

Media Kit NEBRASKAland

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.

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, 10 issues
- Trim Size: 8.125" x 10.875"
- Color: Full Color (4 Color CMYK)
- 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%

Advertising Sales Manager

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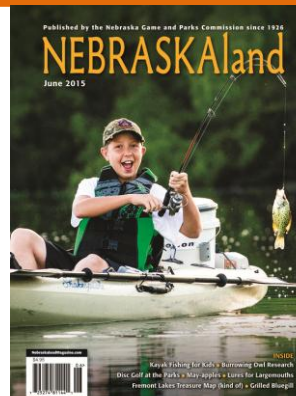


Want to view the latest issue of the magazine?

Check out the free Digital Replica issue on these two websites....

GoOutdoorsNE.com
NebraskalandMagazine.com

Each ad in the digital version is linked to its respected website!



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 "Hunting & Fishing Guide".

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

Note: The Nebraska Game and Parks Commission reserves the right to refuse any paid ad for any reason.