

NEBRASKAland

Promote your business or organization to hundreds of thousands of readers in Nebraska's premier magazine... available in print and online!

Magazine overview

NEBRASKAland Magazine, published by Nebraska Game and Parks since 1926, is filled with award winning, breathtaking photographs of the landscapes and wildlife that make Nebraska unique. Readers enjoy informative, entertaining articles about Nebraska's outdoor activities, history, parklands, people and wildlife. Each issue includes a wealth of outdoor news and details on events happening across the state. An interactive digital replica is viewable at: NEBRASKAlandMagazine.com.

Circulation & Readership

- Distribution (per issue): 25,000
- Readership (per issue): 100,000
- Mailed to subscribers
- State parks and recreation areas
- Game and Parks district offices
- Magazine retailers
- Medical practices

General Information

- Frequency: Monthly, 10x per year
- Trim Size: 8.125" x 10.875"
- Color: Full Color (4 Color CMYK)
- Subscription Rates: 1 year - \$18, 2 years - \$33, 3 years - \$44
- Cover Price: \$4.95
- Renewal Rate: 98.4%
- Publisher: Nebraska Game and Parks Commission
- Website affiliate: www.NebraskalandMagazine.com

Who are our Readers?

Wildlife enthusiasts	Tent and RV campers
History lovers	Hunters
Anglers	Boaters
Tourists	Conservationists
Outdoor enthusiasts	Nebraska families

Demographics

Income: \$60-\$120 K **Median Age:** 45-54
Education: College degree **Male:** 60% / **Female:** 40%

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ADVERTISING RATES

Size	1x	3x	6x	10x
Double Truck	\$2,000	\$1,900	\$1,800	\$1,550
IFC, PG 3, IBC	\$1,300	\$1,250	\$1,200	\$1,050
Full Page	\$1,000	\$950	\$900	\$750
Half Page	\$600	\$575	\$525	\$450
Quarter Page	\$400	\$375	\$325	\$300
*One-Sixth Page	\$300	\$275	\$225	\$200

*One-Sixth Page is only reserved for special sections of the magazine such as the "Wine & Dine Guide" and the "Hunting / Fishing Guide".

*Classified ads are also available.
Call 402-471-5490 or email
donna.robinson@nebraska.gov

AD DIMENSIONS

Double Truck	Full Bleed: 16.5" x 11.125" Live Area: 16.25" x 10.875"
Full Page	Full Bleed: 8.375" x 11.125" Live Area: 8.125" x 10.875"
Half Page (Hor.)	7.031" x 4.562"
Half Page (Vert.)	3.364" x 9.414"
Quarter Page	3.364" x 4.562"
One-Sixth Page	2.25" x 4.562"

SCHEDULE / DEADLINES

Issue	Reservation	Distributed
January/February	November 1	December
March	January 1	February
April	February 1	March
May	March 1	April
June	April 1	May
July	May 1	June
August/September	June 1	July
October	August 1	September
November	September 1	October
December	October 1	November

*Ad creative is due 14 days after the Reservation date.

AD Submissions

Email your ad as a high resolution PDF to:
shanegilster@gmail.com

ARTWORK PRODUCTION

Design services are available. To inquire about rates, contact Shane G. Gilster.