

# 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): 19,000
- Readership (per issue): 47,500
- Mailed to subscribers
- State parks and recreation areas
- Game and Parks district offices
- Magazine retailers
- Medical practices

**Advertising revenue in Nebraskaland helps fund the conservation of Nebraska's fish, wildlife, and wild places**

## 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](http://www.NebraskalandMagazine.com)

## Who Are Our Readers?

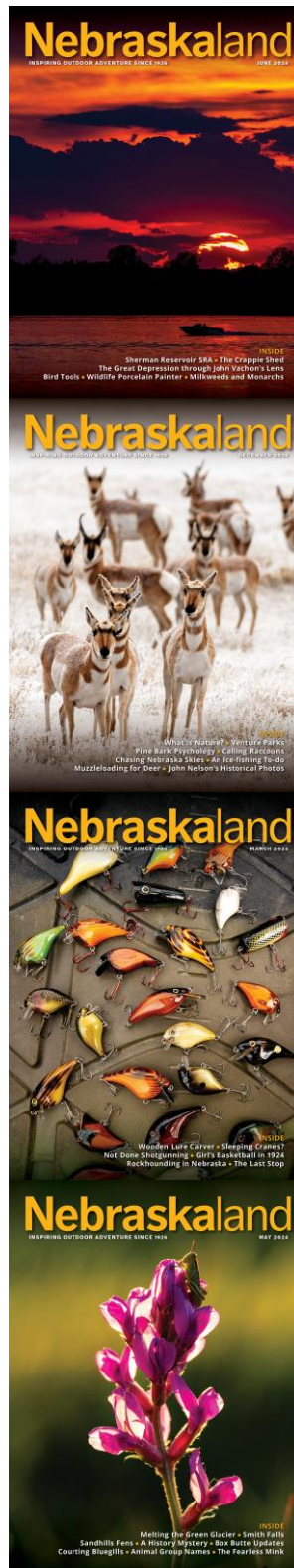
Wildlife enthusiasts	Tent and RV campers
History lovers	Hunters
Anglers	Boaters
Tourists	Conservationists
Outdoor enthusiasts	Nebraska families

## Demographics

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

## Advertising Sales Manager

Solo Tree Media  
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## ADVERTISING RATES (All Rates NET)

Size	1x	3x	6x	10x
Double Truck	\$2,900	\$2,800	\$2,700	\$2,450
IFC, 3, 4, IBC	\$1,500	\$1,450	\$1,400	\$1,250
Full Page	\$1,200	\$1,150	\$1,100	\$950
Half Page	\$700	\$675	\$625	\$550
Quarter Page	\$500	\$475	\$425	\$400

## AD DIMENSIONS

Double Truck	Full Bleed: 16.5" x 11.125" Trim Area: 16.25" x 10.875"
Full Page	Full Bleed: 8.375" x 11.125" Trim 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"

## SCHEDULE / DEADLINES

Issue	Reservation	Artwork
January/February	November 1	November 15
March	January 1	January 15
April	February 1	February 15
May	March 1	March 15
June	April 1	April 15
July	May 1	May 15
August/September	June 1	June 15
October	August 1	August 15
November	September 1	September 15
December	October 1	October 15

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