

The cover features a photograph of a rugged, layered rock formation, likely a national park landmark, under a blue sky with wispy clouds. In the foreground, there are lush green trees and bushes. A green vertical bar on the right side contains the text. A faint, stylized leaf graphic is visible in the background of the green bar.

National PARKS

2009

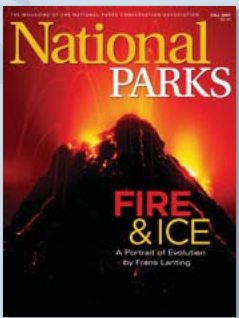
media guide

from the
EDITOR

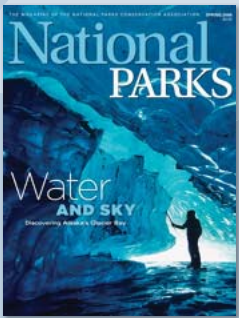
National PARKS



about National Parks



National Parks magazine is much more than a subscription to our readers. It's a window to some of our greatest national treasures. The magazine reflects our readers' commitment to the outdoors, their active lifestyles, and their love of history.



Our editorial content strengthens this passion. The magazine both educates our readers about the national parks and inspires them to experience these spectacular places firsthand.

National Parks celebrates the American landscape and encourages an appreciation

for our historical sites and cultural legacy through spectacular photography and insightful articles crafted to inspire readers to travel to these special places and to act to protect them for current and future generations.

The magazine focuses on timely conservation issues such as preserving wildlife and protecting the parks from pollution and suburban sprawl. *National Parks* also explores the natural mysteries and significant historical events contained within the National Park System.

Dear Advertisers:

In the last year, as oil prices and carbon emissions have become the topic of household conversations, many magazines and media outlets have cloaked themselves in green messaging. But *National Parks* magazine and the National Parks Conservation Association have been devoted to conservation since 1919—and we've played a pivotal role in protecting some of the places that make our nation unique.

Ninety years after mailing a few dozen copies of our first newsletter, *National Parks* magazine now has 340,000 members who turn to our pages for compelling interviews with the likes of Robert Kennedy, Jr., and Ken Burns (to be featured in Spring 2009). They page through dozens of stunning photographs from Ian Shive, Frans Lanting, and Tom Mangelsen. And they plan countless trips to national parks all over the country, where they snap photos, lace up hiking boots, and tote guidebooks to make the most of their trip.

Our well-informed readers know where to turn to learn about their nation's history, culture, and landscapes—and when it comes time to plan their next vacation, they turn to the same pages. You won't find such a concentrated collection of highly charged and concerned readers in any other medium.

And our offerings don't end with the printed page. Each year, our reader service card generates thousands of names, addresses, and e-mails for advertisers who want more information about their target audience. Meanwhile, our online advertisements provide a quick, efficient way to direct readers to your Web site, so they can purchase your product or plan their next vacation.

I hope you'll take the opportunity to list your offerings in our pages, and join a community of people devoted to experiencing all that these wondrous places have to offer.

Sincerely,

Scott Kirkwood

Advertising in *National Parks* puts you in front of passionate readers from all over the United States while they're planning their trips and working to protect our nation's spectacular parks. *National Parks* will boost your revenues and help you gain long-term customer commitment as readers build a strong association between your brand and their passions reflected in *National Parks* quarterly magazine.

about

■ **National Parks readers are travelers.**

National Parks readers travel for pleasure or business within the continental U.S. an average of five times per year. More than 30 percent of this audience has taken an arranged tour and/or cruise. Twenty-five percent indicated the use of campground accommodations. Reach these readers and put your destination in their minds as they plan their trips.

■ **National Parks readers stay overnight.**

Seventy percent of National Parks readers use moderate hotel/motel accommodations, and on average, spend seven nights in these accommodations per year—that's millions of overnight stays.

■ **National Parks readers regularly buy personal products.**

With an average of \$112,000 earned pre-tax income in 2007, this audience utilizes advertisements in National Parks. These affluent readers have the means and motivation to buy products that both enrich their lives and make their lives easier. While balancing professional, family, and community priorities, they also recognize the importance of taking care of themselves, their homes, and their environment.

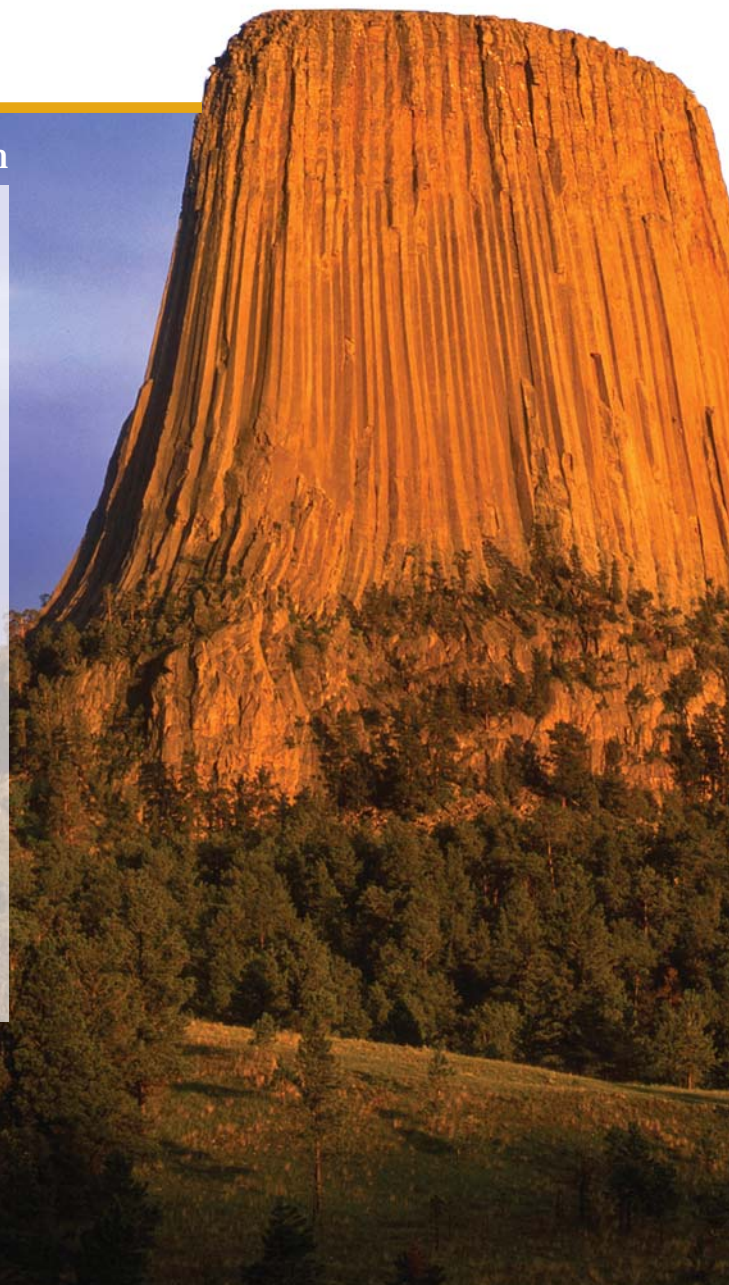
about the national parks conservation association

We believe that America's national parks and historical sites embody the American spirit. They retell our history, serve as homes to some of our rarest plants and animal species, and are places where every American can go to find inspiration, peace, and open space.

But these living, breathing monuments to our nation's history, culture, and landscape need care and support to overcome the many dangers that threaten to destroy them forever. At the National Parks Conservation Association (NPCA), we work every day to ensure our national parks get that vital care and support.

NPCA plays a crucial role in ensuring that these magnificent lands and landmarks are protected in perpetuity:

- We advocate for the national parks and the National Park Service;
- We educate decisionmakers and the public about the importance of preserving the parks;
- We help to convince members of Congress to uphold the laws that protect the parks and to support new legislation to address threats to the parks;
- We fight attempts to weaken these laws in the courts;
- And we assess the health of the parks and park management to better inform our advocacy work.





National Parks readers are affluent, highly educated, and passionate about the National Park System. These readers have a wide variety of interests and enjoy the outdoors, have hobbies and enjoy traveling. The overwhelming majority of readers participate in outdoor activities and 84 percent of readers use the Internet for travel research. Readers have an estimated investment portfolio of \$401,000 on average.

age of readership

75 or older	21%
65 to 74	23%
55 to 64	26%
45 to 54	15%
35 to 44	9%
25 to 34	3%

level of education

Post-graduate degree	32%
Post-graduate work	11%
College graduate	26%
Some college	15%

means of travel

Car: personal	87%
Airplane	62%
Car: rental	39%

accommodations used when traveling*

Moderate motel/hotel	70%
Budget/economy motel/hotel	35%
Campground	25%
Upscale/5-star hotel/resort	24%

number of overnight stays*

15 or more	19%
11 to 14	11%
9 to 10	11%
7 to 8	9%

activities

Walking for exercise	72%
Outdoor gardening	57%
Photography	46%
Sightseeing tours	39%
Bird-watching	37%
Backpacking/hiking	34%
Bicycling	30%
Camping	26%

☒ sports-related items purchased

Shoes/clothing/gear	48%
Camera (non-disposable)	33%
Camping equipment	19%

direct-response-driven buyers

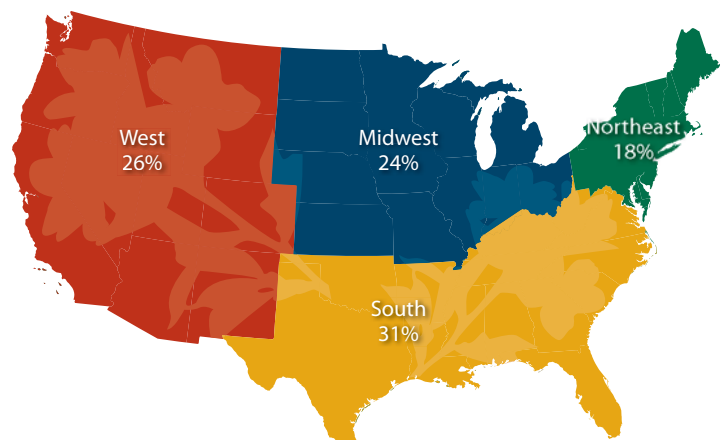
Purchases via the Internet	69%
Purchases by phone	60%
Purchases by mail	57%

related facts

have researched travel on the Internet	84%
have visited at least one national park or historic site in the past year	73%
own a computer	72%
have grandchildren under 18	56%
are likely to pay more for environmentally conscious products	56%
own a pet (dog or cat)	51%
enjoy a household income of \$100,000 +	33%
take more than three family trips per year	18%



geographical distribution of readership*



Results based upon 2008 readership survey. *In the last 12 months.

display advertising rates

FOUR-COLOR	1X	2X	3X	4X
Full Page	\$14,700	\$12,400	\$10,600	\$9,000
1/2 Page H Spread	13,200	12,700	12,000	11,700
2/3 Page	10,500	10,100	9,600	9,300
1/2 Horizontal	8,900	8,500	8,200	7,900
1/2 Vertical	8,900	8,500	8,200	7,900
1/3 Vertical	5,900	5,700	5,500	5,300
1/3 Square	5,900	5,700	5,500	5,300
1/6 Vertical	3,700	3,600	3,400	3,300

BLACK & WHITE	1X	2X	3X	4X
Full Page	\$10,000	\$9,500	\$9,000	\$8,500
1/2 Page H Spread	8,200	7,900	7,500	7,100
2/3 Page	7,500	7,300	6,900	6,700
1/2 Horizontal	6,200	6,000	5,700	5,500
1/2 Vertical	6,200	6,000	5,700	5,500
1/3 Vertical	4,000	3,900	3,600	3,300
1/3 Square	4,000	3,900	3,600	3,300
1/6 Vertical	2,600	2,400	2,300	2,200

premiums and specialty items

PREMIUM RATES	1X	2X	3X	4X
Four-color included in price				
Back Cover	\$16,900	\$14,300	\$13,600	\$12,900
Inside Front Cover	16,100	13,745	12,370	11,135
Inside Back Cover	18,300	15,600	14,200	12,800
Across from Editor's Note	16,100	13,745	12,370	11,135

TRAVEL PLANNER	1X	2X	3X	4X
1/3 4/C	\$4,800	\$4,500	\$4,100	\$3,900
1/3 B/W	3,300	3,000	2,800	2,700
1/6 4/C	3,000	2,800	2,500	2,400
1/6 B/W	2,100	1,900	1,700	1,500

Business Reply Card/Single Sheet Insert \$5,700 net*

*BRC/insert to be provided by advertiser.

Inserts are quoted individually and are subject to availability.

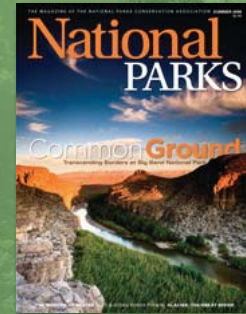
MARKETPLACE ADS	1X	FOUR-COLOR INCLUDED IN PRICE
1/6	4/C	\$2,000

online advertising rates

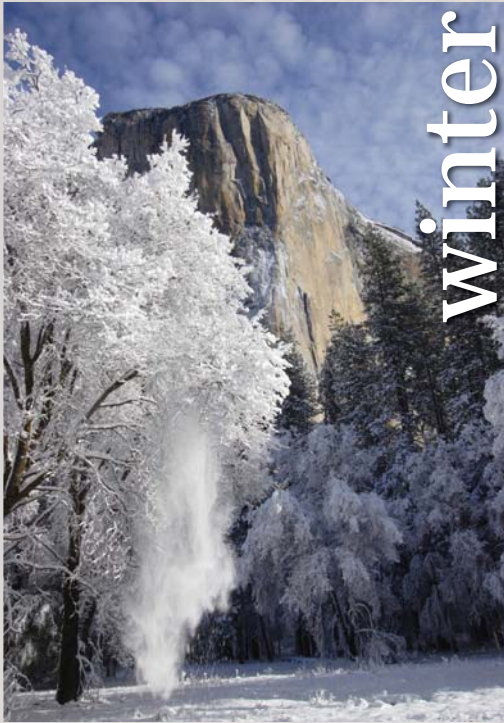
MONTHLY* WEB SITE RATES	3X	6X	12X
Horizontal banner (468x60)	\$1,250	\$1,125	\$995
Skyscraper (120x600)	850	775	700
Vertical banner (120x240)	650	575	500
Half-size banner (120x90)	500	450	400
Quarter-size banner (120x60)	400	350	300

Ad files must be static JPEG or GIF files, RGB, 72 dpi. No flash files accepted. Preferred file size is up to 16k. Maximum acceptable file size is 20k.

* Online banners run three months consecutively to coincide with each quarterly issue.



More than three-quarters of National Parks readers have purchased at least one item of sports or outdoor clothing in the last 12 months, and the most frequently mentioned items purchased were hiking/running shoes/clothing/gear, cameras and camping equipment.



winter

Our readers take an average of five vacations per year, and most of them plan spring and summer trips in January and February, which makes winter a prime time to reach your target audience. These readers will be looking to your advertisements for exciting ideas—57 percent enjoy relaxing on a beach and 75 percent enjoy exploring the mountains.

excursions article:

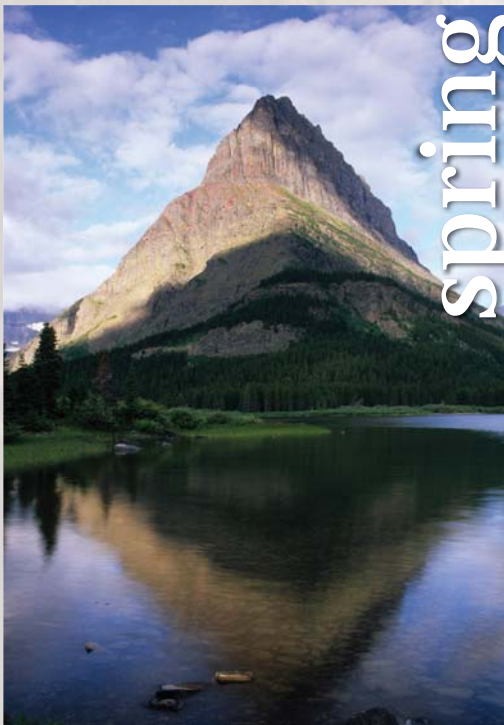
Best Parks for Wildflowers

Nearly every month of the year, there are wildflowers peaking in one of the national parks across the country. This article will survey the Great Smoky Mountains in North Carolina/Tennessee, Gates of the Arctic in Alaska, Death Valley in California, and Rocky Mountains in Colorado, offering up a few hidden spots that aren't in every guidebook, in time for readers to make plans for spring.

space close: October 27, 2008

materials close: November 3, 2008

in homes: January 1, 2009



spring

It's no surprise more than 85 percent of our readers prefer to visit national parks while traveling, making each of our issues a must-have for destinations with close ties to America's history. Our readers also love visiting historic sites (74 percent), state parks (72 percent), bird/wildlife sanctuaries (42 percent), and museums and cultural sites (65 percent).

By supporting our readers' love of these great American wonders, you'll help form a life-long association between your brand and our readers.

excursions article:

Glacier National Park, Montana

There was a time when Yellowstone and Yosemite were the first two parks that came to mind when most people were asked to name their favorites, but Glacier has climbed to the top of more than a few lists in recent years. This article will explore the wildlife-viewing opportunities and active outdoor pursuits available in the park year-round.

space close: January 26, 2009

materials close: February 2, 2009

in homes: April 1, 2009



summer

National Parks readers recognize the importance of staying healthy and active. And the summer issue is the best time to advertise your products. Our readers are dedicated to staying active, and achieve this by walking for exercise (72 percent), gardening (57 percent), photography (46 percent), sightseeing (39 percent), backpacking/hiking (34 percent), bird watching (37 percent), and more.

excursions article:

Southwest Cultural/Historical Parks
(Utah, Colorado, New Mexico, Arizona)

From Canyon de Chelly to Chaco Culture, Hovenweep to Mesa Verde, the southwest is full of historical parks that tell the stories of the first people to inhabit our nation. This article will allow readers to plan for a visit in the fall—one of the best seasons for experiencing the southwest.

space close: April 24, 2009

materials close: May 1, 2009

in homes: July 1, 2009



fall

On average, National Parks readers spend more than an hour with each issue, so you'll want to get in front of this well-read group. Your advertisement gets extra exposure as our readers pass the issue along to one other person on average, essentially doubling National Parks' reach. Thirty-seven percent of readers usually take at least one action as a result of reading advertisements in the publication, such as using the ad for travel planning (15 percent), discussing the ad with others (12 percent), and visiting an advertiser's Web site (12 percent).

excursions article:

The Parks of Kentucky

Kentucky may be best-known for its bourbon, horseracing, and college basketball—but the state also features a stunning diversity of national parks that celebrate historical icons like Abraham Lincoln and Daniel Boone, and boast the largest cave system in the world. This article will feature Mammoth Cave, Lincoln's Birthplace, Cumberland Gap, and Big South Fork.

space close: July 24, 2009

materials close: July 31, 2009

in homes: October 1, 2009

advertising policy

- The publisher reserves the right to reject advertising that is not in keeping with the objectives of NPCA.
- Ads that, in the opinion of the publisher, resemble editorial matter in the publication's editorial format will carry the word "ADVERTISEMENT" at the top of the ad.
- Advertising is subject to NPCA approval.
- Advertisers and their agencies assume liability for all content including representations, illustrations, and text of ads, and assume responsibility for any claims arising there from against the publisher.
- The publisher assumes neither liability for errors in key codes nor liability, if for any reason it becomes necessary to omit an advertisement.
- Publisher's liability for errors will be limited to reprint of the ad in the next available space.
- No conditions other than those set forth in this rate card shall be binding on the publisher unless specifically agreed to in writing by the publisher.
- Publisher shall have the right to hold advertiser and/or its advertising agency jointly liable for such monies as are due and payable to publisher for advertising which advertiser or its agency ordered and which was published.
- By submitting ads to National Parks, advertisers and advertising agencies accept, and agree to be bound by, the terms and policies stated herein.

copy and contract requirements

- Insertion orders must clearly state whether an ad bleeds, has horizontal or vertical configuration, or contains a coupon (location must be clearly stated).
- Insertion orders specifying position are considered requests only.
- If space is contracted and no copy instructions are received by the closing date, previous copy will run.
- Changes and cancellations are not accepted after insertion order closing.

discounts

15 percent of gross billing is allowed to recognized advertising agencies with accounts in good standing. Frequency discounts are based on number of insertions.

ad materials

For questions regarding ad materials contact your account representative: Stephanie Bunsick, 800.501.9571 x137, stephanie.bunsick@theYGSgroup.com.

payment

Unless otherwise stated, payment is due 30 days from invoice date. Advertisers and the agencies placing orders on their behalf are considered jointly responsible for payment. Accounts not in good standing may jeopardize future ad placement with NPCA.

mechanical requirements

- Ads should be furnished as electronic files and come with a contract proof (SWOP® approved for color ads).
- Preferred format is PDF/X-1a files. Fonts must be outlined or embedded. All color converted to CMYK with black text 12 pt. or smaller K only.
- Advertisers will be billed for modifying any content or for adjusting mechanical requirements to meet print requirements.
- Advertisers also will be billed for producing a composite proof, if one is not provided.
- Ad materials will be kept on file for one year following publication.

electronic materials submission

Please follow these steps to submit your ad materials:

- Step 1: Label your file "NPCA_Issue_AdvertiserName".
- Step 2: Go to ftp.theYGSgroup.com
- Step 3: Type in the following: username: npcaftp, password: ygsftp
Place files in "Ad Artwork" folder
- Step 4: Drag and drop file here. If you are using a Mac, use Fetch or Transmit.
- Step 5: Send a printed, hard copy color proof to:
Attention: Stephanie Bunsick,
The YGS Group, 1808 Colonial Village Lane, Lancaster, PA 17601

send insertion orders and correspondence to:

Stephanie Bunsick
The YGS Group
800.501.9571 x137
stephanie.bunsick@theYGSgroup.com

Marshall Boomer
The YGS Group
800.501.9571 x123
marshall.boomer@theYGSgroup.com

display ad sizes and dimensions

(width x height)

magazine trim size: 8" x 10-1/2"

foot trim: 1/8"

safety: Keep live matter 3/8" from trim and gutter.

paper: 50 lb. Capri Gloss (10 percent PCW recycled) or equivalent.

printing process: Web offset, 150 line-screen.

binding: Saddlestitch.

Full Page 8-1/2" x 11" Bleed 7-1/8" x 9" Non-bleed 8" x 10-1/2" Trim	Full Page Spread 16-1/2" x 11" Bleed 15-1/8" x 9" Non-bleed 16" x 10-1/2" Trim
1/2Page Spread 15-1/8" x 4-1/4" Non-bleed	1/2Page Horizontal 7-1/8" x 4-1/4" Non-bleed
1/2Page Vertical 3-1/2" x 9" Non-bleed	2/3Page 4-11/16" x 9" Non-bleed
1/6Page 2-1/4" x 4-3/8" 1/3Page Square 4-11/16" x 4-3/8"	1/3Page Vertical 2-1/4" x 9"

specialty ad sizes and dimensions

(width x height)

Travel Planner 1/3Page 4-11/16" x 4-3/8"	1/6Page 2-1/4" x 4-3/8"
Marketplace 2-1/4" x 4-3/8" Non-bleed only	

advertiser agreement

Advertiser indemnifies The YGS Group and the Association against losses or liabilities arising from this advertising. The YGS Group assumes no liability whatsoever, except to the extent of a one time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors or omissions have occurred. Payment is due upon receipt of the invoice. Interest shall be charged at 2% per month compounded to yield 26.82% per year on overdue accounts.

Revisions to previously submitted ad copy are subject to additional charges. A charge of \$30.00 will be levied for returned checks. In the event of a contract cancellation, the advertiser or agency agrees to repay The YGS Group any discounts granted for multiple insertions less any discount applicable for the number of insertions completed in the contract. All cancellations must be received in writing prior to the advertising sales deadline. All premium positions are non-cancelable. Prices are net of agency commission.