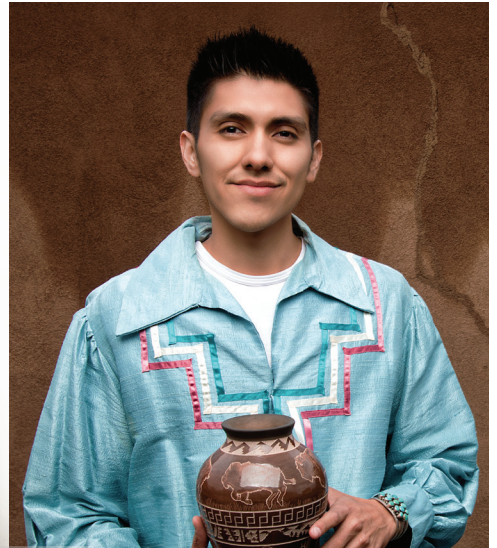


NATIVE PEOPLES MEDIA

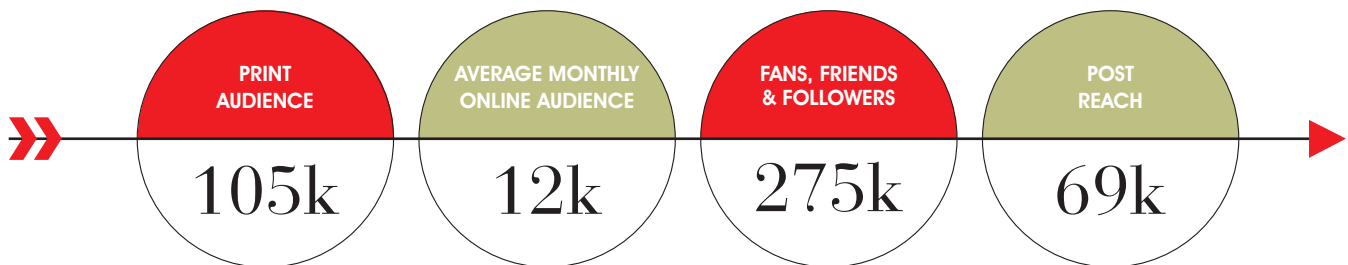


The world's first and largest global consumer magazine in its genre.

REPRESENTING

ART + HISTORY + CULTURE

CONTEMPORARY INDIGENOUS PERSPECTIVES



NATIVE PEOPLES MEDIA

Each beautifully designed issue of *Native Peoples* magazine features:



Art



Travel



Music

2016 EDITORIAL CALENDAR

JANUARY/FEBRUARY

Heard Museum Guild Indian Fair & Market
Pottery, Precision and Genius
Food: Indigenous Palates
Travel: Destination Reservation III
Space Reservations Close: November 1, 2015

MARCH/APRIL

The Powwow Trail
Native Resorts & Casinos
Native Fashion Now
Space Reservations Close: January 1, 2016

MAY/JUNE

Eiteljorg Indian Market & Festival
Native LGBTQ Pride
Pacific Northwest's Canoe Societies
Space Reservations Close: March 1, 2016

JULY/AUGUST

Special Artists Issue!
Insider's Guide to Santa Fe Indian Art Markets
The Art of Auctions
Space Reservations Close: May 1, 2016

SEPTEMBER/OCTOBER

Tribal Housing: Affordable and sustainable
The Tradition of Gambling in Indian Country
Horse Cultures: Equine-inspired sport and art
Native Actors talk roles in "Magnificent Seven"
Space Reservations Close: July 1, 2016

NOVEMBER/DECEMBER

Indian Country's Rodeo Superstars
Travel: Destination Reservation IV
Artist Gift Guide: Holiday Edition
Space Reservations Close: September 1, 2016

Note: Contract cancellations are not accepted after space close deadline.



History



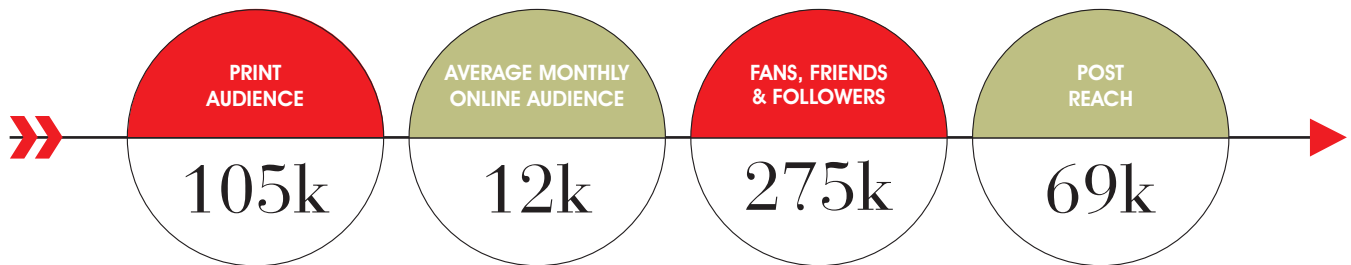
Food



Events

PLUS+ Fashion,
Trends & Issues
Film & Video
Books and More!

Be Seen! Be Heard! *Multi-platform Advertising Rates*



PRINT

	1x	3x	6x
Two page spread	5,281	4,553	3,925
C4 Back Cover	5,201	4,483	3,865
C2 Inside Front Cover	4,434	3,822	3,295
C3 Inside Back Cover	3,613	3,115	2,685
Full Page	3,021	2,604	2,245
Half Page	1,917	1,653	1,425
Third Page	1,379	1,189	1,025
Quarter Page	1,110	957	825
Sixth Page	841	725	625
Custom Content Sponsor	\$595 per page		

Note: Rates do not include special market programs or ad design services. New advertisers must prepay in full for their first ad.

WEB

	2 mo.	6 mo.	12 mo.
Leaderboard	720	1,980	3,132
Half Page	576	1,584	2,610
Island	480	1,320	2,089
Skyscraper	340	940	1,495
Section Sponsor (Logo)	400	750	1,200
Site Sponsor	995	2,295	3,495
Custom Content Sponsor	\$595 per 300 words		

MOBILE [PER ISSUE]

Banner Landscape (2048 w x 450 h)	895
Portrait (1548 w x 450 h)	795
Extra Page Full Page Ad	995
Enhanced Video	695
Audio	495
Custom Content Sponsor per page	595

SOCIAL

1 Post	195
4 Posts (one per week)	295
8 Posts (one per week)	395
Custom Content Sponsor per post	595

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www.nativepeoples.com

Print » Advertising Rates and Specifications

PRINT RATES

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DEADLINES

MATERIALS DUE

January/February Issue	November 10
March/April Issue	January 10
May/June Issue	March 10
July/August Issue	May 10
September/October Issue	July 10
November/December Issue	September 10

AD DESIGN SERVICES

We can design and produce your ad for an additional charge. E-mail high resolution, 300 dpi images and ad copy to: production@nativepeoples.com
A digital proof will be e-mailed to you for approval.

SPECIAL ART MARKET ISSUES!

Contact us for special market issue rates:

- **Heard Museum Guild Indian Fair & Market** (Jan/Feb)
- **Eiteljorg Indian Market & Festival** (May/June)
- **Santa Fe Indian Art Markets** (July/August)

SPECIFICATIONS

SIZE [WIDTH x HEIGHT]

FULL PAGE

<i>Bleed:</i>	8.625 x 11.125 in.
<i>Non-bleed:</i>	7.625 x 10.125 in.
<i>Trim Size:</i>	8.375 x 10.875 in.

Note: 2-page Spreads must be submitted in single-page format

HALF VERTICAL

<i>Bleed:</i>	4.375 x 11.125 in.
<i>Non-bleed:</i>	3.625 x 10.0 in.
<i>Trim size:</i>	4.125 x 10.875 in.

HALF HORIZONTAL

<i>Bleed:</i>	8.625 x 5.5 in.
<i>Non-bleed:</i>	7.625 x 4.875 in.
<i>Trim size:</i>	8.375 x 5.25 in.

THIRD VERTICAL

<i>Non-bleed:</i>	2.375 x 10.0 in.
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THIRD SQUARE

<i>Non-bleed:</i>	5.0 x 4.875 in.
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QUARTER PAGE

<i>Non-bleed:</i>	3.625 x 4.75 in.
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ONE-SIXTH

<i>Non-bleed:</i>	3.625 x 3.125 in.
-------------------	-------------------

Live Area: Text and non-bleeding elements should be kept at a minimum of 3/8" (0.375")

Preferred File Format: PDF/X-1a:2003 (flatten transparencies)

Images: CMYK, 300 dpi; 1200 dpi for single bit (logos);

Convert all Spot colors to Process CMYK

Minimum Bleed: 1/8" (0.125") on all sides

Email material to: production@nativepeoples.com

Native Peoples Magazine, Production Department
5333 N. 7th St., Suite 224, Phoenix, AZ 85014

Native Peoples is not responsible for any reproduction problems in the absence of hard copy, color proofs.

By the Numbers: *Our Demographics*

OUR READERS ARE YOUR TARGET AUDIENCE!

42%
Native American

64%
between the
ages of 25 and 64

69%
female

70%
hold technical, college
or graduate degrees

42%
in middle- to upper-
management business careers

Average annual combined
household income
\$210,000

Average total net worth
\$438,000

QUALIFIED READERSHIP

63%
save the magazine
for future reference

NATIVE PEOPLES MEDIA

PURCHASING POWER

88%
buy Native American art from
galleries, at art shows, through web
sites or at Native American markets

48%
either contacted an advertiser
and/or purchased the product or
service as a direct result of reading
an advertisement in *Native Peoples*

75%
visit art galleries and museums

52%
spend between \$500 and \$6,000
annually on Native American items;
the average is more than \$1,100
each year



TRAVEL INFORMATION

52%
take one or more airline trips
for pleasure and/or business
each year

70%
spend one or more nights
at hotels annually

42%
have visited the Southwest
U.S. (25% plan to visit)

FUTURE COLLEGE PLANS

29%
indicate they or someone else
in their household is likely or very
likely to attend college or other
post-secondary school in the
next two years

ACTIVE INTEREST IN NATIVE AMERICA

77%
attend Indian art markets
and powwows

75%
attend at least one Native
American art exhibit annually