

About NACLA

The North American Congress on Latin America is an established member of the progressive publishing community, founded in 1966 in response to inadequate mainstream media coverage of U.S. policy in Latin America. Throughout our nearly 45-year history, we have been a vital leader in a community of informed and committed individuals who seek to translate research into action.

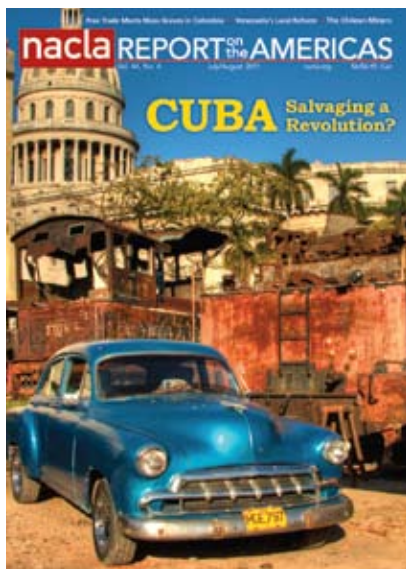
About the Magazine

Published four times a year, with a circulation of more than 4,000 and with over 30,000 readers, *NACLA Report on the Americas* is the most widely read English-language magazine on Latin America and the Caribbean. Considered “required reading” among policymakers, area scholars, students, journalists and human rights advocates alike for its consistently insightful and in-depth analysis, the *NACLA Report* was awarded the Utne Independent Press Award for International Coverage in 2006.



Utne Independent Press Award Best International Coverage, 2006

“The bimonthly report of the North American Congress on Latin America is required reading for all who want a really in-depth analysis of north-south political relations in our hemisphere.”



Since 1967, the *NACLA Report on the Americas* has been ahead of the curve on Latin American political events for almost 45 years. Each issue brings readers ideas, information and provocative, lively debate about U.S.–Latin American relations and political developments in the region. Organized around our acclaimed thematic “Report” section on a particular topic, region or country, the magazine also features regular news updates, opinion, investigative journalism and reviews. Its web resource center also brings readers original news and analysis on the hemisphere, while offering resources for classroom and activist use.



To successfully reach our one-of-a-kind audience, join the family of advertisers who have made the *NACLA Report* the perfect venue to promote their products and services.



About Our Readers

Progressive • Educated • Committed • Aware

Readers of the *NACLA Report* are highly educated, affluent, and interested in everything Latin America, particularly when it comes to what they read, listen to, and consume. Our readers span a broad spectrum of people interested Latin America, from students and activists to specialists including journalists, scholars, and policymakers. *NACLA Report on the Americas* is included in many university curricula and is often cited by the press and researchers as one of the most respected and reliable sources of news in the region. **It is the best vehicle for reaching North Americans with Latin America-related products and services.**

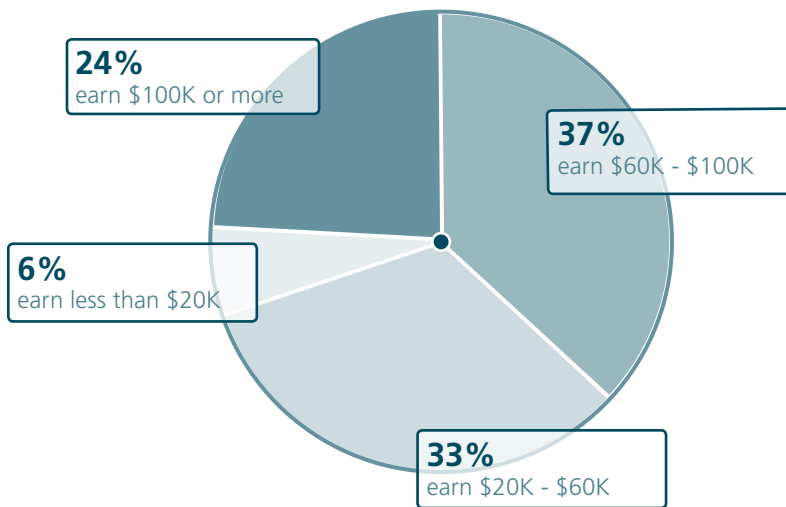
56% have been reading the *NACLA Report* for over 10 years

75% renew their subscription annually

80% hold advanced degrees, such as MAs, MDs, JDs and PhDs

74% currently purchase Fair Trade products

Reader Income



***NACLA Report* is the best way to reach your target audience:**

Media research has shown that targeted magazine advertising is especially effective at driving traffic to vendor websites.

“The outstanding work of NACLA over many years has opened new ways of understanding the realities of the region and responding to the needs and concerns of its population. A resource of enormous value.”

– Noam Chomsky



About Our Readers

Study

Our readers never cease to learn. A majority of them are interested in language and study programs to further increase their knowledge of the region.

- 68% say they plan to or would like to learn a new language.
- 42% participate in language or other study programs while traveling.
- 49% are considering furthering their education.

Books & Music

A majority of our readers purchase books on a regular basis for both personal and professional purposes. Nearly all of our readers listen to and purchase music from Latin America.

- 25% purchased books between 5 and 10 times in the last year.
- 60% purchased books more than 10 times.
- 52% have purchased books for classroom use.
- 52% purchased music more than 5 times in the last year.
- 90% say they listen to Latin music.

Travel

Our readers travel regularly to and throughout Latin America. They spend freely and participate in a range of activities during their travel; from language study and general tourism to activist programs and business trips.

- 58% plan on traveling to Latin America in the next 6 months.
- 68% participate in tourist activities while traveling.
- 51% participate in service projects or activist activities while traveling.
- 42% participate in language or other study programs while traveling.
- 46% of subscribers spend \$2,000–\$5,000 a year on travel.
- 21% spend more than \$5,000 a year on travel.
- 41% of those who traveled to Latin America more than 3 times in the past year have yearly incomes over \$80,000.

Social Awareness

Our readers are socially conscious, support non-profits and volunteer on a regular basis.

- 49% donate more than \$500 per year to NGOs or nonprofits.
- 34% donate more than 100 hours of his or her time each year.
- 58% say they invest in socially conscious stocks or mutual funds.
- 97% would purchase Fair Trade products if they were accessible.



Rates

Frequency	Interior (Black & White)				Interior (Color)			
	1/6 Page	1/3 Page	Half Page	Full Page	1/6 Page	1/3 Page	Half Page	Full Page
1x / yr	\$148	\$242	\$383	\$550	\$205	\$336	\$532	\$760
2x / yr	\$134	\$218	\$345	\$495	\$185	\$303	\$479	\$684
4x / yr	\$127	\$206	\$326	\$440	\$175	\$286	\$452	\$646

Frequency	Inside Cover (front or back)		Outside Back Cover (Full page)		
	Half Page	Full Page	Black & White	Two Color	Full Color
1x / yr	\$484	\$660	\$786	\$968	\$1089
2x / yr	\$436	\$594	\$708	\$872	\$980
4x / yr	\$412	\$561	\$669	\$824	\$926

Specifications

The *NACLA Report* trim size is 7.5" x 10"; available ad sizes are detailed at right.

Electronic files

Electronic files are preferred. We accept files in the following formats: .tiff, .jpg, .eps, .pdf, Quark XPress, Adobe InDesign. Microsoft Word documents with images cannot be printed; please include the hi-resolution image file with your submission. All embedded images and final files must be at least 300 dpi. For image files and .pdfs, all fonts must be embedded. For Quark and InDesign files, all fonts, images (.tiff format preferred) and layouts used to create the ad must be packaged and included. Please compress these collected materials for electronic submission.

Color

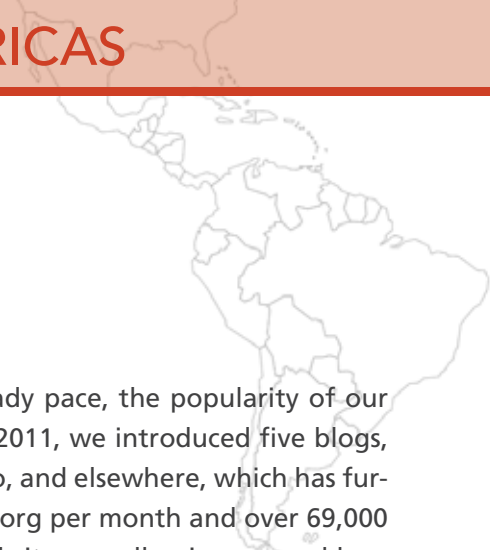
Color printing is available on the outside back cover and in the new color section. Note that "two color" refers to black plus one color; "full color" is a standard four color separation. Full color files must be submitted in CMYK.

NACLA cannot be responsible for ads that do not meet these specifications. If ads require extra preparation, clients may be charged an additional fee.

NACLA can design your ad for \$50 or a 15% surcharge above the price of

Sizes

<p>Full Page <i>interior or cover, no bleed</i></p> <p>7" x 9.5"</p>	<p>Full Page <i>back cover, with bleed</i></p> <p>7.75" x 10.5"</p>
<p>Half Page <i>inside covers</i></p> <p>6.5" x 4.625"</p>	<p>Half Page <i>interior</i></p> <p>6.5" x 4.25"</p>
<p>One-Third Page</p> <p>4.125" x 4.25"</p>	<p>One-Sixth Page</p> <p>2" x 4.25"</p>



Online Advertising

While readership of NACLA Report on the Americas continues to grow at a steady pace, the popularity of our renovated website (nacla.org) has exceeded our expectations. In the summer of 2011, we introduced five blogs, updated daily with valuable analysis of current events in Colombia, Bolivia, Mexico, and elsewhere, which has further boosted site traffic. We are currently averaging 11,740 unique visits to nacla.org per month and over 69,000 page hits. This is why we have begun offering online advertising space on our website as well as in our weekly e-mail update which reaches over 8,000 online subscribers. For your convenience, we also offer combined packages of print and online advertising.

Rates

(4 week minimum)

Square or Banner Ad

Static:	Animated (flash):
4 weeks - \$350	\$400
6 weeks - \$550	\$600
8 weeks - \$750	\$800
12 weeks - \$950	\$1000

Online & Weekly E-mail Blast (*)

Static:	Animated (flash):
4 weeks - \$450	\$500
6 weeks - \$650	\$700
8 weeks - \$850	\$900
12 weeks - \$1050	\$1100

E-mail Blast (*)

Static:	Animated (flash):
4 weeks - \$300	\$350
6 weeks - \$500	\$550
8 weeks - \$700	\$750
12 weeks - \$900	\$950

Specifications

File format: GIF or JPEG (we prefer GIF)

Color mode: RGB or grayscale

File size: no greater than 100k

Link: please provide the URL that your ad will link to!

Square Ad Dimensions: 186px (wide) x 186px (high)

Banner Ad Dimensions: 728px (wide) x 90px (high)

(*)NACLA email blasts are available in both HTML and text format. HTML format e-mail will include the same ad placed on the website in .gif format, the text e-mail will include a plain text and link with the information pertinent to your ad.