5/26-6/1/26	4/9/26	4/23/26	Honor Roll
July/August	6/22-26/26	5/7/26	5/21/26	Special Issue—250 Years into the American Experiment
September	8/24-28/26	7/9/26	7/23/26	AUPresses Special Section III
October	9/12-25/26	8/6/26	8/20/26	Fall Books      AUPresses Special IV
November	10/26-30/26	9/10/26	9/24/26	Midterm Elections
December	11/23-30/26	10/8/26	10/22/26	Holiday Gift Guide

\* Call for extension

Red denotes Special Advertising Section ▲

Blue denotes SPECIAL FEATURE issue ▲

Yellow denotes edit or national cultural event coverage ▲

## PRINT ADVERTISING SPECIFICATIONS 2026

### ADOBE ACROBAT PDF FILES

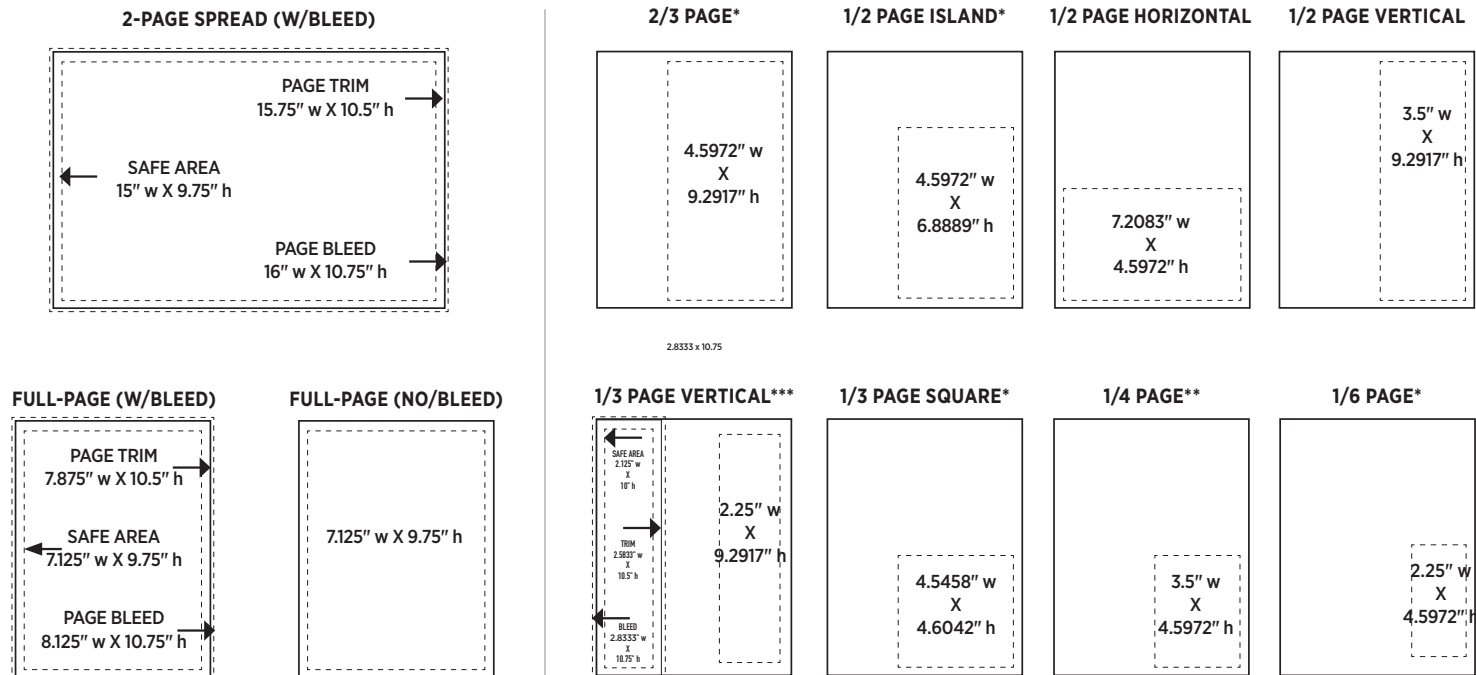
1. All fonts must be embedded and must be OpenType fonts.
2. All colors must be CMYK.
3. Images must be the equivalent of 300 dpi.
4. PDF/X in conformance with all ANSI/CGATS/SWOP current standards is acceptable.

### TIMING

Please adhere to materials due date on ad calendar. For an extension, contact your ad representative. Advertisers wishing to cancel, must do so at least 14 business days prior to the space reservation close date.

For further production instructions, please contact our IT/Production Manager at [production@thenation.com](mailto:production@thenation.com).

## PRINT SETTINGS



\*This ad configuration will only appear within the books section of the magazine

\*\*This ad configuration will only appear within the features section of the magazine

\*\*\*This ad configuration can appear within the front of book or books section of the magazine

## DIGITAL AUDIENCE

Website | Newsletters | Dedicated Emails | Podcasts

### DEMOGRAPHICS

59%	Male	35%	18-34
41%	Female	40%	25-44
		32%	45-64
		29%	55+

### WHAT THEY LOVE (AFFINITY)

- Culture/Arts/Entertainment
- News/Politics/Campaigns & Elections
- Education/Colleges/Universities
- Law & Government/Executive Branch

### IN-MARKET SEGMENTATION - USERS ACTIVELY RESEARCHING AND READY TO BUY

- Education/Post Secondary Education
- Financial Services/Investment Services
- Travel/Hotels Accommodations/  
Air travel
- Autos/Vehicles



[TheNation.com](https://www.thenation.com)

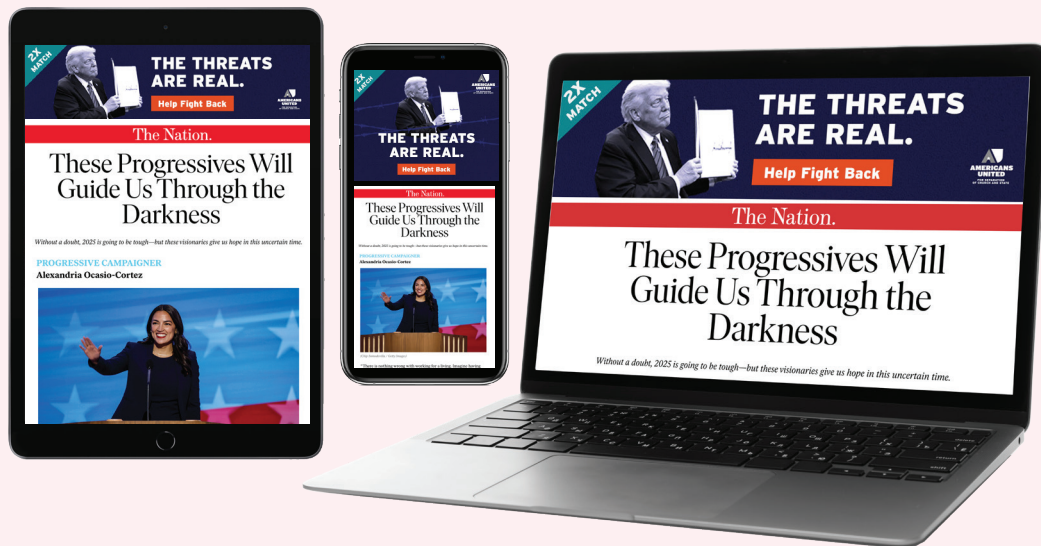
MONTHLY USERS  
3.1 MILLION

ANNUAL VIEWS  
44.4 MILLION

OVER 330 MILLION  
AD IMPRESSIONS

Source: Google Analytics

## THENATION.COM/BANNER ADS



### DESKTOP AND MOBILE AD UNITS

TheNation.com generally adheres to IAB standard advertising dimensions. The creative sizes available:

Billboard	(970 X 250)
Medium rectangle	(300 X 250)
Half page	(300 X 600)
Mobile leaderboard	(320 X 50)
Large mobile banner	(320 X 100)
Mobile rectangle	(300 X 250)

All creative is sent to [creatives@thenation.com](mailto:creatives@thenation.com)  
 Material due 3-5 days prior to the start of the campaign.

### LIGHTBOX ADS

These high impact ad slots are great for signing petitions, collecting names and emails, and other actions can all be solicited from this single unit.

The lightbox activates upon entering our site with a dimming effect on the visible page underneath. Your content stands out, while still giving the user the comfort of staying on the same page.

**RESOLUTION:** 660 x 450

**MAXIMUM FILE SIZE:** 100kb



## NEWSLETTERS

The Nation delivers over 1.5 million email newsletters monthly.

Readers receive relevant news from The Nation in their inboxes, leading to high open rates!

Single ad unit or roadblock ad units available (300x250).

Ask about our sponsored content placements.

**THE Nation.DAILY**  
NOVEMBER 21, 2025




**Decline and Fall**  
Charlotte rising.

DECLINE AND FALL

**THE Nation.WEEKLY**  
NOVEMBER 14, 2025

A Jolly December Issue




**Our December 2025 Issue: Mamdani Beats Trump, the Billionaire Class, and the Democratic Naysayers**

Zohran Mamdani hailed his victory in New York City's mayoral race—on an off-year election night when Democrats were winning everywhere—by declaring, "If any place can show a nation betrayed by Donald Trump how to defeat him, it is the city that

**B&A**  
Books & the Arts  
WEB YERSON  
November 21, 2025

**Man's Best Friend**

For Jonathan Lethem, Franz Kafka "is the paradigmatic example of a writer we read, even devour, and return to with joy, yet still hunger to see interpreted by others. And luckily...Kafka is one of the most interpreted, annotated, and biographed writers, or possibly even humans, who ever came down the pike." One such interpretation comes in the form of Aaron Schuster's *How to Research Like a Dog: Kafka's New Science*, which Lethem writes about for the latest issue of *The Norton*: "A terrifically erudite and accessible rumble through Kafka, Lacan, Freud, and Beckett, among others, the book," Lethem argues, "may also persuade you, as it did me, that 'Investigations of a Dog'—which was written near the end of Kafka's life, just as he was abandoning *The Castle*, and is a somewhat sidelined text (Walter Benjamin admitted that it baffled him)—is as rewarding an object of devotion as anything Kafka ever wrote." Just like *The Castle* and *The Trial*, Lethem finds, it tells the story of a being whose life "is distorted by the presence of an omnipresent and gnomic form of power"—here, that of humans. Read "Franz Kafka's Best Friend" →



**Who Did What?**

Luca Guadagnino's films have always petitioned viewers to turn off their brains when it comes to


**CHRIST NATIONA UNAMER**  
2X YOUR IMPACT

**The C Trun Sum**  
A week insiders monarch

JACOB S

**THE Nation.CLIMATE**  
UPDATE

We are proud to give climate change the critical journalistic space it deserves. Read our latest climate coverage below. And visit our website to read ALL of our climate coverage.



**Repro Nation**

Repro Nation Monthly | October 2025



## DEDICATED EMAIL BLASTS

Your campaign message sent directly to *Nation* subscribers.

*The Nation's* dedicated email program delivers some of the best results for acquisition campaigns.


Dedicated email blasts are particularly effective for issue-based advertisers like *environment, racial justice, women's rights, workers' rights, immigration* and more.

Subscribers' top-ranked actions to take on key issues:

- Sign a petition
- Support a candidate who shared their views
- Attend an event or rally
- Donate money

Ask about list sizes and availability.

This is a paid, sponsored e-mail from Americans United not an endorsement or a reflection of the editorial policy of *The Nation* or TheNation.com. We depend on advertisers like this to help fund our independent journalism. Thank you for your support.



This GIVINGTUESDAY  
**HELP HOLD THE LINE  
AGAINST CHRISTIAN  
NATIONALISM**

2X  
MATCH

DOUBLE YOUR IMPACT

AMERICANS UNITED  
FOR SEPARATION OF CHURCH AND STATE

Dear Friend of *The Nation*,

There's a lot going on, so we promise to keep this short.

If you're feeling exhausted by this year's nonstop political chaos, court battles, and news cycle – you're not alone. Everyone at **Americans United for Separation of Church and State** feels it, too.

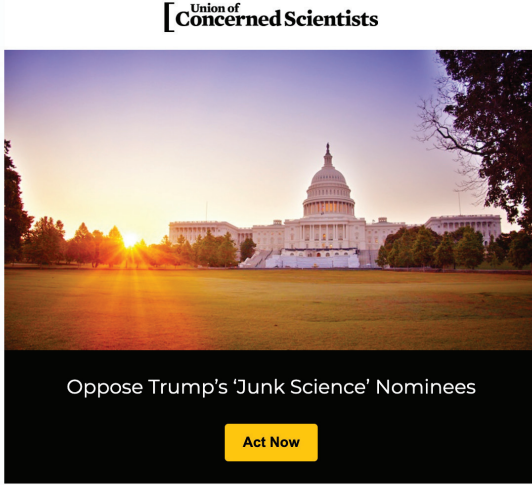
For nearly 80 years, Americans United – or AU for short – has defended church-state separation against waves of Christian Nationalism in so many of the issues we all care about: public education, LGBTQ+ equality, reproductive freedom, civil rights, and more.

Even in a year this overwhelming, we want you to know that AU has *held the line*. We've protected lives, changed laws, and upheld freedoms every day. From the courtroom to the classroom to the community, we deliver real results that defend people's rights across the country. But that work only happens because of supporters like you.


So here's our offer:

[Learn More About Our Campaigns](#)

This is a paid, sponsored e-mail from Union of Concerned Scientists not an endorsement or a reflection of the editorial policy of *The Nation* or TheNation.com. We depend on advertisers like this to help fund our independent journalism. Thank you for your support.



Union of  
Concerned Scientists




Oppose Trump's 'Junk Science' Nominees

Act Now

Dear Friend of *The Nation*,

With President Trump racing to fill government positions with people whose chief qualification is *loyalty to him*, we have no time to waste in opposing the worst of Trump's Cabinet nominees with respect to science and the role it should play in keeping us safe.

This is a paid, sponsored e-mail from The Southern Poverty Law Center not an endorsement or a reflection of the editorial policy of *The Nation* or TheNation.com. We depend on advertisers like this to help fund our independent journalism. Thank you for your support.



SP  
LC

TRUMP IS  
ATTACKING  
DEI.

Help fight back.

Dear Friend of *The Nation*,

President Trump is taking aim at diversity and inclusion throughout the federal government. On day one of his second term, he ordered federal agencies to dismantle DEI programs – and they're already firing staff, shutting down offices, and scrubbing websites clean of inclusive language and resources.

*This is just the beginning.*

In classrooms, libraries, and universities across the country, the impact is already being felt:

- Books are being banned
- Students are being left behind
- Lifesaving research is being defunded – all in the name of Trump's dangerous "anti-woke" agenda.

## PODCASTS

*Nation* podcasts listeners and engagement continues to grow—  
**Over 10 million plays in 2025!**

Our hosts are the leading voices in covering some of the most pressing topics of the moment; from culture politics to climate justice, and the latest in big tech as well as national and geo political news, legislative issues, and more.



We offer :30, :45 and :60 second pre-roll, mid-roll and post-roll audio ads and sponsorships.



Someone asked me the other day, “How has *The Nation* survived for over 160 years?” There’s the astonishing loyalty of our readers, who see us as a magazine and a website, but also as a cause and a community. There’s our independence of thought and ownership that has meant we are beholden to no one. There’s our abiding belief that it’s possible—by the passionate airing of bold ideas—to force new perspectives into the public debate. We’re passionate about introducing *The Nation* and its mission to the next generation of readers.

—**Katrina vanden Heuvel**,  
Editor & Publisher of *The Nation*

Contact us for print, digital, and bundled media opportunities.

### Preferred Pricing:

- 501(c)(3) NONPROFITS
- EDUCATION INSTITUTIONS
- ADVOCACY GROUPS
- POLITICAL CAMPAIGNS
- SMALL BUSINESS OWNERS
- INDIE PUBLISHERS/AUTHORS

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## CONTACT US

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