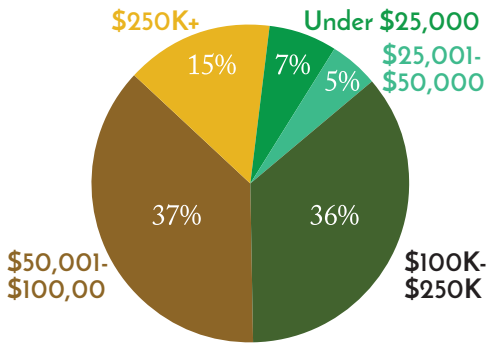


BAY NATURE, a quarterly magazine with a readership of approximately 30,000, and a paid circulation of approximately 7,000, is available by subscription and through newsstands, bookstores and nature centers throughout the San Francisco Bay Area. Bay Nature's digital presence is growing steadily and reaches an intelligent and active audience of over 40,000 website visitors each month and over 17,000 followers on social media.

BAY NATURE reaches a broad audience, from outdoor enthusiasts and committed environmentalists to backyard gardeners and armchair naturalists. Our readers are active, educated, affluent, influential, inquisitive, and engaged in their communities. They think globally and shop locally! They are decision makers who care about the future of our region and of our planet.



### Readers' Annual Household Income



**88%** of our readers have undergraduate degrees

**74%** of our readers are homeowners

**92%** of our readers identify themselves as hikers

**95%** of our readers expressed interest in environmentally-friendly gardening

### Print Publishing Schedule 2017

Issue	Reservation	Material Due	Distribution
January 2017	October 28, 2016	November 15, 2016	January 1, 2017
April 2017	January 28, 2017	February 14, 2017	April 1, 2017
July 2017	April 29, 2017	May 16, 2017	July 1, 2017
October 2017	July 23, 2017	August 15, 2017	October 1, 2017

## ADVERTISING RATES

Print Ad Unit	Cost Per Issue (1x)	Cost Per Issue (2x)	Cost Per Issue (3x)	Cost Per Issue (4x)
Marketplace (Twelfth Page)	\$375	\$325	\$275	\$250
Sixth Page	\$600	\$550	\$500	\$450
Quarter Page	\$775	\$725	\$675	\$650
Third Page	\$975	\$925	\$875	\$850
Half Page	\$1,275	\$1,225	\$1,200	\$1,150
Two Thirds	\$1,875	\$1,825	\$1,750	\$1,700
Full Page	\$2,275	\$2,250	\$2,225	\$2,200
Full/Pre-Table of Contents	\$2,400	\$2,375	\$2,350	\$2,325
Inside Cover	\$2,475	\$2,425	\$2,375	\$2,350
Back Cover	\$2,575	\$2,525	\$2,475	\$2,425

	Size	Monthly	Quarterly
Web Ad (FREE with print ad)	300w x 250h pixels	\$300	\$650

For further information about advertising in BAY NATURE, please contact: Ellen Weis, Advertising Director – (510) 813-1903 or ellen@baynature.org