

Magazine Advertising

SPONSORSHIP BENEFITS

Forest Notes

NEW HAMPSHIRE'S CONSERVATION MAGAZINE

Published quarterly, *Forest Notes* is the state's most comprehensive conservation publication and offers a vehicle for reaching a select group of affluent, educated individuals and opinion leaders who care deeply about the natural world.

Forest Notes includes full-length feature articles written by professional writers and high-quality photography. Our focus is on land conservation, forestry, outdoor recreation, and other topical environmental issues. Due to its limited advertising space it offers your organization better access to our membership with greater marketing impact at competitive pricing. In addition, underwriting is also available in our monthly e-newsletters: *Tree Mail*, *Forest Advocate*, and *Forest Explorer*.

Sponsorship provides the opportunity to align your organization with the Forest Society, the state's oldest and largest land conservation organization in New Hampshire.

PARTNERSHIP with the Forest Society and its conservation mission

BUSINESS BENEFITS

EXPOSURE to approximately 10,000 households (primary and secondary home and land owners) statewide—representing nearly 19,000 individuals and 400+ state legislators and government leaders.

ALIGNMENT with New Hampshire's natural resources and tourist economies

READERSHIP/MEMBER DEMOGRAPHICS

Gender:

Male: 48%
Female: 52%

Age:

81% are older than 50

Education:

82% are college educated
41% are postgraduate educated

Average household income

44% earn \$90,000 per year or more
70% earn \$60,000 per year or more

Household information:

58% have lived in NH for more than 30 years
80% of households include two adults
84% have no children living at home
20% live permanently out of state and own second homes or other property in New Hampshire

Loyalty:

70% have remained Forest Society members for more than five years
38% have remained Forest Society members for more than 10 years

Outdoor activities enjoyed:

90% hiking or walking
70% bird watching
64% camping or picnicking
57% swimming
54% canoeing or kayaking
44% cross-country skiing

Long-time New Hampshire residents:

78% have lived in New Hampshire for more than 20 years



ABOUT THE MAGAZINE

- The average *Forest Notes* reader is retired, college educated, and has a household income of more than \$90,000 per year.
- The Society for the Protection of New Hampshire Forests was founded in 1901, and *Forest Notes* came into existence in 1937, making it one of the longest-running conservation publications in the country.
- *Forest Notes* is printed on elemental chlorine-free Sappi Flo paper with 10 percent post-consumer recycled content. Sappi Flo is made from pulp purchased from suppliers who document sound environmental practices and sustainable forest management.

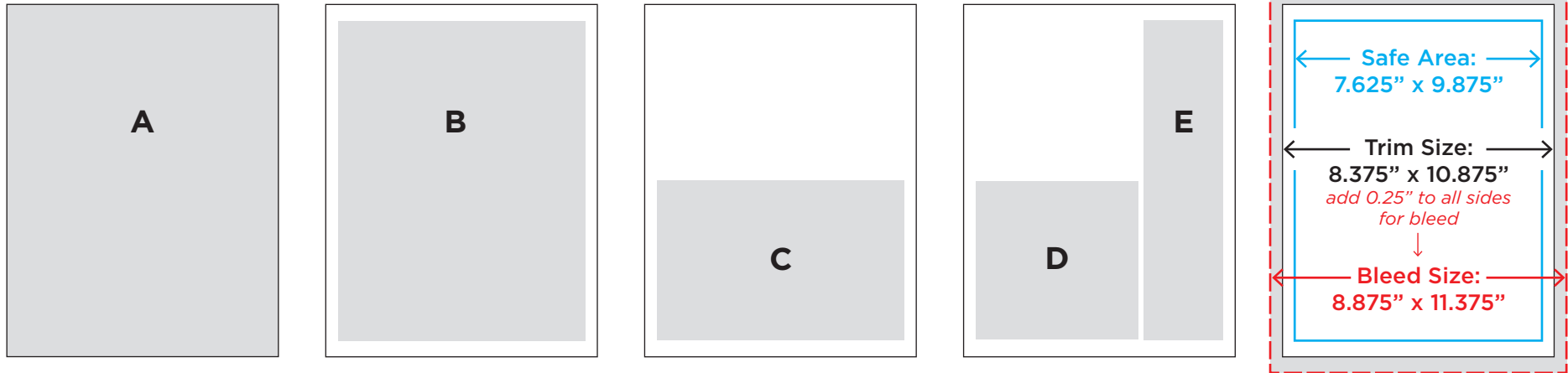
>> FOR MORE INFORMATION, CONTACT: Diane Forbes, dforbes@forestsociety.org, 603.224.9945, ext.354

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SPONSORSHIP LEVELS & AD SPECIFICATIONS

Forest Notes

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AD SIZE		DIMENSIONS	RATE (PER INSERTION)
A	Full (with bleed)	8.875"w x 11.375"h	\$1,000 (\$1,500 for inside front cover placement)
B	Full (non bleed)	7.625"w x 9.875"h	\$1,000 (\$1,500 for inside front cover placement)
C	Half	7.625"w x 4.875"h	\$625
D	One-Third (block)	5"w x 4.875"h	\$450
E	One-Third (vertical)	2.438"w x 9.875"h	\$450

Design services are available, for more information contact Diane Forbes at dforbes@forestsociety.org.

TECHNICAL SPECIFICATIONS

- Ad files should be submitted in the Adobe PDF format version 6.0 or higher (with fonts embedded)
- Graphics must be CMYK and 300 dpi at 100%
We are not responsible for any color shifts during the conversion process if files are set up differently
- Full-page ad files should include standard trim marks with .25" added around all edges for bleed

FILE SUBMISSION

- Ad files should be sent to Diane at dforbes@forestsociety.org. Call or email Diane for all questions and to arrange delivery of files larger than 10MB.



The Forest Society is a private, nonprofit land trust and forestry organization established in 1901. The Forest Society owns and manages more than 185 forest reservations constituting more than 56,000 acres in 100 New Hampshire communities, and holds more than 700 conservation easements statewide permanently protecting more than 130,000 acres of New Hampshire's landscapes.

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