

Mother Jones

MEDIA KIT

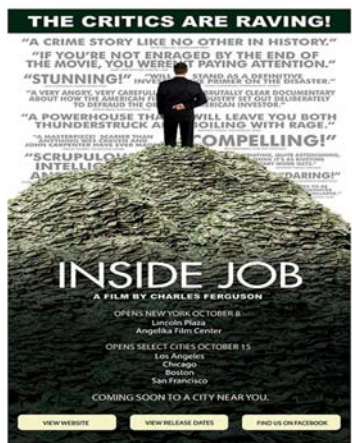


Mother Jones and MotherJones.com are among the largest thought-leader news organizations in America, reaching more than **3 million** readers in print, online, and via email.

Our legacy of fearless journalism has earned a diehard following among readers passionate about politics, the environment, culture, and human rights. We've broke headlines and shaped the national dialogue for three decades. Our credibility and daring have attracted one of the strongest audiences in the industry, consumers who are highly educated, influential in their communities, and socially engaged.



Contact us today to reach this extraordinary readership.



Mother Jones Advertising

415-321-1700

adteam@motherjones.com

<http://mediakit.motherjones.com>

CIRCULATION

Total Paid & Verified Circulation	200,793
Readers Per Copy	3.5
Total Audience	702,776

Audit Bureau of Circulation, June 2011

DEMOGRAPHICS

Male	53%
Age 35-64	53%
Married	53%
Household Income over \$75,000	40%

HIGHLY EDUCATED

Attended college	90%
Have a Bachelor's degree or more	69%
Completed post-graduate study	39%

READER PROFILE

Optimistic	67%
Active and on the go	52%
Risk Taker	40%

ECO-CONSCIOUS

Will spend more on eco-friendly products	86%
Purchases environmentally friendly products	78%

CIVICALLY ENGAGED

Voted in a federal, state or local election	94%
Signed a petition	59%
Contributed to a candidate or political campaign	49%

OUR READERS OPINION SOUGHT

News, politics, and world events	65%
Books, music, movies, and other entertainment	63%

Mother Jones is America's premier investigative journalism magazine. Since 1976, we've taken readers from Capitol Hill to the Congo, earning a reputation as bold news breakers and cultural trailblazers.

Regular coverage includes hard-hitting exposés on politics, the environment, culture, and human rights.

Mother Jones was honored with the 2010 National Magazine Award for General Excellence and has previously won 6 other NMAs.



CONSUMER ETHICS

Believe a corporation's commitment to social responsibility matters	91%
Willing to spend more on an ethically-manufactured product	86%
Buy brands that reflect their style	48%
Do not purchase products tested on animals	48%

CONSUMER TRUST

Are more likely to respect and trust brands that advertise in <i>Mother Jones</i>	63%
Are more likely to interact with advertising in <i>Mother Jones</i>	46%

SMART AND ENGAGED

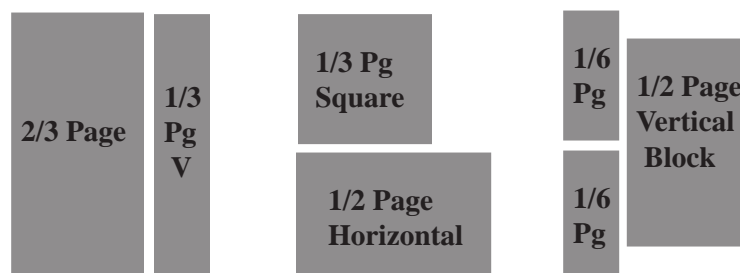
Purchased books in the last 12 months	89%
Reads for pleasure	86%

FOCUSED ON HEALTH & FITNESS

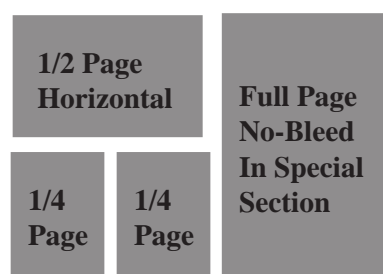
Uses vitamins and/or supplements	98%
Strives for physical well-being	86%

Mother Jones publishes advertising that enhances brand awareness while also offering an enriching experience for our readers. We support a variety of full-color ad shapes and sizes, as well as three annual themed marketplaces: a **Media Guide** (July/August), an **Education Guide** (September/October), and a **Holiday Gift Guide** (November/December). Please contact a representative for more information.

DISPLAY ADVERTISING SIZES



SPECIAL AD SECTION SIZES



COLUMN INCH ADS



2012 EDITORIAL CALENDAR

ISSUE	EDITORIAL	SPECIAL AD SECTION	RESERVATION DEADLINE	MATERIALS DEADLINE	ON SALE
January/February	Dark Money		10/28/11	11/2/11	12/27/11
March/April	Environment		12/23/11	1/3/12	2/28/12
May/June	Economy		2/24/12	2/29/12	4/24/12
July/August	World Affairs	Media Guide	4/27/12	5/2/12	6/26/12
September/October	Politics	Education Guide	6/29/12	7/5/12	8/28/12
November/December	Technology	Gift Guide	8/24/12	8/29/12	10/23/12

**Editorial coverage is tentative. Given the ever changing nature of world events, our priority is timeliness.*

EMAIL SUBSCRIBERS

Newsletters	
DC Decoder	151,000
Drumbeat	158,000
Econdrums	160,000
In the Mix	47,000
Dedicated Email	150,000

CLICK THROUGH RATES

Newsletters	0.28%
Dedicated Email	2.38%

Source: Convio/Based on 2011 average historical data

DEMOGRAPHICS

Female	50%
Age 35-64	62%
Household Income over \$75,000	33%

HIGHLY EDUCATED

Attended college	97%
Have a Bachelor's degree or more	75%
Completed post-graduate study	34%

CIVICALLY ENGAGED

Signed a petition	76%
Voted in a federal, state or local election	73%
Contacted an elected official about a matter of public interest	72%
Contributed to a candidate or political campaign	66%

OUR READERS OPINION SOUGHT

Books, music, movies, and other entertainment	76%
News, politics, and world events	76%

CONSUMER ETHICS

Believe a corporation's commitment to social responsibility matters	85%
Trust in a company affects buying habits	71%

Mother Jones offers two innovative platforms for organizations seeking a more personal rapport with their audience: newsletters and dedicated emails. Sponsoring one of our four original newsletters means impacting one of four specialized markets: **Environmental, Media, Political, or General Interest Consumer.**

Dedicated emails are exclusive, single-advertiser messages sent twice per week. Effective at in-depth promotion, petitioning, and fundraising drives, dedicated emails showcase your brand with 100% share of voice.

Both products directly reach active readers nationwide, 83% of whom trust brands that advertise with *Mother Jones*.

ECO-CONSCIOUS

Consider environmental criteria when purchasing products for their home	82%
Willing to spend more on environmentally safe products	80%

FINANCIAL ETHICS

Considers social responsibility when making financial decisions	92%
---	-----

FITNESS AND RECREATION

Consider healthy eating and good nutrition important	86%
--	-----

NATURAL SHOPPERS

Average spent annually on natural, organic, or locally sourced food	\$2,500+
---	----------

Sources: *Mother Jones Email Subscriber Survey 2010*
Motherjones.com User Survey 2010

NEWSLETTER EMAILS

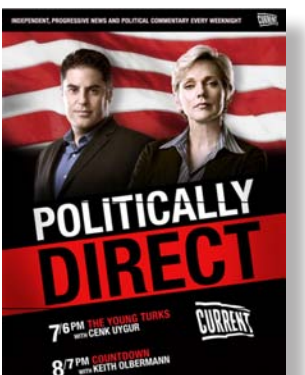
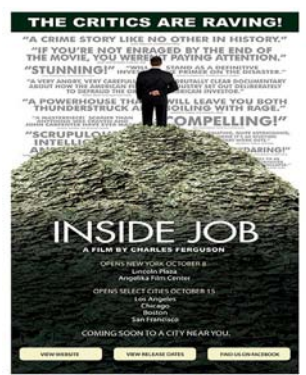
Mother Jones sends four original newsletters per week. Smart, irreverent, and often provocative, they're a pipeline to readers following today's big issues. Each newsletter is tailored to a unique national audience:

Econundrums – Separates green from grunge, highlighting environmental news, health trends, and eco-friendly consumer tips every Monday.

DC Decoder – Wednesday's political scoop from Beltway insider David Corn and his Washington bureau.

In the Mix – Mojo's books, music and movies hot sheet every Thursday.

Drumbeat – Friday belongs to Kevin Drum's lively musings on everything from the economy to climate change to housecat rivalries.



DEDICATED EMAILS

Mother Jones sponsors two dedicated emails per week. These single-advertiser messages instantly reach more than 150,000 engaged subscribers and are a compelling platform for fundraising, advocacy, and social-action initiatives. Dedicated emails showcase your brand with 100% share of voice.

TRAFFIC

Monthly Unique Visitors	2,000,000
Page Views	6.5 M
Available Ad Impressions	16.5 M
Time on Site	3:13

Source: Google Analytics, November 2011 - January 2012

DEMOGRAPHICS

Female	52%
Age 35-64	64%
Household Income over \$75,000	50%

HIGHLY EDUCATED

Attended college	97%
Have a Bachelor's degree or more	77%
Completed post-graduate study	48%

Source: Motherjones.com User Survey 2010

CIVICALLY ENGAGED

Voted in a federal, state or local election	94%
Signed a petition	68%
Contributed to a candidate or political campaign	65%

OUR READERS OPINION SOUGHT

Books, music, movies, and other entertainment	77%
News, politics, and world events	75%

CONSUMER ETHICS

Believe a corporation's commitment to social responsibility matters	80%
Trust in a company affects buying habits	71%

ECO-CONSCIOUS

Willing to spend more on environmentally safe products	78%
Consider environmental criteria when purchasing products for their home	78%

News is cheap, but MotherJones.com is a rich source of deep reporting on political, environmental, and cultural issues. Our Washington, D.C., bureau—spearheaded by veteran politico David Corn—crunches the latest headlines from around the Beltway, while our team of seasoned bloggers tackles everything from Congressional spin to food to human rights.

MotherJones.com won the 2010 Online News Association's Journalism Award for topical reporting, and has received numerous other national honors.



MotherJones.com has won two "Best Political Blog" Webby Awards

FINANCIAL ETHICS

Considers social responsibility when making financial decisions	1 in 2
Seeks professional advice regarding financial or investment decisions	1 in 3

FITNESS AND RECREATION

Consider healthy eating and good nutrition important	86%
--	-----

NATURAL SHOPPERS

Willing to pay more for a product that is healthy or organic	77%
--	-----

Motherjones.com User Survey 2010



300x250 billboard



728x90 leaderboard



300x50 banner
MotherJones.com Mobile

MotherJones.com is committed to structuring the most effective campaigns for our advertisers. Our targeted channels (see list below) help optimize your message for the right audience. Geographic targeting, frequency capping, and peak hour delivery can further maximize performance and affordability.

Geo Targeting – Customize your message for markets across the country with state, county, and city targeting.

Channel Targeting – Bolster your advertising by pairing it with relevant, award-winning journalism, updated daily and aimed at your unique demographic. By optimizing your campaign to one of our content-rich channels, you'll reach readers already interested in your particular market.

Culture – Compelling reviews and interviews with leading writers, musicians, and filmmakers

Education – Youth issues inside and beyond the classroom

Environment – The latest environmental headlines, trends, and green consumer tips

Food – Acclaimed writer Tom Philpott covers food, agriculture, and sustainability

Human Rights – Veteran reporter Mac McClelland files on-the-ground dispatches from hot spots around the globe

Photo Essays – Award-winning photojournalism and slideshows

Politics – 24/7 headlines from David Corn, Kevin Drum, and our DC bureau

MotherJones.com supports standard IAB ad units in both static and rich media formats, along with a variety of cutting-edge options. Advertising is also available on our mobile site. Please contact an ad representative for more information.