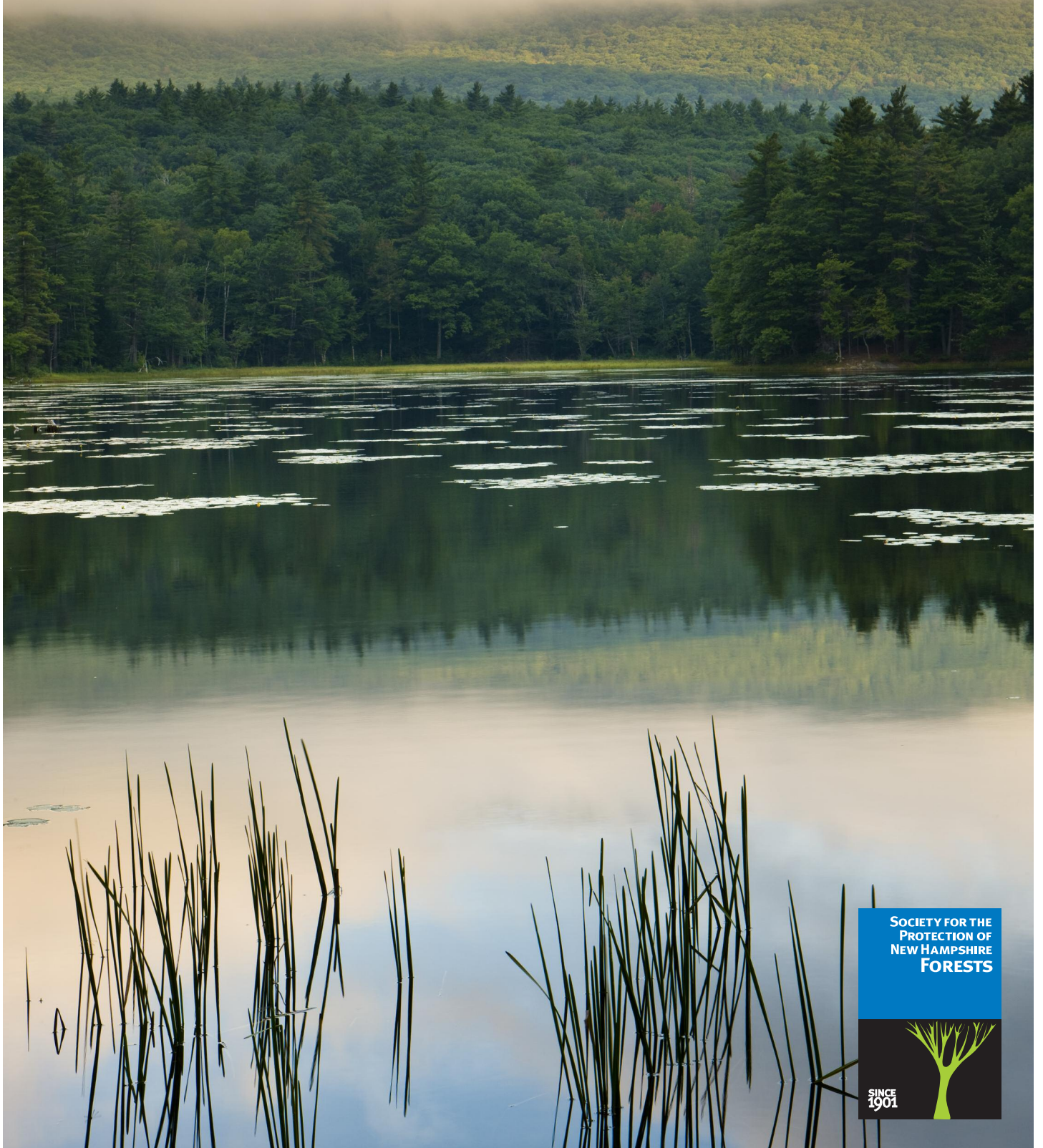


Forest Notes

NEW HAMPSHIRE'S CONSERVATION MAGAZINE



Fog obscures the summit of Mount Monadnock as seen from Gilson Pond in Monadnock State Park in Jaffrey, New Hampshire. Photo by Jerry and Marcy Monkman, EcoPhotography.

2010 MEDIA KIT

Forest Notes

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Would you like to position your business as one that is socially responsible and environmentally conscious? In an era of media static, when so many people are bombarded by media messages, *Forest Notes* offers a vehicle for reaching a select group of affluent, educated individuals and opinion leaders who care deeply about the natural world.

ABOUT US

Published by the Society for the Protection of New Hampshire Forests, *Forest Notes* is the state's most comprehensive conservation publication.

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.

DID YOU KNOW?

- The average *Forest Notes* reader is retired, college educated, and has a household income of more than \$90,000 per year.
- *Forest Notes* is mailed to approximately 11,000 households statewide – including more than 19,000 individuals and 400+ state legislators and government leaders.
- 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.



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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



Jerry and Marcy Monkman, EcoPhotography

Over 10,000
Forest Society members
have helped **protect** more than
one million acres of land
in New Hampshire

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ADVERTISING RATES & PAYMENT TERMS

SIZE	4x INSERTION
Full Page	\$1,000
2/3 Page	\$750
1/2 Page	\$625
1/3 (V or Block) Page	\$450
1/6 Page	\$300

All ads are full color.

All prices listed are per issue based upon a 4-issue commitment.

Ad design not included.

Quotes provided upon request.

* Preferred placement:

Inside Front Cover, Full page: \$1,500

DEADLINES: Ads in *Forest Notes* must be ordered by the following dates:

Spring Issue (*published in March*): January 22

Summer Issue (*published in June*): April 22

Autumn Issue (*published in September*): July 22

Winter Issue (*published in December*): October 22

PAYMENT TERMS: Full payment is due within 30 days of publication date. Corporate members of the Forest Society and nonprofit organizations may take a 10 percent discount. A 5 percent monthly late fee will be charged to overdue accounts.

RIGHT OF REFUSAL: The Forest Society reserves the right to refuse ads not consistent with the conservation principles of the Forest Society.

WOULD YOU LIKE TO EXTEND YOUR REACH?

Ask about opportunities for underwriting pages of our web site – www.forestsociety.org or our monthly e-Newsletter (www.forestsociety.org/treemail).

TO ADVERTISE:

Please contact Joyce El Kouarti
at 603-224-9945 ext. 301
or joyce@forestociety.org



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AD SPECIFICATIONS & MECHANICAL REQUIREMENTS

Ship all hard-copy materials to:

Joyce El Kouarti, Communications Director
Society for the Protection of New Hampshire Forests
54 Portsmouth Street
Concord, NH 03301

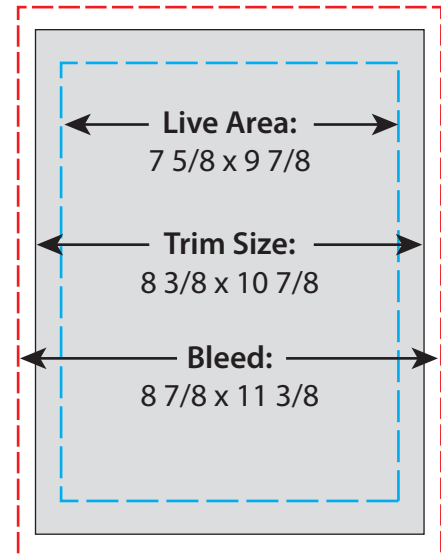
FINISHED TRIM SIZE: 8.375" (width) x 10.875" (height)

BINDING METHOD: Staple

AD SIZES: All dimensions are in inches, width by height

Full Page (with bleed):	8 7/8 x 11 3/8
Full Page (non-bleed):	7 5/8 x 9 7/8
2/3 Page:	5 x 9 7/8
1/2 Page:	7 5/8 x 4 7/8
1/3 V Page:	2 7/16 x 9 7/8
1/3 Block Page:	5 x 4 7/8
1/6 Page:	2 7/16 x 4 7/8

Page Size & Bleed Specs



FILE FORMAT & REQUIREMENTS:

Accepted File Formats: We prefer high resolution Adobe PDF files version 6.0 or higher (with fonts embedded). QuarkXPress, InDesign, Photoshop (tiff or eps), Illustrator (with images embedded, type converted to paths and saved as eps) are also accepted. We will NOT accept Microsoft Word, Publisher, or CorelDraw files.

Support Files: All placed or linked images, graphics and fonts must be included with digital layout file.

Resolution: A minimum of 300 dpi at actual (printed) size. Images from websites (screen resolution) are not accepted.

Color mode: All images and graphics must be CMYK. We are not responsible for any color shifts during the conversion process if files are set up differently.

Full Page: 7 5/8 x 9 7/8 \$1,000	2/3 Page: 5 x 9 7/8 \$750	1/3 V: 2 7/16 x 9 7/8 \$450	1/2 Page: 7 5/8 x 4 7/8 \$625
			1/3 Block: 5 x 4 7/8 \$450
			1/6: 2 7/16 x 4 7/8 \$300

Please contact Joyce El Kouarti at 603-224-9945 ext. 301 or joyce@forestsociety.org