

Advertising With Mother Jones

Award-winning Mother Jones magazine and MotherJones.com deliver more than 1,700,000 influential, forward-thinking, and passionate newshounds with a college or postgraduate education, an affluent discretionary income, and an unwavering devotion to social responsibility, green industry, environmental justice, and human rights.

Who reads Mother Jones? Involved, active thinkers with a thirst for breaking news who trust that we will continue to Always Tell the Truth[®] and preempt the mainstream media's wait-and-see approach. Our readers are progressive, engaged participants seeking emerging trends, technologies, products, and services, and they are eager to vote with their dollars to support socially responsible and environmentally-minded organizations.

We offer advertising opportunities in our print publication [LINK] and on MotherJones.com [LINK]. We also offer targeted audience interaction through four weekly email blasts [LINK], as well as dedicated, Sponsor Exclusive Emails [LINK] for a long-form reader appeal.

Published bi-monthly, Mother Jones' circulation has increased more than 70 percent in the last decade. In print since 1976, MoJo was awarded the 2008 and 2010 National Magazine Award (NMA) for General Excellence, the most-respected recognition possible for print periodicals. And in 2008, MotherJones.com more than doubled its web traffic.

MoJo's top-tier, hard-hitting journalists, including Beltway veteran David Corn and acclaimed investigative reporter James Ridgeway, deliver real-time and deeply analytical coverage both daily and monthly. We are the trusted resource for being first to investigate and deliver provocative truths behind social, cultural, environmental, and political issues.

Get Started

Let us help you develop and execute an effective media plan that speaks to our audience's core values. Contact a sales representative [LINK to contact page] to request a rate card today.

Mother Jones Print Magazine Advertising

Mother Jones has been an award-winning national print publication since 1976, and it has a circulation of approximately 755,000. We've been widely respected for decades for our groundbreaking investigative reporting and coverage of social responsibility, green industry, environmental justice, and human rights.

Mother Jones magazine readers are affluent, mature, highly educated, and tremendously influential,

both in their communities and in their social circles. They are interested in engaging with emerging trends in what they read and in what they buy.

Furthermore, readers of Mother Jones are committed to companies and brands that have a reputation for quality, integrity, and innovation, and they trust Mother Jones to partner with products and services that are sustainably produced and environmentally sound.

Audience Facts

- 61% have earned a Bachelor's degree or better.
- 75% of our readership is aged 35 or above.
- The average household income of Mother Jones readers is well over \$50,000 per year (over 60%).
- In addition to spending over \$26,000,000 per month on prescription drugs, nearly 100% of our audience buys natural products, vitamins, and dietary supplements.
- Half of our print readers shop regularly for a beloved pet.
- Click here [[LINK TO COMPLETE DEMOGRAPHIC INFO HERE](#)] for complete demographic and circulation information.

Source: DJG MRI Prototype

Advertising Specifications

Non-bleed ads:

Full page	7 1/8"w x 9 1/2"h
2/3 page	4 2/3"w x 9 1/8 "h
1/2 page horizontal	7 1/12"w x 4 1/2"h
1/2 page vertical block	4 2/3"w x 7 1/4"h
1/3 page vertical	2 1/4"w x 9 1/8"h
1/3 page square	4 2/3"w x 4 1/2"h
1/6 page vertical	2 1/4"w x 4 1/2"h

Bleed ads:

Spread

Trim	16"w x 10-1/2"h
Bleed	16-1/2"w x 10-7/8"h
Safety	15-1/5"w x 10"h
Full Page	
Trim	8"w x 10-1/2"h
Bleed	8-3/8"w x 10-7/8"h
Safety	7-1/2"w x 10"h

Download our complete print advertising specs here.

(http://motherjones.com/files/Mother_Jones_Magazine_Ad_Specs_2010.pdf)

Get Started

Don't miss the opportunity to reach Mother Jones' 755,000 dedicated, active, long-time readers.

Consult (<http://motherjones.com/about/advertising/editorial-calendar>) the editorial calendar.

Contact (<http://motherjones.com/about/advertising/contact-form>) a trained representative to answer your questions and provide a rate card today.