

## Mission Statement

*Audubon magazine* provides a place where nature enthusiasts, outdoor adventurers, and socially conscious consumers can discover, connect with, and be inspired by the natural world's extraordinary beauty and diversity. *Audubon magazine's* respected editorial voice plays an increasingly influential role in our national discourse about environmental issues.

The magazine's audience remains one of the most educated, influential and committed readerships of any major magazine in the country. They are people making a difference in their communities and beyond.

**Audubon. Connecting People with Nature.**

## Fact Sheet

<b>Published By:</b>	The National Audubon Society
<b>Premier:</b>	1899
<b>Frequency:</b>	Six times a year (January, March, May, July, September, November)
<b>Editor-in-Chief:</b>	David Seideman
<b>Publisher:</b>	Greg P. Licciardi
<b>Editorial:</b>	In awarding the National Magazine Award for General Excellence, Columbia University School of Journalism judges described <i>Audubon</i> as "...reflecting nature with joy and reverence."
<b>Total Readership:</b>	2,103,000 (MRI, SPRING 2010)
<b>Rate Base:</b>	375,000 (ABC Statement, period ending December 31, 2009) A dual audience of highly educated, affluent, influential, and active adults with deep and abiding interest in nature and the environment.
<b>General Ad Rates:</b>	\$41,405 four color page \$31,360 two color page \$25,040 black & white page
<b>Subscription Cost:</b>	\$20.00 introductory subscription \$35.00/year, basic membership

# Audubon Magazine Reader Profile

**Total Readership: 2,103,000**

Male/Female Ratio: 36/64%

Readers Per Copy: 5

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## **The heart of the baby boom**

**Composition**

**Index**

**Median Age: 53 years**

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## **Affluent**

**Median Household Income: \$69,222**

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## **Well Educated**

Attended/Graduated College+	71%	129
Graduated College+	44%	162
Post-Graduate Degree	17%	193

## A High Renewal Rate

Audubon readers love their magazine  
and are willing to pay a premium price for it

**Total Average Paid/Verified Circulation: 390,786**

**Our readers pay a premium price for the magazine**

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Annual Subscription Price: \$20.00/6 issues

**All Subscriptions are sold at full rate, no discounts**

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Percent of Subscriptions Sold  
with premiums or incentives: 36%

## Active Lifestyle

<b>Sports &amp; Activities</b> Last 12 Months	<b>Comp.</b>	<b>Index</b>
2+ Active Sports	53%	133
Any Sports	79%	120
Any Outdoor Sports	56%	112
Birdwatching	33%	551
Canoeing/Kayaking	11%	224
Backpacking/Hiking	23%	216
Walking for Exercise	44%	137
Biking (Road/Mountain)	16%	137
Reg Ex Prog, Run/Jog, Walk, Aerobics Weight Lift, Row, Karate, Martial Arts, Kickbox Pilates, Yoga	69%	117
Engage in Regular Exercise Program (2+ times a week)	52%	116

◀ *AudubonRanks* **#1**  
out of all measured publications

# Leisure Pursuits

From birdwatching to dining out, Audubon readers engage in a wide range of leisure pursuits.

<b>Leisure Pursuits</b> Past Year	<b>Comp.</b>	<b>Index</b>
Birdwatching	33%	551
Attend Art Gallery Shows	30%	332
Indoor Gardening	35%	331
Visit Museums	37%	286
Photography	27%	223
Attend Music/Dance Performances/ Live Theatre/Museums	56%	157
Live Theater	22%	157
Collect Any Collectibles (Antiques, Art, Coins, Figurines, Stamps, Sports Cards)	34%	153
Reading Books	62%	143
Dine Out, Once a Month	54%	135
Entertain Friends at Home	53%	128

◀ *AudubonRanks* #1  
out of all measured publications

## Health-Conscious Consumers

Audubon readers are active, fit and committed to living a healthy lifestyle.

Healthy Habits	Comp.	Index	
<b>Last 7 Days</b>			
Used Vitamins & Dietary Supplements	70%	141	◀ <i>AudubonRanks #1 out of all measured publications</i>
<b>Last 30 Days</b>			
Heavy Consumption of Fresh Fruit and Vegetables	26%	123	
Any Fresh Fruit and Vegetables	78%	102	
<b>Last 6 Months</b>			
Prepared food from scratch	76%	135	◀ <i>AudubonRanks #1 out of all measured publications</i>
Used Organic Eggs/Fresh Milk/Yogurt/Fresh Fruit & Vegetables	36%	115	
Regularly eat organic foods - Agree	36%	117	

**72% Audubon readers agree that they are willing to pay more for a product that's environmentally safe.**

## Green Advocates

Green Advocates put their money where their values are.

<b>Environmentally Conscious</b>	<b>Comp.</b>	<b>Index</b>	
Green Advocates	20%	755	
Green at their best	23%	138	
Participated in Environmental Groups/Causes	26%	596	
Environmentally conscious (5+ out of 11 Items*)	55%	177	◀ <i>AudubonRanks #1 out of all measured publications</i>
Environmentally conscious (3+ out of 11 Items*)	79%	122	
Willing to give up convenience for an environmentally safe product: Agree Mostly	27%	210	◀ <i>AudubonRanks #1 out of all measured publications</i>
Agree	63%	111	
Willing to Pay More for Product that's Environmentally Safe - Agree	72%	124	
Used Environmentally Friendly Products last 6 months	49%	155	◀ <i>AudubonRanks #1 out of all measured publications</i>
I regularly eat organic food - Agree	36%	117	

\*Environmentally Conscious: Participated in Environmental Groups/Causes Past 12 Months; Buying Styles - I'm Willing to pay more for products that's environmentally safe; Buying Styles - I'm willing to give up convenience for an environmentally safe product; Lifematrix - Preserving the environment - helping to preserve nature; Lifematrix - Being in tune with nature - fitting into nature; Auto psychographics - I buy vehicles that reflect my commitment to environment.

Source: 2009 MRI Spring; Index 100 = U.S. Population

## Opinion Leaders

Audubon Magazine readers influence both public opinion and policy. Their personal endorsements and recommendations can multiply the reach and impact of your advertising

### Participation in Public Activities

	Comp.	Index
<b>7+ Public Activities</b>	<b>26%</b>	<b>477</b>
Environmental groups/causes	26%	596
Attended a political rally, speech or organized protest	27%	406
Written something that has been published	11%	334
Worked for a political party	8%*	303
Served as an officer for a club or organization	18%	276
Written or called a politician	26%	252
Served on a committee for a local organization	19%	229
Signed a petition	44%	226
Attended a public meeting on town or school affairs	33%	212
Engaged in fund raising	36%	204
Recycled products	80%	140
Voted in a federal, state, or local election	76%	138

} Audubon Ranks **#2**  
out of all measured publications

Rank vs. all 235 measured publications

Reflects participation in the past year.

\*Projections relatively unstable, use with caution.

Source: 2009 MRI Spring; Index 100 = U.S. Population

# Influentials\*

## Audubon Magazine ranks #2 out of all 235 Measured Publications

INFLUENTIALS are the people who **actively engage** in creating change in their community, workplace, and the marketplace. Affluent, educated, and often in positions of power and leadership, they are among the nation's most important trendsetters.

**\*INFLUENTIALS**, as defined by MRI, are those people who have taken part in 7 or more of the public activities listed below, in the past year.

- Active member of group to influence public policy or government.
- Attended a political rally, speech or organized protest of any kind.
- Attended a public meeting on town or school affairs.
- Engaged in fund raising.
- Environmental Groups/Causes.
- Held or run a political office.
- Made a speech.
- Recycled products.
- Served on a committee for a local organization.
- Served as an officer for a club or organization.
- Signed a petition.
- Voted in a federal, state or local election.
- Worked for a political party.
- Written or called any politician at the state, local, or national level.
- Written letter to the editor of a news paper or magazine, or called a live radio or TV show to express an opinion.
- Written an article for a magazine or newspaper.
- Written something that has been published.

	Composition	Index
Atlantic <sup>1</sup>	34%	621
<b>AUDUBON</b>	<b>26%</b>	<b>477</b>
New Yorker	25%	461
Economist	24%	449
Scientific American	24%	441
Scouting*	23%	423
Sierra*	22%	405
Inc.*	20%	365
Smithsonian	19%	359
Natural History*	19%	357
Barron's	19%	349
Veranda	19%	344
Southern Accents	18%	328
Conde Nast Traveler	18%	325
Kiplinger's Personal Finance	17%	319
Wine Spectator	17%	307
Architectural Digest	17%	305

\*Projections relatively unstable, use with caution.

<sup>1</sup> The Atlantic was measured as Atlantic Monthly in Wave 59.

Source: 2009 Spring MRI; Index 100 = U.S. Population

# ACTIVE ADVENTURERS

## Domestic and Foreign Travel

<b>Domestic Travel</b>	<b>Comp.</b>	<b>Index</b>
Any Domestic Air Trip in Last 12 months	44%	169
Took Domestic Trip	70%	131
Took 2+ Domestic Air Trips	23%	164
Took 3+ Domestic Trips	32%	152
Took 2+ Domestic Trips	48%	141
Spent \$2000+ on Any Domestic Vacation Trips	17%	190
Stayed 7+ Nights on Any Domestic Trips	32%	176
Go Sightseeing on Domestic Vacation	28%	163
Backpack/Ski/Bike/Run/Fish/Hunt/Other Outdoor Sports on Domestic Vacation	17%*	155
<b>Foreign Travel (Past 3 Yrs.)</b>		
Took a Foreign Trip	39%	143
Any Western European Trips	16%*	231
Took 2+ Foreign Vacation Air Trips	21%	159
Stayed 3+ Nights on Foreign Trips	36%	148
Own a Valid Passport	55%	160

Reflects past year, except where noted.

\*Projections relatively unstable, use with caution.

Source: 2009 MRI Spring; Index 100 = U.S. Population