



The **New American**

PRINT
MEDIA KIT

WELCOME

The New American

P.O. Box 8040 • Appleton, WI 54912 • Phone: 920-749-3784 • Fax: 920-749-3785 • www.TheNewAmerican.com

Thank you for your interest in advertising opportunities with THE NEW AMERICAN. We have attached our on-line and print media kits for your consideration.

THE NEW AMERICAN magazine, a bi-weekly magazine of The John Birch Society, evaluates the events of the nation and provides political and social commentary and a forum for the exchange of ideas. We pride ourselves in delivering honest news and the truth behind what is reported in the mainstream news. Our team of researchers helps to confirm facts and figures before being published. We strive to go above and beyond to track down the real stories currently threatening American freedoms under the Constitution.

We also cover those important topics and story angles that the mainstream media does not. For instance, we have published articles on the dissenting side of the global warming debate, created awareness of the possible creation of the North American Union and reported on the abuses of the Child Protection Services agencies. You will not see much of this in other print news magazines.

In addition to the print magazine, we also maintain a website which generates more than a million page views each month. Visitors browse cover stories, feature articles and other news items that keep them coming back frequently.

THE NEW AMERICAN magazine has a number of advertising opportunities. We do not rent or sell our physical mailing or emailing lists, so if you are looking to reach our readers and web visitors, advertising is the best avenue. Take a look at our rates, browse the site and review our editorial calendar. When you are ready to advertise, please contact Julie DuFrane for options and file requirements.

We look forward to working with you. Thanks again!

Politics/Elections

Energy/Oil

Environment

Immigration

Terrorism

Education

Right to Privacy

Freedom

Free Trade

Health Care

Family Issues

Morality

Faith

Hope for the Future

Issue Date	Editorial Themes*
1/4/10	2010—Predictions of Capital Hill
1/18/10	Census and You
2/1/10	How Safe Are We? A Look at the Police State
2/15/10	What Cap and Trade Looks Like For You
3/1/10	Ratifying the Law of the Sea Treaty
3/15/10	Can the Dollar Survive?
3/29/10	Life Without the Income Tax
4/12/10	Who's Influencing the Vote?
4/26/10	Suffering from Entangling Alliances
5/10/10	How Can We Call it Free Trade?
5/24/10	Lessons from the Recession
6/7/10	Doing Away With Social Security? Surviving Retirement
6/21/10	Reclaiming Our Environment and Energy Resources
7/5/10	A Look at the 2010 Candidates
7/19/10	Revisiting Immigration/Freedom Index
8/2/10	The Siphoning of Our Sovereignty
8/16/10	Healthcare: Has Anything Changed?
8/30/10	Educating Future Generations
9/13/10	What About the Constitution?
9/27/10	Terrorism: Behind the Curtain
10/11/10	The Election and Grassroots Campaigns
10/25/10	A Look Inside the United Nations
11/8/10	Bearing Arms: What Firearms Mean to Freedom
11/22/10	2010 Elections/Prelude to 2012
12/6/10	Redefining Home Defense/Freedom Index
12/20/10	Faith/Family/Life

*Subject to change

Effective January 2010.
Supersedes all previous ad rate schedules.

	1 Insert	13 Insertions		26 Insertions	
		Each	13 X	Each	26 X
<u>1-Color <not black></u>					
1 Page	\$1,970	\$1,770	\$23,010	\$1,670	\$43,420
2/3 Page	\$1,535	\$1,385	\$18,005	\$1,310	\$34,060
1/2 Page	\$1,235	\$1,110	\$14,430	\$1,050	\$27,300
1/3 Page	\$950	\$855	\$11,115	\$805	\$20,930
1/6 Page	\$785	\$710	\$9,230	\$675	\$17,550
<u>2-Color</u>					
1 Page	\$2,370	\$2,130	\$27,690	\$2,010	\$52,260
2/3 Page	\$1,845	\$1,660	\$21,580	\$1,570	\$40,820
1/2 Page	\$1,475	\$1,330	\$17,290	\$1,260	\$32,760
1/3 Page	\$1,135	\$1,025	\$13,325	\$960	\$24,960
1/6 Page	\$950	\$855	\$11,115	\$805	\$20,930
<u>4-Color</u>					
1 Page	\$2,930	\$2,640	\$34,320	\$2,490	\$64,740
2/3 Page	\$2,265	\$2,060	\$26,780	\$1,940	\$50,440
1/2 Page	\$1,830	\$1,650	\$21,450	\$1,555	\$40,430
1/3 Page	\$1,410	\$1,270	\$16,510	\$1,200	\$31,200
1/6 Page	\$1,135	\$1,025	\$13,325	\$960	\$24,960
<u>Covers (4-C)</u>					
Inside Front	\$3,955	\$3,565	\$46,345	\$3,355	\$87,230
Pg. 1 OR 2	\$3,955	\$3,565	\$46,345	\$3,355	\$87,230
Inside Back	\$3,955	\$3,565	\$46,345	\$3,355	\$87,230
Back Cover	\$4,390	\$3,955	\$51,415	\$3,730	\$96,980
<u>Two-Page Spread</u>					
One Color	\$3,945	\$3,540	\$46,020	\$3,340	\$86,840
Two Color	\$4,735	\$4,250	\$55,250	\$4,020	\$104,520
Four Color	\$5,855	\$5,280	\$68,640	\$4,970	\$129,220

Advertisement in Inches	Width	Depth
1/6 Page	2-1/4"	4-7/8"
1/3 Page – Horizontal	4-5/8"	4-7/8"
1/3 Page – Vertical	2-1/4"	10"
1/2 Page – Horizontal	7-1/3"	4-7/8"
2/3 Page – Vertical	4-5/8"	10"
Full Page – With Border	7-1/4"	10"
Full Page – Trim Size	8-1/8"	10-3/4"
Full Page – With Bleed	8-3/8"	11"
2-Page Spread – Trim Size	16-1/4"	10-3/4"
2-Page Spread – With Bleed	16-1/2"	11"

Platform – Macintosh files preferred but we can work with you to convert PC files.

Ad size – Full page bleed ads: build to full bleed size & keep a minimum of .5 inches from edge. Bleeds should be an additional 1/8" Trim Size on all sides. Color proof or tear sheet suggested for color ads. **NOTE:** Bleed ads not available for 1/2, 1/3, or 1/6 page ads.

File Formats/programs – InDesign version CS 1.0 or higher preferred. Create a package that includes fonts and images used to create the ad. Tiff and EPS formats are ok as long as they are the exact size and fonts are embedded AND included. Any Quark files received (up to Version 5.0) will be converted to InDesign files.

Images – CMYK or B/W formats only for raster images. NO RGB, JPG, LAB or INDEX color images. No JPG compression in EPS images or alpha channels. Tiff and PSD file formats are accepted if created in Photoshop version CS 1.0 or Higher. Vector images must be created in, or able to open, in Illustrator. High-res images should not exceed 300 dpi at 100% of document print size. No PDF files. Call with questions.

Color – CMYK for Four (4) Color ads. RGB colors must be converted to CMYK. Pantone colors must be process — no spot colors. NO RGB, LAB or Index color elements. SWOP Standards apply.

Ad / Electronic Transmission – CD-ROM, or upload to our FTP server. Color proof required for 4-color ads. Disks returned upon request only. For compressed files (.sit or .zip) under 5 MB email to jkelly@thenewamerican.com. Please contact us for FTP server information for larger files. Call with Questions.

Terms & Conditions – A processing fee of \$150 will be added for files sent incorrectly. Ads created by *The New American* will be charged \$75.00/hour, minimum of 2 hours billed. The New American is not responsible for errors due to improper file preparation. *The New American* is not responsible for shifts in color due to differences between file and proof.

Approval – All ads are subject to approval of copy, text, display, illustration and suitability.

Prepayment – Prepayment of first insert is required for first-time advertisers; then net 30 days.

Publisher's Discount – A 20% discount will be allowed for book publishers.

Agency Discount – A 20% discount will be given to agencies when camera-ready copy is provided. All text, headlines, callouts, etc., should be at least 1/2" inside the trimmed page dimension. All elements that bleed must have a minimum of 1/8" extension beyond the trim edge.

Special Position – 25% additional charge for special position requirements.

2010

Cover Dates	4 - Color Ad Close	1 - Color & 2 - Color Close
<p>January 4, 2010 January 18, 2010 February 1, 2010 February 15, 2010 March 1, 2010 March 15, 2010 March 29, 2010 April 12, 2010 April 26, 2010 May 10, 2010 May 24, 2010 June 7, 2010 June 21, 2010 July 5, 2010 July 19, 2010 August 2, 2010 August 16, 2010 August 30, 2010 September 13, 2010 September 27, 2010 October 11, 2010 October 25, 2010 November 8, 2010 November 22, 2010 December 6, 2010 December 20, 2010 January 3, 2011 January 17, 2011</p>	<p>December 2, 2009 December 16, 2009 December 30, 2009 January 13, 2010 January 27, 2010 February 10, 2010 February 24, 2010 March 10, 2010 March 24, 2010 April 7, 2010 April 21, 2010 May 5, 2010 May 19, 2010 June 2, 2010 June 16, 2010 June 30, 2010 July 14, 2010 July 28, 2010 August 11, 2010 August 25, 2010 September 8, 2010 September 22, 2010 October 6, 2010 October 20, 2010 November 3, 2010 November 17, 2010 December 1, 2010 December 15, 2010</p>	<p>December 4, 2009 December 18, 2009 January 1, 2010 January 15, 2010 January 29, 2010 February 12, 2010 February 26, 2010 March 12, 2010 March 26, 2010 April 9, 2010 April 23, 2010 May 7, 2010 May 21, 2010 June 4, 2010 June 18, 2010 July 2, 2010 July 16, 2010 July 30, 2010 August 13, 2010 August 27, 2010 September 10, 2010 September 24, 2010 October 8, 2010 October 22, 2010 November 5, 2010 November 19, 2010 December 3, 2010 December 17, 2010</p>

Reader Longevity

28% of readers have been reading the magazine for 20 or more years.
 27% have been reading the magazine between 10 and 19 years.
 22% have been reading the magazine between 4 and 9 years.
 23% have been reading the magazine less than 3 years.

Time Spent on Each Issue

32% of the readers report spending between 2 and 3 hours either looking at or reading each issue of the magazine.
 31% spend between 3 and 5 hours.
 8% spend between 5 and 10 hours.
 3% spend 10 hours or more.
 22% spend between 1 and 2 hours.
 4% spend less than 1 hour.

94% report that out of the last four issues, they read or browsed all four issues.

Expectations

97% of readers say The New American has fulfilled their expectations.

Referencing the Magazine

52% of readers report that they refer to the current issue of the magazine between 1 and 3 times in a two week period.
 30% report referring to the magazine between 4 and 5 times.
 11% report referring to the magazine between 6 and 9 times.
 5% report referring to the magazine between 10 and 19 times
 2% refer 20 or more times.

Future reference

55% of readers save their issues of the magazine for future reference.
 28% give it away.
 11% loan it out.
 6% throw it away.

30% report passing along the magazine to someone else.
 21% clipped or copies items from the magazine.
 11% took magazine to a social group to share.
 9% took the magazine to a business or professional group.

Number of readers per issue

34% of readers report having one other person reading the magazine.
 34% report themselves as the only reader.
 17% report letting two others read it.
 7% report having three others read it.
 8% report allowing four or more people read it.

Advertising

64% of readers indicate the advertising in the magazine to be a useful source of information.
 11.28% of readers have either bought an advertised product or service in the magazine, visited an advertiser's website or contacted an advertiser for more information.

Renewing subscriptions

97% of readers report they are definitely or likely to renew their subscription.

Websites

21% visit the Fox News website at least once a day.
 15% visit The New American website.
 13% visit World Net Daily.
 12% visit Yahoo! News.
 8% visit Newsmax.
 6% visit Prison Planet/Infowars.
 6% visit CNN.
 4% visit MSNBC.

Reader statistics

82% of readers are male.

51% are 65 or more years old.
 21% are ages 55 to 64.
 15% are ages 45 to 54.
 8% are ages 35 to 44.
 4% are ages 25 to 34.
 1% are 24 or under.

66% of readers are married.

6% have teenage sons living at home.
 6% have teenage daughters living at home.

Education

- 31% either graduated from a two or four year college.
- 18% have a post-graduate degree.
- 17% have a high school degree or equivalent without further study.

Residence:

- 81% own a house as their primary residence.
 - 7% rent an apartment as their primary residence.
 - 4% rent a house.
 - 3% own a condo, coop or apartment.
- 18% of readers report owning more than one home.
- 69% of readers indicate having 1 to 3 people living with them.
- 7% have 4 or more people living with them.
 - 24% live by themselves.
- 29% describe their area of residence as rural.
 - 28% live in a suburb.
 - 19% live in a small town.
 - 21% live in a city.
 - 1% live on a college campus.
 - 1% live on a military base.

Employment

- 47% report they are retired.
- 35% are employed full-time.
- 7% are employed part-time.
- 3% work at home.

Voting

- 95% report they vote on a regular basis.
- 45% are members of the Republican Party.
- 37% are Independents.
- 11% are Constitution Party members.
- 4% are Libertarians.
- 2% are Democratic members.

Income

Annual household income:

- 0.5% = \$500,000 and up
- 3% = \$200,000 to \$499,999
- 15% = \$100,000 to \$199,999
- 34% = \$50,000 to \$99,999
- 37% = \$20,000 to \$49,999
- 4% = \$15,000 to \$19,999
- 7% = Less than \$14,999

Purchases

In the next 6 months (into 2010), which are you likely to purchase?

- 43% report they will be buying a firearm.
- 21% will purchase a computer.
- 14% will buy a car.
- 9% will buy a gun safe.
- 6% will buy a truck.
- 4% will buy a house.
- 2% will buy an RV/camper.
- 1% will buy a business.