

**Mother Jones**

# **MEDIA KIT** | 2020

## OUR AUDIENCE

# Reach 8 million loyal supporters each month with *Mother Jones*.

*Mother Jones* is among the largest independent news organizations in America, reaching more than 8 million readers monthly across our multiple platforms (digital, email, events, podcast, and print). For more than 40 years, our award-winning journalism has been a touchstone for people who are passionate about politics, the environment, culture, food, health, and human rights.

From revelatory scoops to deep-dive investigations, *Mother Jones*' journalism is penetrating storytelling that informs and inspires a loyal readership. There's no other news organization quite like *Mother Jones*. And there's no audience quite like ours.

Craft your custom *Mother Jones* campaign today and reach millions of changemakers.



**MOTHER JONES  
AUDIENCE AT  
A GLANCE**

**8 MILLION**  
monthly readers  
via *Mother Jones*'  
multiple platforms

**53%**  
women

**94%**  
attended college

**\$108,000**  
average HHI

**80%**  
homeowners

# Audience Profile

*Mother Jones* readers are informed about key issues and are concerned about their impact on public life. Interested in many subjects, from politics and social justice to education and the environment, our readers seek news coverage that provides an accurate and nuanced view of the world around them.

According to recent subscriber studies, *Mother Jones* readers say/do the following:

**98%**

willing to pay more for high-quality items

**84%**

consider themselves intellectuals

**84%**

environmental impact is important when considering a purchase

**80%**

social responsibility influences how they invest

**73%**

advise their friends and family on books, music, movies, TV, and other media

**84%**

willing to pay more for organic food

Top 5 issues *Mother Jones* readers are concerned about

**89%**

Environmental impact

**81%**

State of American politics

**79%**

Health care

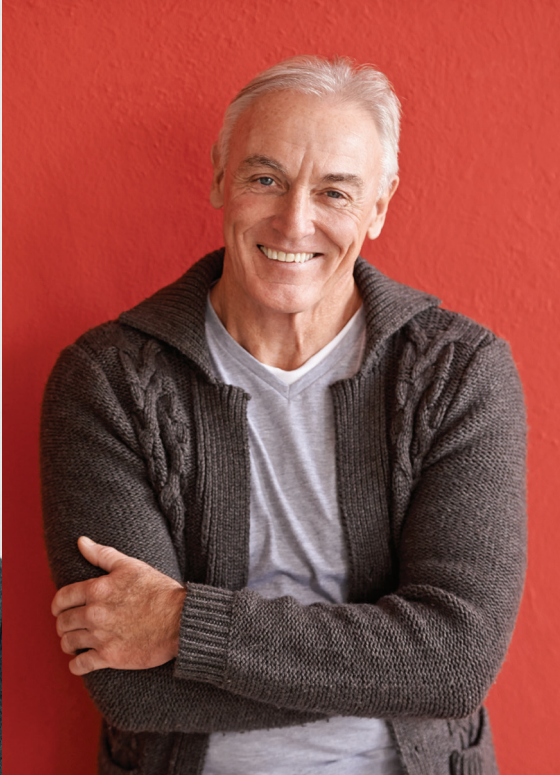
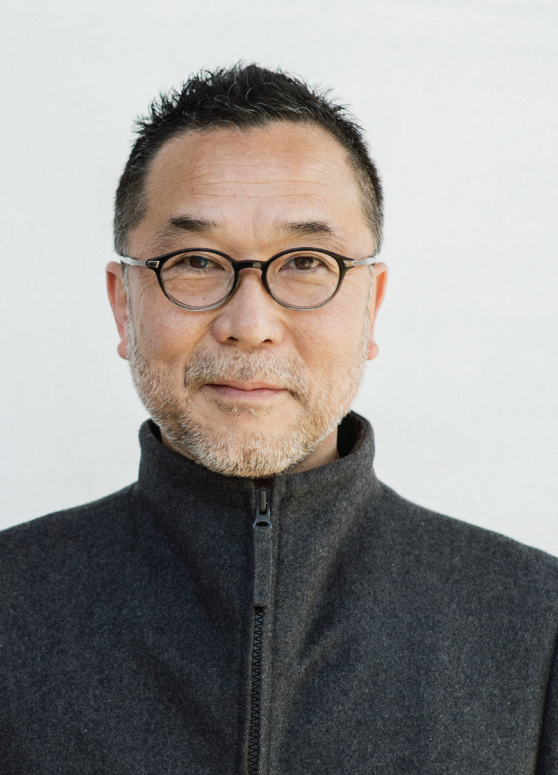
**71%**

Social justice

**59%**

Poverty





### ENVIRONMENTALISTS

With climate change posing an ever-greater challenge to populations worldwide, a growing number of people are concerned about fossil fuel production and other environmental issues. In fact **62%** of *Mother Jones* readers donate to environmental causes. They also actively support organizations dedicated to wildlife. This is why organizations like Defenders of Wildlife, Friends of Animals, EDF, NRDC, RAN, and TWS have all marketed to *Mother Jones* supporters.

### CHANGEMAKERS

Not only did **81%** of *Mother Jones* supporters sign petitions, they took it a step further: **67%** of *Mother Jones* readers have reached out to elected officials about matters of public interest.

### POLITICAL JUNKIES

*Mother Jones* readers are more engaged in public life than most. **83%** vote in federal, state, and municipal elections and sign petitions for various causes. In *Mother Jones* they find the political coverage they crave, ranging from developments on Capitol Hill to profiles on emerging leaders around the country.

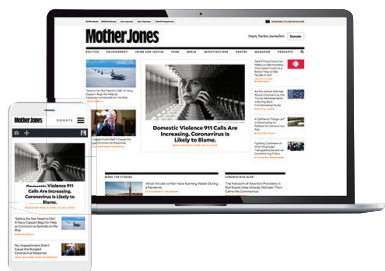
### CONTRIBUTORS

*Mother Jones* readers support causes they believe in. **57%** give more than \$500 annually, while **37%** say they were spurred to make financial contributions by reading a *Mother Jones* article.



## MOTHER JONES BEYOND THE PAGES

*Mother Jones* magazine has a long-storied history of journalistic excellence that has spanned more than four decades. But today *Mother Jones* is far more than just a magazine. From digital interactives to podcasts and live events, *Mother Jones* reaches an average of more than 8 million people monthly. Here's a breakdown of monthly averages across various platforms:



### MOTHERJONES.COM

**5.6 MILLION**

readers per month across  
our digital platforms

**10.5 MILLION**

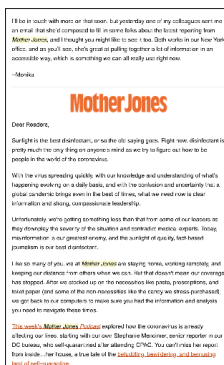
pageviews per month



### MAGAZINE

**185,000**

rate base



### NEWSLETTERS

**201,000**

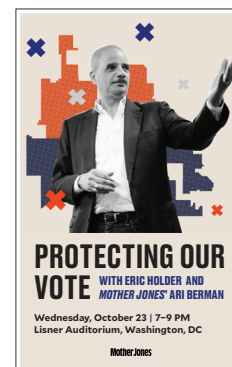
monthly  
subscribers



### PODCASTS

**30,000**

listeners per  
episode



### EVENTS

**3,800**

attendees of our  
2019-2020 events

**121,000**

video views of our  
2019-2020 events



### SOCIAL MEDIA

**2.4 MILLION**

social media followers

**MOTHER JONES IS:**

# Trusted

In a media landscape filled with bluster and questionable news sources, *Mother Jones* stands out. Since it was established in 1976, it has built a sterling reputation as a reliable source of national and international news. It has made an indelible mark by helping to shape public discourse.

A nonprofit news operation supported by advertisers, foundations, and readers, *Mother Jones* is entirely independent. Its award-winning journalists have attracted readers with compelling investigative stories for decades, and the magazine has emerged as a touchstone for people passionate about many subjects, ranging from current affairs to personal health.

**99% OF MOTHER JONES READERS**  
say they look to *Mother Jones* for  
news they can't find elsewhere.



# Motivating

Consumers of news usually scan headlines and read a few paragraphs here and there before moving on. Their interest in the content ends when they stop reading. That is not the case when it comes to *Mother Jones*. Its stories resonate with readers.

Surveys indicate that most *Mother Jones* readers discuss the articles, or refer to them, in conversations with family and friends. Some of them have contacted elected officials regarding issues they have read about in *Mother Jones*.

	<i><b>Mother Jones</b></i>	US Average
Donated to charity in the last 12 months	<b>98%</b>	42%
Avg. contribution to charities	<b>\$1,464</b>	\$232
Vote in elections	<b>81%</b>	54%
Written/called any politician at the state, local, or national level	<b>67%</b>	9%
Attended a public rally, speech, or organized protest of any kind	<b>45%</b>	7%



**75% OF MOTHER JONES READERS** say they were motivated to take an action in the real world as the result of a *Mother Jones* article.

# Persistent

The first issue of *Mother Jones* was published in 1976 with a small San Francisco staff of 17. Today the organization has grown to almost 100 staffers, with three bureaus across the country, delivering high-impact stories across audio, video, and other digital platforms and in our award-winning magazine. Here are just a few of *Mother Jones'* most memorable stories:

## **PINTO MADNESS**

Mark Dowie exposed the Ford Motor Company's practice of selling cars in which hundreds of people would burn to death because of exploding gas tanks. This story led to Ford's recall of 1.5 million Pinto cars to make adjustments.

## **THE 47%**

In 2012, *Mother Jones* released clips and stories based on a secretly recorded video of Republican presidential candidate Mitt Romney in which he said almost half of voters regarded themselves as victims and refused to take personal responsibility for their lives. The resulting backlash is thought to have played a role in the outcome of the presidential election.

## **GOING NUTS IN CALIFORNIA**

James Beard-nominated food and agriculture reporter Tom Philpott examined the grave environmental impact the soaring demand for almonds had on the region that produces 80% of the world's supply. Because the production of almonds requires vast amounts of water, the stepped-up investment in the nuts created a big strain on a region gripped by the worst drought on record. Philpott's article raised a question that has become increasingly relevant: What happens when financial and environmental interests collide?



**93% OF MOTHER JONES READERS**  
rank it as one of their favorite  
publications.

**MOTHER JONES IS:**

# Illuminating

72% of readers discuss *Mother Jones* articles with family and friends. From US politics and the environment to social justice and criminal justice reform, *Mother Jones* continues to produce groundbreaking coverage that makes a difference.

*Mother Jones* has won several National Magazine Awards, including Magazine of the Year. The most recent winner, "My Four Months as a Private Prison Guard" (2017), examined life in one medium-security prison through the eyes of a journalist who successfully applied for a job there. This magazine feature was later turned into a book and is now being optioned to become a major motion picture. This is but one example of *Mother Jones*' reach beyond our pages.

## Awards and Recognition

ASME National Magazine Award  
(Social Media), Finalist (2018)

South Asian Journalists  
Association Awards, Winner (2018)  
"Inside the Growing Guest Worker  
Program Trapping Indian Students  
in Virtual Servitude"—Nikhil  
Swaminathan

SEAL Environmental  
Journalism Awards, Winner (2017)  
Rebecca Leber

Maggie Awards (Overall Magazine  
Category), Winner (2017)

National Magazine Award  
(Magazine of the Year), Winner (2017)

National Magazine Award  
(Best Reporting), Winner (2017)  
"My Four Months as a Private  
Prison Guard"—Shane Bauer

Goldsmith Prize for Investigative  
Reporting, Winner (2017)



# Why *Mother Jones*?

Advertising with *Mother Jones* gives you the ability to inform millions of loyal readers about issues important to them and to your organization, from sustainability and health to politics and social movements. 79% of readers say they are more likely to respect and trust brands that advertise with *Mother Jones* than with other sites.

**“*Mother Jones* is a perfect partner—culturally and politically—for like-minded audiences to discover the books that UC Press publishes. Our customers champion progressive ideas and challenge the status quo, which makes advertising with *Mother Jones* a must for us.”**

—Jolene Torr, UC Press

*Mother Jones* has been moving the needle in public discourse for more than 40 years and is committed to doing so for decades to come. *Mother Jones*’ readers turn to the exceptional coverage of current events to keep up with the rapidly changing political, social, and physical landscape. *Mother Jones* remains ahead of the curve, and we want you to join us.

Contact us today and get in front of more than 8 million changemakers who want to hear you!

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**“*Mother Jones* matters because giving everyday people access to information about how their government works is critical to our democracy.”**

—Catherine Bracy, Director of Community Organizing, Code for America

**“Thank God for *Mother Jones*.”**

—Reverend William Barber, co-chair of the Poor People’s Campaign and president of Repairers of the Breach

**“*Mother Jones* has informed, shaped, changed, and much aided my understanding of the world. Its committed and engaged reporting is precisely what we need in this world.”**

—Bill McKibben, Founder, 350.org

**“*Mother Jones* is the online and print version of society’s bullshit detector.”**

—Michael Brune, Executive Director, Sierra Club

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# THANK YOU

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