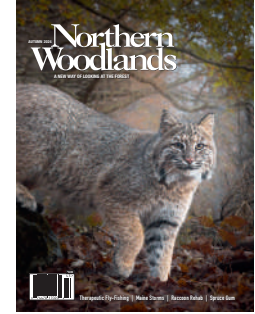


MEDIA INFORMATION & ADVERTISING RATES 2025

Northern Woodlands

A NEW WAY OF LOOKING AT THE FOREST



Northern Woodlands is a quarterly magazine that celebrates northeastern forests and the people who care for them. A fun read with a serious purpose, it's published by the Center for Northern Woodlands Education, an educational nonprofit located in Lyme, New Hampshire.

Our mission is to advance a culture of forest stewardship in the Northeast and to increase understanding of and appreciation for the natural wonders, economic productivity, and ecological integrity of the region's forests.

CIRCULATION and DISTRIBUTION

- *Northern Woodlands* has an average press run of over 15,500 copies per issue and paid mail subscriptions of over 13,000.
- The magazine is enjoyed as a benefit of membership to several landowner organizations in the Northeast.
- 90% of our subscribers live in New England or New York, but we have readers in almost every state.
- Our renewal rate is consistently over 80%.
- The magazine is on sale at over 200 retail locations in a dozen states, including local shops, national bookstores, and agricultural supply chains.

DEMOGRAPHICS

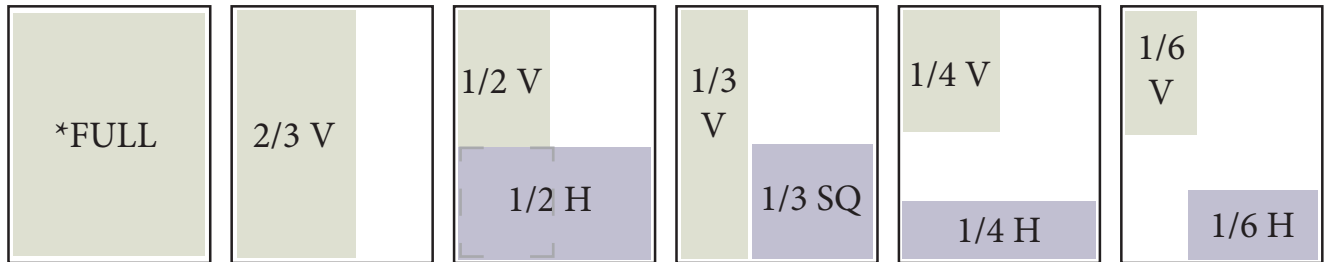
- Readers include woodland owners, educators, forestry professionals, and amateur naturalists.
- Approximately 80% of our readers own or manage land.
- 48% of them spend 50 or more days per year in forest-based recreation.
- Other frequent activities include gardening, birdwatching, walking, hiking, wildlife study, and cutting firewood.
- 50% of them are between 50 and 70 years old – a stage of life when many people have the time and financial means to actively manage their land and engage in outdoor pursuits.
- Approximately half of our readers have made purchases based on advertising.
- Approximately half of our readers never throw out the magazine.

QUALITY

- Professionally designed, the content is produced by long-standing contributors and guest writers and is rich with color photos and original illustrations.
- The 84-page magazine is printed on regionally sourced paper with 10% post-consumer recycled content.

Advertising Rates

Our rates include your advertisement in our print AND digital edition - which can include live links to your website!



| SIZE/ Insertions | 8.5" w x 11" h | 4.6875" w / 9.625" h | 4.6875" w / 7.125" h 7.125" w / 4.75" h | 2.25" w / 9.625" h 4.6875" w / 4.75" h | 3.46875" w / 4.75" h 7.125" w / 2.25" h | 2.25" w / 4.75" h 4.6875" w / 2.25" h |
|---------------------|----------------|----------------------|--------------------------------------------|-------------------------------------------|--------------------------------------------|------------------------------------------|
| 1/issue | \$1625 | \$1155 | \$966 | \$693 | \$557 | \$431 |
| 2-3/issues | \$1525 | \$1040 | \$872 | \$625 | \$504 | \$389 |
| 4/issues | \$1425 | \$924 | \$777 | \$557 | \$452 | \$347 |

*Full page ads will be placed at Northern Woodlands discretion on the inside front, inside back, or back cover or interior pages.

Consulting Foresters:

The rate is \$225 per year and listed foresters are mailed five copies of each issue to pass on to their clients. Foresters wishing to advertise in the two-tone consulting foresters ad should contact Nancy: (800) 290-5232 or nancy@northernwoodlands.org.

Classified Ads: Black and white, one-inch minimum, no fractional sizes. Column width is 2-1/8 inches.

| | | | |
|-----------|------|----------------------|-----------------------|
| One inch: | \$70 | \$135 two insertions | \$250 four insertions |
| Two inch: | \$80 | \$150 two insertions | \$280 four insertions |

Ad Space Reservation, *Closing, and Mail Dates:

| | | | |
|--------|--------------|-----------|-------------|
| Spring | December 23 | January 1 | March 1 |
| Summer | March 23 | April 1 | June 1 |
| Autumn | June 23 | July 1 | September 1 |
| Winter | September 23 | October 1 | December 1 |

*Cancellations will not be accepted after the closing date. The publisher reserves the right to reuse prior insertion of the same size if new copy is not received by the closing deadline.

Artwork shall be minimum 300dpi sized at 100% and preferably submitted in PDF file format.

Make a focused, quality selection for your business advertising. After reviewing our rates and specifications, Nancy Farwell, our ad sales coordinator, can answer your questions and get you started! Call (800) 290-5232 or email: nancy@northernwoodlands.org.

Reader Testimonials:

"Nice combination of useful articles, interesting (educational) articles, and advertisements."

"Best magazine I have ever subscribed to."

"Well balanced between conservation, proper land stewardship and the forest products industry."

Northern Woodlands