

Land & People



MEDIA KIT
2008/9

LAND&PEOPLE

Published twice each year in glossy, four-color format, *LandesPeople* is The Trust for Public Land's (TPL) flagship publication, with a distribution of 230,000–300,000. The magazine highlights conservation ideas and techniques through inspiring stories about how people and communities are creating new parks, playgrounds, and greenways, and protecting the lands they love. *LandesPeople* tells the deeper story of how and why land conservation matters—the difference that parks, greenways, suburban open spaces, and natural lands can make in people's lives.

EDITORIAL PROFILE

Since 1972, TPL has been conserving land for people to enjoy as parks, gardens, and other natural places. Protecting the places people care about—from inner city to wilderness—is at the heart of TPL's work.

Published since 1989, *LandesPeople* magazine is a celebration of the people and partners who work to preserve the lands that connect us to the natural world. *LandesPeople* reaches a diverse audience of readers who are passionate about preserving special places. It educates and inspires by telling the deeper story of how land conservation is accomplished and why it matters. Stories are told primarily through the eyes of community residents, conservation volunteers, park-and-garden users, donors, and park program managers.

A *LandesPeople* story celebrates and affirms how people connect to land, home, and heart—whether it is about a city dweller enjoying a pocket park in Manhattan, a hiker in a remote wilderness area, or a community celebrating its cultural heritage.

The magazine features abundant, professional, full-color photography and a lively, easy-to-digest editorial style.

In every issue you will find:

- ❁ President's Letter
- ❁ Letters to the Editor
- ❁ LightBox: Projects in Focus - A photographic journey through recent TPL projects.
- ❁ Landscapes: 3-5 feature stories focused on land conservation themes and projects from around the country with generous photographic illustration. Recent topics include: Parks for the New New Orleans, Forests for a Cooler Future, and Connecting Children to Nature.
- ❁ Quadrants: News from the Four Corners of the Nation

OUR READERS

Passionate Conservationists...

- TPL donors
- Elected and appointed government officials
- Government agency partners
- Conservation leaders and professionals, including land trusts
- Journalists and media professionals
- TPL volunteers

CIRCULATION

225,000–275,000

READERSHIP

Est. 750,000 (3.0 pass-along rate)*

*Source: TPL *Land&People* reader survey

AWARDS

2007 - Magnum Opus Gold Award—Best All Around Nonprofit Publication in Custom Media presented by the Missouri School of Journalism

ADVERTISING RATES

For advertisers who are co-marketing partners with TPL

Quarter page: \$5,000

Half page: \$7,500

Full page: \$15,000

Ad concept will describe the co-marketing arrangement, and be developed and approved by both TPL and advertiser.

For advertisers who are not co-marketing partners

Quarter page: \$7,500

Half page: \$15,000

Full page: \$30,000

Ad concept will in some way refer to TPL or land conservation so as not to appear out of the editorial context of the magazine.

The publisher and editor of *Land&People* reserve the right to refuse any advertising at their discretion.

PRODUCTION SCHEDULE & DEADLINES

Fall/Winter 2008 issue

Contract signed:	August 10, 2008
Concept and draft text approved:	August 28, 2008
Finalized editorial and graphics due:	September 18, 2008
Publication release date:	December 4, 2008

Spring/Summer 2009 issue

Contract signed:	January 12, 2009
Concept approved:	January 30, 2009
Finalized editorial and graphics due:	February 27, 2009
Publication release date:	May 15, 2009

Fall/Winter 2009 issue

Contract signed:	August 10, 2009
Concept and draft text approved:	August 28, 2009
Finalized editorial and graphics due:	September 18, 2009
Publication release date:	December 4, 2009

MATERIAL SPECS

TECHNICAL AND ELECTRONIC

Trim Size:	7 1/2" x 10"
Safety from Trim:	1/4" on all sides
Bleed Allowance:	1/4" on all sides
Binding Method:	Perfect

ADVERTISING SPECS

Ad sizes	Live Area	Trim	Bleed
Full page	6.5" x 8.625"	7.5" x 10"	8" x 10.5"
Half page	6.5" x 4.3125"		
Quarter page	3.25" x 4.3125"		

ARTWORK REQUIREMENTS

DIGITAL MEDIA

All supplied creative needs to be provided digitally.

APPLICATIONS ACCEPTED

Adobe InDesign, Photoshop, and Illustrator. Include all fonts and images with files. PDF files should be saved as PDF/X-1A.

FILE TYPES

We accept TIF, single-file EPS, PSD, IND, AI with fonts outlined, and hi-resolution JPG. Avoid sending GIF, DCS, or BMP.

PROVIDING FILES

We accept files via disc or ftp.

FONTS

Include all screen and printer fonts with files. Illustrator files should have all fonts outlined. We do not provide fonts.

DOCUMENT SETUP GUIDELINES

Full page ads require a minimum of ¼ " bleed. Avoid stylizing fonts in design programs.

RESOLUTION

Image files need to be at least 300 dpi at 100% print size.

COLOR

File color should be CMYK "Offset SWOP neg U280 ShortK" or grayscale, not RGB or LAB. Total ink density not to exceed 280%. We will convert if not submitted correctly and color cannot be 100% guaranteed.

PROOFS

For best results, please supply a PDF and a hard copy of a high quality, color proof for color and content matching.

FOR ADVERTISING QUESTIONS CONTACT:

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FOR PRODUCTION QUESTIONS CONTACT:

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