

Mother Jones

Mother Jones readers
FIND OUT FIRST.

BRAND OVERVIEW

Mother Jones is an independent, nonprofit news organization with a legacy of smart, fearless, public interest reporting. *Mother Jones* magazine and MotherJones.com produce original investigative reports, even as other publishers move away from original content toward aggregation from other sources.



MOTHER JONES MAGAZINE

Launched in 1976, *Mother Jones* is among the largest of American thought-leader publications; audited paid circulation has increased in the last year to almost 215,000. *Mother Jones* has received numerous national awards, including the 2010 National Magazine Award for General Excellence and four other NMAs.

The magazine has also been recognized with nine Independent Press Awards, five Investigative Reporters & Editors Awards and two "Best in the Business" awards from the American Journalism Review.

MOTHERJONES.COM

In 2010, Webby-winning MotherJones.com more than doubled its traffic, due in large part to daily reporting from a new Washington, D.C., bureau headed by veteran DC reporter David Corn, as well as renowned political blogger Kevin Drum. MotherJones.com has also received numerous national awards, including the 2010 Online News Association's Journalism Award for topical reporting.

The 1,300,000 unique monthly visitors to MotherJones.com trust us to report the truth behind social, cultural, environmental and political issues. This trust also extends to our advertisers: 80% of our readers report they are more likely to respect and buy from brands that advertise on our thriving web presence.



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MAGAZINE

MOTHER JONES MAGAZINE

Every issue of *Mother Jones* informs and inspires its passionate readers with quality coverage of the most important issues of our times. Delving into topics that range from the food we eat to the tenets of a healthy economy to the priorities of politics, the magazine combines deep reporting and a taboo-challenging perspective that can't be found in any other publication.

Considered by many to be the nation's foremost magazine of investigative journalism, *Mother Jones* consistently tackles stories far ahead of the media pack. As a result, *Mother Jones*' reporting has special appeal for those influential readers who help shape the public discussions around corporate responsibility, equal opportunity, and environmental sustainability.



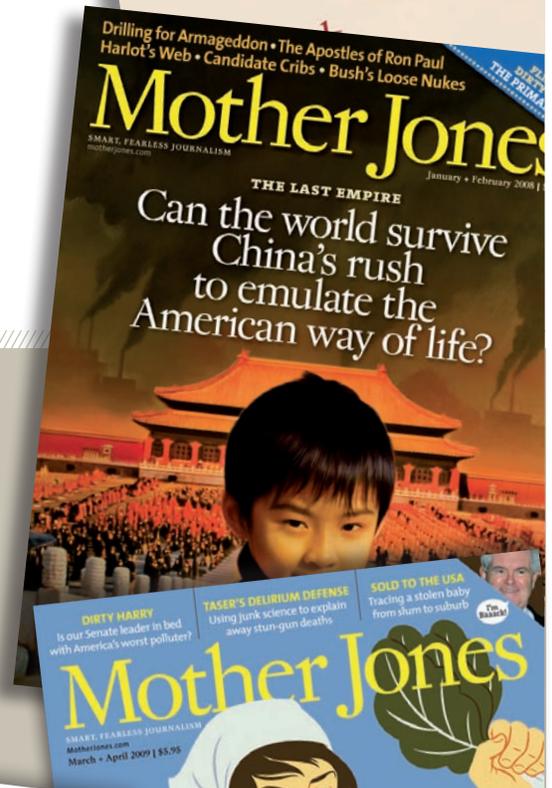
The National Magazine Award "Ellie"

Mother Jones' reporting has received many of the highest honors in journalism, including the 2010 National Magazine Award for General Excellence. Over the years, MoJo has won 6 National Magazine Awards (and has been a finalist for 14 others), 5 Investigative Reporters & Editors Awards, and 9 Alternative Press Awards.

AN AUDIENCE OF INFLUENCERS

Mother Jones readers are educated, affluent and influential, engaged in the lives of their communities and passionate about how they can serve them.

Many of these readers are deeply committed to companies and brands with reputations for quality, integrity, and innovation. The choices of these affluent readers also carry weight within their circles, helping to establish buying trends with responsible companies whose products deliver real quality.



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MAGAZINE READERSHIP

Our readership supports companies and products that stand for quality and social responsibility. They are highly educated, highly engaged, and loyal to companies that advertise with (and thus support) nonprofit *Mother Jones*.

CIRCULATION

Average Paid Circulation: 215,999

Readers per Copy: 3.5

Total Audience: 755,997

Source: ABC Statement 6.30.2010; MRI Reader Survey

EDUCATED AND AFFLUENT READERS LEADING ACTIVE AND ENGAGED LIVES

AGE:

18-34: 21%

35-49: 27%

50+: 52%

EDUCATION:

Attended College: 80%

Bachelor Degree: 62%

Post Graduate Degree: 35%

GENDER:

Male: 48%

Female: 52%

OCCUPATION:

Professional/Managerial: 44%

HOUSEHOLD INCOME:

Median HHI: \$66,263

\$60,000 & above: 54%

\$75,000 & above: 44%

\$100,000 & above: 30%

POLITICALLY ACTIVE:

Contacted an elected official: 68%

Taken part in local civic issue: 31%

Actively worked as a volunteer: 38%

Donated money to a candidate or campaign: 55%

Written something for publication: 25%

PERSONALLY PARTICIPATED IN THE LAST 12 MONTHS:

ARTS AND CULTURE:

Reading books: 91%

Attended music performances: 67%

Viewing documentary film: 43%

Going to museums: 36%

Photography: 25%

LEISURE ACTIVITIES:

Outdoor Gardening: 56%

Walking for exercise: 41%

Backpacking/hiking/overnight camping: 35%

Running/jogging: 16%

Bicycling: 16%

85%
Voted in federal,
state or local
election

PURCHASING HABITS OF OUR READERS

GREEN LIFESTYLE:

Are willing to pay more for a product that is:

Healthier or organic: 83%

Environmentally friendly: 81%

Made by a trusted company: 65%

Uses energy-efficiency/other environmental

criteria when purchasing products for home: 81%

Purchased all-natural personal care: 79%

Consider purchase of a hybrid vehicle: 72%

Avg. Annual HH Expenditure on Natural Products: \$3,192

FINANCIAL:

Owns investments: 90%

Values Based/Social Responsibility is one of the criteria

used when making investment decisions: 57%

Average value of portfolio: \$265,300

OUTDOOR:

Purchased Outdoor Equipment in the last 12 months: 70%

FOOD/VITAMINS & DIETARY:

Uses Vitamins & Dietary Supplements: 88%

TRAVEL

Took a domestic trip in the last 12 months: 64%

Took a foreign trip in the last 3 years: 78%

Types of trips would consider taking when planning a vacation:

Educational trip: 50%

Active Adventure Trip (climbing, walking, camping, etc.): 40%

Eco Travel: 26%

BOOKS:

Purchased books in the last 12 months: 94%

Purchased Non-Fiction: 97%

Purchased Fiction: 74%

MUSIC:

Purchased music in the last 12 months: 83%

Types of music listen to:

Classic: 70%

Rock & Roll: 56%

Jazz: 55%

Blues: 48%

Folk: 44%

99%
Natural products
shoppers



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MOTHERJONES.COM

The award-winning web site MotherJones.com delivers a balanced audience of engaged participants. The average reader is a highly educated "thought leader" with a better-than-average household income. Readers are very politically engaged, and they consider social and environmental criteria when making purchases.

MotherJones.com offers advertisers several options to maximize an advertising campaign. Through our adserver partnership with Open AdStream by 24/7 Real Media™, advertisers and agencies may target ad creative to specific pages within the site. Targeting by geographic location or IP address is available, as is frequency capping.

CURRENT SITE TRAFFIC:

Avg. Monthly Pageviews:
3,500,000

Avg. Monthly Unique Visitors:
1,300,000

Source: Google Analytics

DEMOGRAPHICS

AGE:

18-24: 6%
25-34: 17%
35-44: 16%
45-54: 22%
55-64: 26%
65 & above: 13.0%

GENDER:

Female: 52%
Male: 48%

EDUCATION:

77% have earned a bachelor degree or better.
Some College: 20%
Bachelor Degree Only: 29%
Post-Graduate Study and/or Degree: 48%

OCCUPATION:

Professional/Managerial: 44%

HOUSEHOLD INCOME:

\$50,000 & above: 56%
\$75,000 & above: 37%
\$100,000 & above: 23%

POLITICAL AFFILIATION:

Conservative Republican: 1%
Moderate Republican: 1%
Moderate Democrat: 5%
Liberal/Progressive Democrat: 77%
Libertarian: 3%
Independent: 8%
Decline to State: 6%

PSYCHOGRAPHICS

ENVIRONMENTALLY CONSCIOUS CONSUMERS:

Consider buying a hybrid, electric, or alternative fuels vehicle: 78%
Use energy efficient or environmental criteria when making purchase: 78%
Willing to spend more on eco-friendly products: 78%

POLITICALLY ENGAGED:

Voted in federal, state or local election: 75%
Contacted an elected official: 65%
Taken part in local civic issue: 37%
Actively worked as a volunteer (non-political): 43%
Donated money to a candidate or campaign: 43%
Written something for publication: 15%

78%
Purchase
eco-friendly
products

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MotherJones.com Audience Snapshot

MotherJones.com reaches a market of affluent, well-educated opinion leaders. Our readers are committed, loyal consumers who favor companies and brands with a reputation for quality, integrity, and innovation. MotherJones.com visitors have above average civic involvement, activism, and participation with charities and nonprofits. Most importantly, 70% of MotherJones.com visitors do not subscribe to the print edition of Mother Jones, so your company/organization will reach an expanded audience.

Audience:

- Median Age: 35-44 years
- Median Income: \$50K - \$74K
- Gender: 52% female / 48% male
- Education: 61% undergraduate degree
26% post-graduate degree



MotherJones.com Rates Online Ad Options and Rates

Ad Unit	Position	Open Rate	Pub/Nonpr Rate
300x250	Above fold, adjacent articles	\$10 net CPM	\$5 net CPM
728x90	Above fold, across top of page or along bottom of homepage	\$9 net CPM	\$4 net CPM

MotherJones.com 2010 Performance by Category

Category	Click-Through Rate	Category	Click-Through Rate
All Sectors	0.13%	Financial	0.1%
Conference	0.35%	Animals	0.09%
Home	0.24%	Energy	0.09%
Television	0.16%	Media	0.09%
Awareness	0.14%	Music	0.09%
Environment	0.14%	Retail	0.09%
Natural Products	0.14%	Education	0.08%
Books	0.12%	Rights	0.08%

MOTHERJONES.COM

HOMEPAGE AD UNITS

Unit	Max initial file	Loop	Expandable	Video	Animation/Video length	Audio initiation
728x90	40k	3	no	user initiated	30sec	click
300x250 (2)	40k	3	yes, down/left	user initiated	30sec	click

ARTICLE, BLOG AND PHOTO ESSAY PAGE AD UNITS

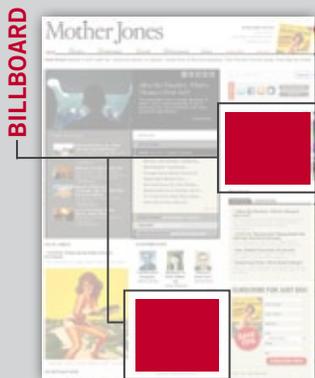
Unit	Max initial file	Loop	Expandable	Video	Animation/Video length	Audio initiation
728x90	40k	3	yes, down	user initiated	30sec	click
300x250	40k	3	yes, down/left	user initiated	30sec	click

For a detailed list of accepted Rich Media, go to: <http://www.247realmedia.com/EN-US/rmg/menu.html>

Space reservation: 7 business days * | **Material Deadline:** 4 business days * | **Cancellation:** 3 business days *

*prior to launch date

HOMEPAGE AD UNITS



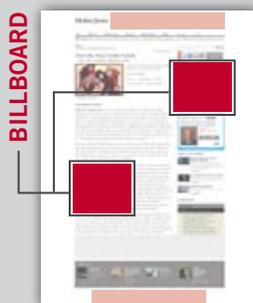
300x250 pixels
40k max initial file size

FLASH, GIF, PNG, JPG, HTML



728x90 pixels
40k max initial file size

ARTICLE, BLOG AND PHOTO ESSAY PAGE AD UNITS



300x250 pixels
40k max initial file size

FLASH, GIF, PNG, JPG, HTML



728x90 pixels
40k max initial file size

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E-MAIL MARKETING

Mother Jones sends out four original newsletters every week (one each on Monday, Wednesday, Thursday and Friday) to over 115,000 loyal fans. Econundrums, DC Decoder, Drumbeat and In the Mix all have a distinct appeal for our diverse audience. Our newsletters support a 300x250 billboard as well as a 728x90 leaderboard.

MotherJones.com Email Rates Email Newsletter Rate Options

Mother Jones Newsletter	For Profit	Pub/Nonpr Rate
CPM	\$15 net CPM	\$10 net CPM

Mother Jones 2010 Email Performance

Newsletter	Open Rate
Econundrums	24.10%
Decoder	22.10%
Drumbeat	21.10%

Newsletter	Click-Through Rate
Econundrums	8.56%
Drumbeat	6.18%
Decoder	5.96%

Category	Click-Through Rate	Category	Click-Through Rate
Natural Products	10.22%	Petition	5.88%
Finance	8.30%	Fundraising	5.45%
List Growth	7.95%	Film	5.39%
Environment	6.78%	Education	4.41%
Media	6.47%	Aid	3.50%
Books	6.42%		

ECONUNDRUMS YOUR ENVIRONMENTAL DILEMMAS SOLVED



MOTHER JONES February 14, 2011

THIS WEEK'S CONSIDERUM
Is Hunting Ever Good for the Planet?

JOIN tens of thousands of our members who've just signed up for our new **better world club**.

DCDECODER THE SCOOP FROM DAVID CORN & MADDIE WASHINGTON BUREAU



MOTHER JONES January 5, 2011

WHAT WE'RE FOLLOWING THIS WEEK
Sarah Palin's Emails Coming Soon?

MORE FROM MADDIE
After 16 Years Behind Bars for an \$11 Robbery, Stevie With Her Friend

DRUMBEAT KEVIN DRURY ON POLITICS, POLICY, AND CATS



MOTHER JONES February 11, 2011

THIS WEEK IN THE BLOGOSPHERE
Glenn Beck's Biggest Lie

Spelling Bee in Cheaters

IN THE MIX EDUCATION, MUSIC, AND CULTURE



MOTHER JONES February 09, 2011

FEATURED
Teach for America's Lesson Plan for Schools

THE STORY IS THE THING.

Mother Jones

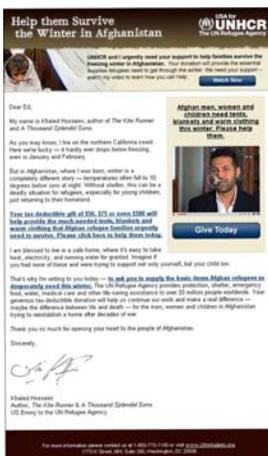
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E-MAIL MARKETING

Mother Jones sends exclusive, single-advertiser emails every Tuesday and Thursday. Stand alones give advertisers an opportunity to reach our 110,000 email subscribers. Stand alones are especially effective for organizations that fundraise, petition drives or wish to build their own list of pro-active subscribers.

Stand Alone Rate Options

Stand Alone Email	For Profit	Pub/Nonpr Rate
CPM	\$115 net CPM	\$80 net CPM



Stand Alone Click-Through Rate by Category

Category	Open Rate	Category	Open Rate
Politics	20.80%	For Profit	15.50%
Arts	18.50%	Fundraising	15.50%
Media	17.90%	Telecommunications	15.30%
List Growth	17.70%	Aid	15.20%
Petition	17.40%	Retail	15.20%
Environment	16.80%	Education	14.70%
Rights	16.40%	Animals	14.50%

Stand Alone Open Rate by Category

Category	Message Click-Through Rate	Category	Pub/Nonpr Rate
All Sectors	1.99%	Arts	2.00%
Environment	4.30%	Retail	2.00%
Politics	3.22%	List Growth	1.71%
Petition	3.15%	Fundraising	1.33%
Animals	2.50%	Aid	1.24%
Rights	2.40%	Telecommunications	0.79%
Media	2.05%	For Profit	0.76%

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STAND-ALONE EMAILS

AUDIENCE

Female:	50.4%
Male:	49.6%
Mature	
Over 35:	78.5%
Over 55:	43.9%
Highly Educated	
Attended College:	96.7%
Bachelor's degree or more:	75.7%
Post-graduate study:	35.4%
Married or in a Partnered Relationship:	59.1%
Financially Comfortable	
>\$50K HH:	54.9%
>\$75K HH:	35.0%
>\$100K HH:	22.0%
Investment Portfolio	
Over \$100k:	34.1%
Consider "values based/socially responsible" criteria when making investment decisions	61.8%
Annual Non-Profit Giving	
Over \$250:	52.0%
Over \$500:	38.0%
Environmentally and Socially Conscious	
Believe corporations should be committed to social responsibility:	83.3%
Use energy efficiency or other environmental criteria when purchasing home products:	81.3%
Willing to pay more for environmentally-friendly products:	79.6%
Would consider purchasing a hybrid, electric or alternative fuel vehicle:	78.2%
Trust in a company affects buying habits:	70.8%

Source: Email Subscriber Survey, Summer 2010

USA for UNHCR
The UN Refugee Agency

[DONATE](#) [TELL A FRIEND](#) [VISIT AID-DARFUR](#)

Darfur cries for help— you can provide hope

Matching gift challenge

Dear friend,

How're you doing on your New Year's resolutions? If you're like me, it's probably a little bit on miss.

But I have one that you can be sure you'll check off with just a couple minutes of your time... to provide help and hope to the Darfur refugees.

Thanks to the help of thousands of Americans like you, last year the UN Refugee Agency (UNHCR) protected 2.5 million refugees from Darfur. You're food, water, medical care, school...the refugees, mostly women and children, need so much because they have been left with nothing.

But the killings, the rapes, the burning of villages continue. And so I am asking you to make another New Year's Resolution — help us save lives in Darfur and offer those refugees some small measure of hope that someday they will be able to go back home again.

While you and I may not be able to stop the brutal war, together we can provide a better life for the women and children forced — often at gunpoint — to flee their homes and their families.

Your generous tax-deductible donation to the UN Refugee Agency will help us continue our work on the ground, providing protection and life-saving assistance to hundreds of thousands of Darfur refugees. And thanks to a generous anonymous donor, the gift you make today will go twice as far in providing essential humanitarian aid.

- \$50 provides an all-season tent to shelter a family of five
- \$100 provides for a survival kit, including blankets, a heating stove and other basics
- \$200 provides an emergency health kit to treat the injured and sick
- \$500 sinks two wells to provide desperately-needed clean water
- \$1000 provides for a survival kit, including blankets, a heating stove and other basics
- \$2000 provides an emergency health kit to treat the injured and sick
- \$5000 sinks two wells to provide desperately-needed clean water

Thank you for your compassion and support.

Sincerely,
Marc Lireslaw
Executive Director
USA for UNHCR

[CLICK HERE TO DONATE](#)

For more information please contact us at 1.800.778.1100 or visit www.UNRefugees.org, 1775 K Street, NW, Suite 200, Washington, DC 20006

CREDO mobile more than a network. it's movement.

Just a quick update that these special offers (including a 10% monthly fee discount) have been extended through next Friday. Order online today and we'll include a free car charger*. [Click here](#) for all the details, or give our friendly customer service agents a call at 866.927.9482 with any questions. Thanks!

Is your phone company fighting for a robust public option?

Unless you're with Credo Mobile, the answer is probably "no." We're a different kind of company—one that stands up for the progressive agenda.

Not only are we urging Sen. Max Baucus and Harry Reid to keep the public option alive, we're also supporting House progressives who have been fighting tirelessly on behalf of the public option.

So why not switch to Credo Mobile? We're the only phone company fighting for a robust public option in any healthcare reform legislation. We're also the only one who supports Rep. John Conyers' H.R. 676, which would create a single-payer system.

Sign up with Credo Mobile today and you'll get a special discount on your monthly fee, as well as everything else you expect from a top-tier phone company, like nationwide digital coverage and friendly, efficient customer service. You'll also get your choice of three great phones (all right, along with...)

- Contract buyout credit up to \$200
- 10% off your monthly service fee for 24 months
- FREE car charger when you sign up online**
- No contract for 30 days†
- Number portability: bring your current phone number with you
- Nationwide coverage on the all-digital Sprint® network, reaching more than 200 million people††

And that's not all. Every time you call with Credo Mobile, you support the causes you believe in. That's because Credo donates a portion of all charges to progressive nonprofits like Physicians for a National Health Program, Doctors Without Borders, Planned Parenthood and Global Fund for Women.† a total of \$63 million since 1995. These donations are automatic and come at no extra cost to you.

So next time you pay your phone bill, ask yourself: is your phone company supporting your progressive values? Think about it. Then think about Credo Mobile.

[Click here to join now and get FREE 2-day shipping.](#)

Offers expire November 6, 2009.

10% OFF your monthly service fee for 24 months

Sign up no later than November 6, 2009 to get 10% off your monthly service fee for 24 months! [Click here](#) for the details.

Choice of phones plus contract buyout*

BlackBerry® Curve™ 8330 smartphone for just \$19.99 (special offer code: 094448)

FREE Samsung M320 (special offer code: 094448)

FREE Samsung Z700 (special offer code: 094448)

[learn more](#)

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STAND-ALONE EMAILS

If you are looking to reach a socially and politically engaged audience, this is it:

Voted in a federal, state, or local election:	73.4%
Signed a petition:	73.1%
Contacted an elected official:	70.3%
Donated money to a nonprofit organization:	64.7%
Volunteered:	45.3%
Donated money to a candidate or campaign:	43.0%
Taken part in local civic issue:	38.2%
Attended an event for a nonprofit organization:	37.9%
Contacted a media outlet such as a radio or television station, magazine or newspaper:	30.5%

Our readers are also passionate about sharing their interests. In fact, their peers often look to them for advice on a range of topics:

Books, music, movies and other forms of entertainment:	76.6%
News, politics and world events:	76.1%
Travel (domestic and international):	37.1%
Technology and home electronics:	34.0%
Leisure activities/sports:	26.0%
Beverages (bars/clubs/lounges, wine, cocktails and microwbrews):	25.4%
Business (trends, practices, policy, etc.):	25.1%

Since 83% of our readers trust and respect brands that advertise with us, you are guaranteed an attentive audience eager to try new products, consider new ideas and donate to worthy causes.