

Effective 2012

MONTANA

# Naturalist



*Support  
natural history  
education in  
western  
Montana!*



**Montana Natural History Center**  
Connecting People with Nature

TO PROMOTE AND CULTIVATE THE APPRECIATION, UNDERSTANDING AND STEWARDSHIP OF NATURE THROUGH EDUCATION

# MONTANA Naturalist

## Who We Are

The **Montana Natural History Center** has been a leader in natural history education in western Montana for the last 21 years. Our mission is to promote and cultivate the appreciation, understanding and stewardship of nature through education.

**Montana Naturalist** is a full-color, 20-page, educational magazine published three times a year and distributed free to members, school groups and the community at large. We created *Montana Naturalist* as a way to inform readers – Montana residents and visitors alike – about our region’s natural history and to deepen their appreciation for the special place we live. Along with a calendar of events and MNHC news, the magazine contains **feature articles** about the plants and animals of Montana, their ecology, habitats and conservation issues. There are also short articles about **Montana people and organizations engaged in nature education/conservation**, space for photography and creative writing, and a **Get Outside Guide** aimed at younger readers and families.

120 Hickory St.,  
Missoula, MT 59801  
(406) 327-0405  
[www.MontanaNaturalist.org](http://www.MontanaNaturalist.org)



Advertising in **Montana Naturalist** is a great way to support the Montana Natural History Center and its educational mission. Advertisers also receive recognition in our visitor center and a link on our website.



**Circulation:**

7,000 copies each issue (21,000 copies a year).  
 Mailed and bulk delivery, with restocking within first month.  
**Estimated readership:** 14,000-17,500 per issue based on multiple readers in households and public locations.

**Deadlines:**

Issue	Deadline	Publication Date
Spring/Summer	March 1	March 30
Fall	August 1	August 31
Winter	November 15	December 15

**Ad Rates**

	1x	2x	3x
Back Cover	\$545	\$515	\$495
1/2	\$495	\$465	\$445
1/3	\$395	\$365	\$345
1/6	\$295	\$265	\$245
1/12	\$195	\$165	\$145

*multiple ads are for consecutive issues*

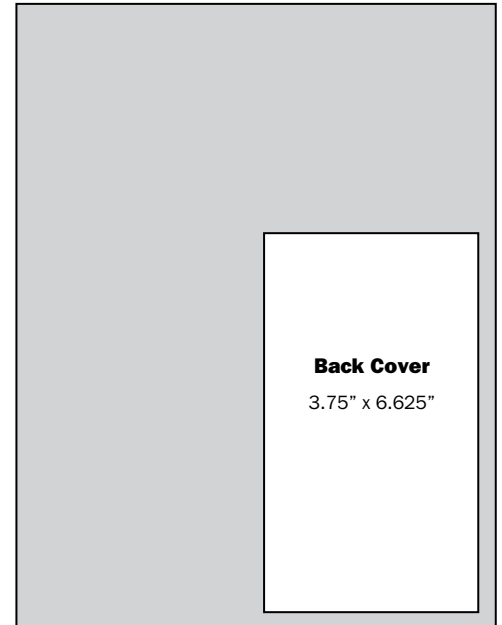
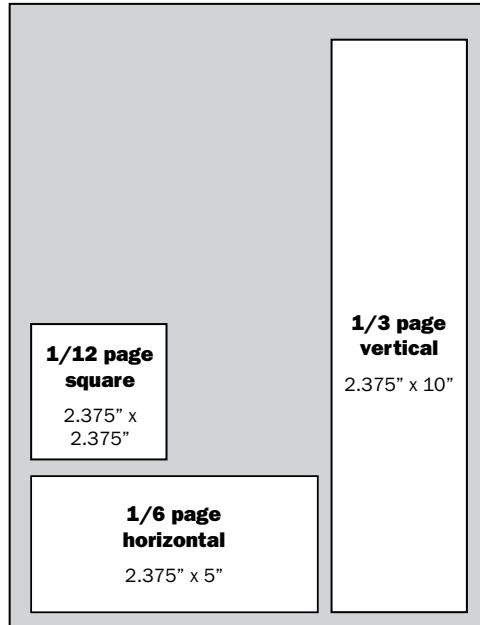
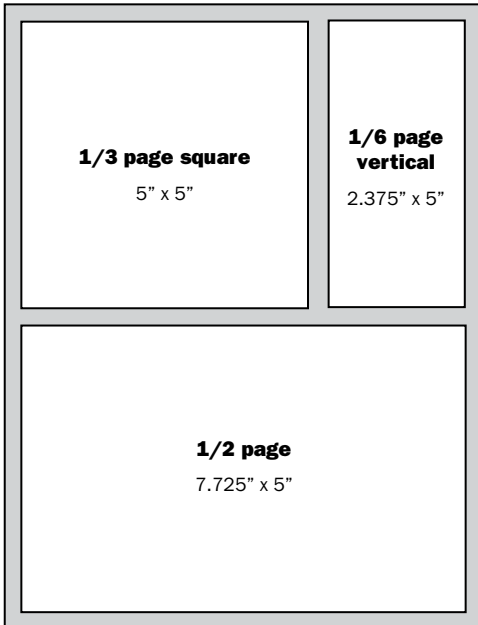
**Ad Placement:**

Magpie Market  
 Page 3 and elsewhere in front half of magazine  
 Back Cover



# submittal guidelines

## Ad Sizes



## Ad Specifications

Ads should be emailed as high-resolution (press-quality) Adobe PDF files to: [chontos@montana.com](mailto:chontos@montana.com).

All ads print as 4-color process and should be saved as cmyk. No spot colors or RGB color please. All images should be saved at 300dpi at 100 percent.

Please contact the Montana Natural History Center at (406) 327-0405 or [adejong@MontanaNaturalist.org](mailto:adejong@MontanaNaturalist.org) for more information or to reserve space.



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