

# HEADWATERS Magazine

## 2022 Media Kit



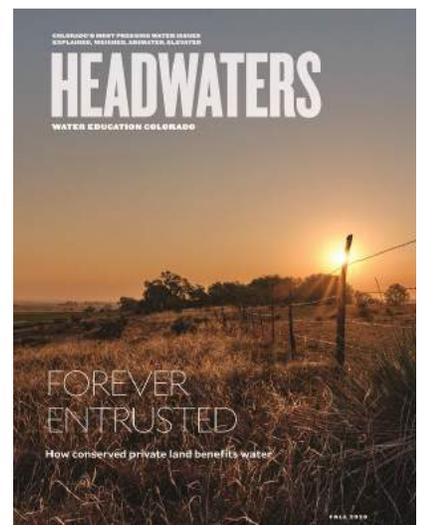
*Photo credit: Matt Staver*

# Mission

**Water Education Colorado** is a 501(c)(3) nonprofit organization providing quality information, educational tools, learning experiences, and leadership development programs focused on Colorado's most precious resource - water. Since our founding by the state legislature in 2002 in the wake of a critical drought period, our mission has been to help Coloradans understand water as a limited resource and make informed decisions.

Published three times annually in glossy, four-color format, *Headwaters* magazine is Water Education Colorado's flagship publication, covering the most pressing water issues with compelling, impartial reporting and storytelling. By providing timely, accessible coverage that considers diverse perspectives and value sets, *Headwaters* helps advance the dialogue and fosters innovative and collaborative solutions for Colorado's water challenges.

## *Headwaters* Recent Issues

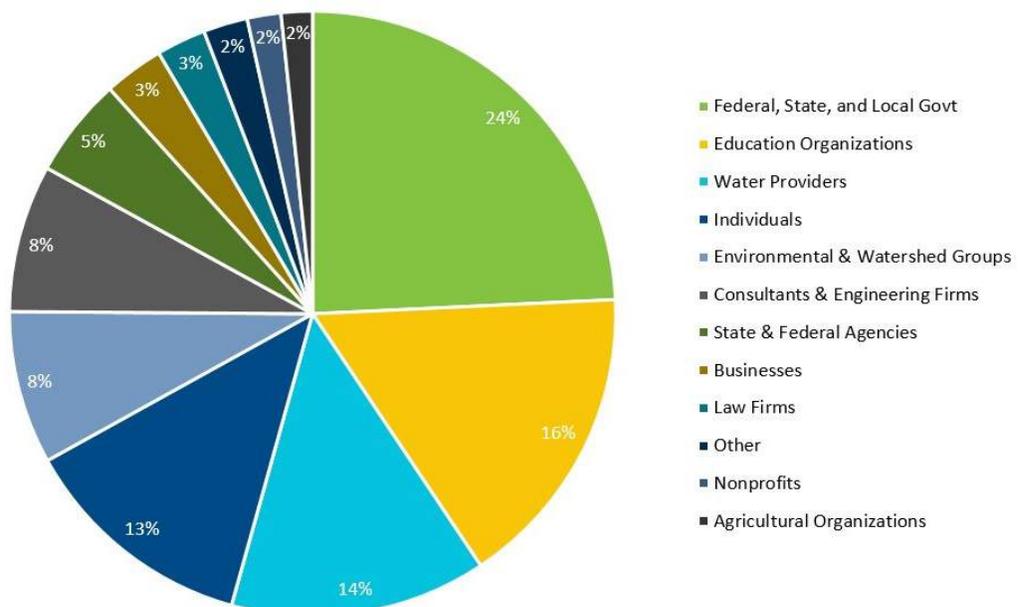


# Audience

**No other publication in Colorado targets the broad cross-section** of professionals and interested citizens from the water management, conservation, agricultural, and business communities like *Headwaters* magazine. *Headwaters* reaches a diverse audience with one thing in common: a passion for understanding water issues. Typical readers are college-educated, over 35, and work in a natural resource-related field.

*Headwaters* has a distribution of over 7,500 in Colorado and beyond. Each magazine typically crosses multiple desks as it is circulated within offices and repeatedly referred back to. *Headwaters* is handed out at numerous conferences and is also available online at [www.watereducationcolorado.org](http://www.watereducationcolorado.org), where all past issues are archived.

## Headwaters Audience Makeup



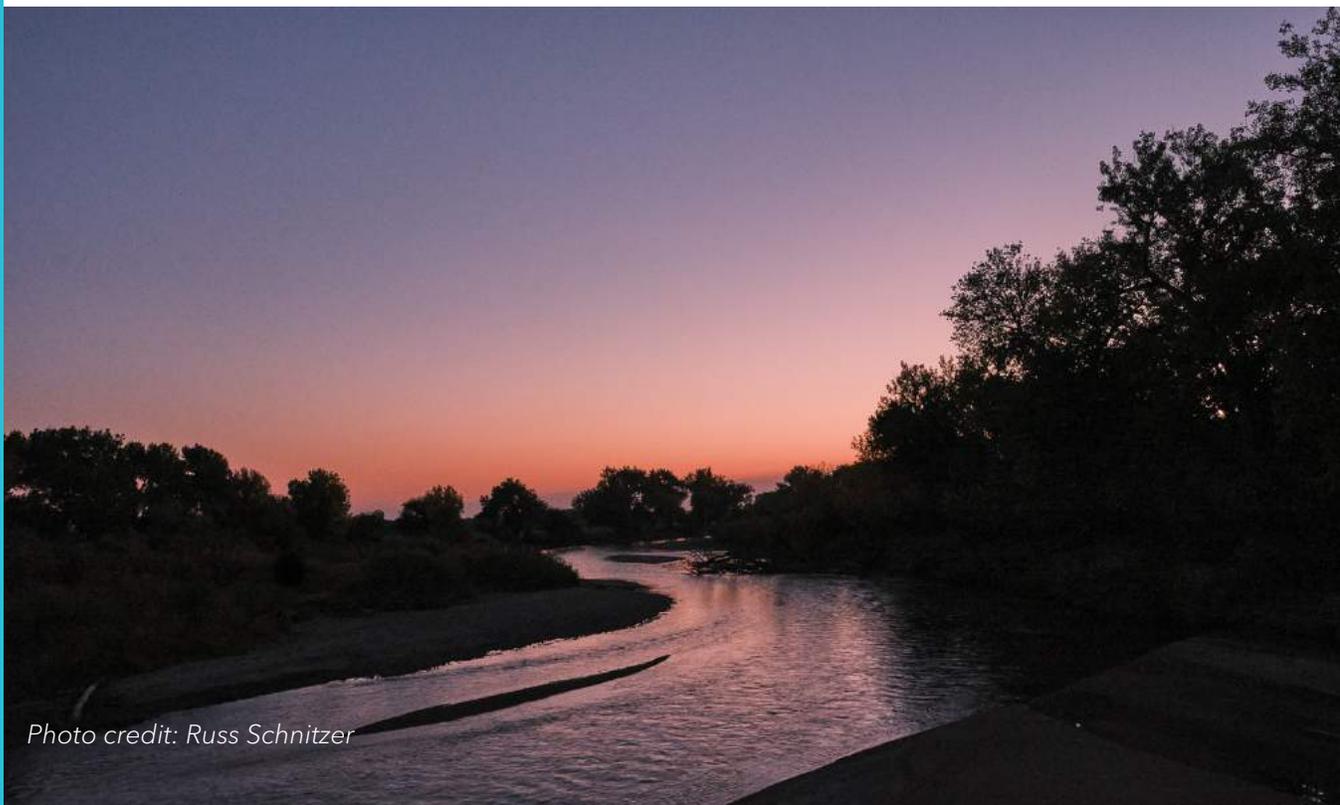
# 2022 Topics

## **Headwaters Editorial Calendar for 2022**

**Spring 2022:** “Tribal Water” will explore water access and tribal water rights in the West, with a focus on the two tribes in Colorado: The Ute Mountain Ute and Southern Ute Indian Tribe. We’ll cover the challenge and progress toward achieving universal access to clean drinking water. With such a large stake in the Colorado River, the question remains: How will tribes be involved in the next phase of policy making on the river?

**Summer 2022:** “On-Farm Sustainable Management” will focus on the positive on-the-ground work that farmers and ranchers are doing to sustainably manage their operations and their water. We’ll look at producers with operations of all sizes, from around the state, who are improving water quality and supply reliability by focusing on soil health, technology, and other innovative practices.

**Fall 2022:** Topic TBD



*Photo credit: Russ Schnitzer*

# Rates

Advertising rates for *Headwaters* magazine are competitive with other publications of similar size and scope. All advertising revenue goes directly toward supporting the ongoing production and distribution of *Headwaters* in order to accomplish the educational objectives of Water Education Colorado.

In order to minimize the impact to educational content, the total number of ads in *Headwaters* is limited, increasing the exclusivity of your ad.

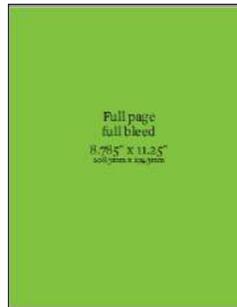
Ads are sold on a first-come, first-served basis and are discounted by 10 percent or more when purchasing in advance for multiple issues. Although the Fall 2022 issue topic has not been determined, bundled ads that include this issue will be accepted.

## **Headwaters Magazine Advertising Rates**

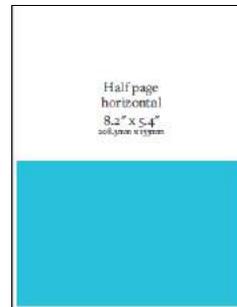
Ad Size	1 issue	2 issues*	3 issues*
Full Page	\$3,000	\$2,700	\$2,400
1/2 Page	\$1,500	\$1,350	\$1,200
1/3 Page	\$1,000	\$900	\$800
1/8 Page (formerly business card)	\$500	\$450	\$400

\*price is per issue

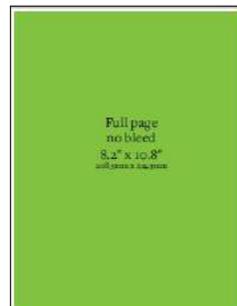
# Specs



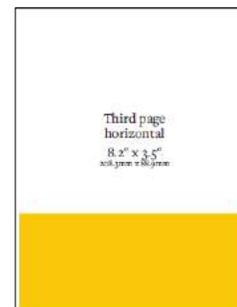
**Full Page**  
\*bleed  
8.785" X 11.25"



**1/2 Page**  
8.2" X 5.4"



**Full Page**  
\*no bleed  
8.2" X 10.8"



**1/3 Page**  
8.2" X 3.5"

Size	Width X Height
Full page (bleed)	8.785" X 11.25"
Full page (no bleed)	8.2" X 10.8"
1/2 page (horizontal)	8.2" X 5.4"
1/3 page (horizontal)	8.2" X 3.5"
1/8 page (horizontal) *formerly business card	3.7" X 2"



**1/8 Page**  
(formerly business card)  
3.7" X 2"

\*Magazine trim size is 8.5" X 11"

## Artwork Requirements

Please submit all ads as 4-color press-optimized PDFs. Resolution must be at least 300 dpi. PDF files must have fonts embedded and should not include printer marks such as crop marks.

Water Education Colorado believes in impartial, non-advocacy education. Therefore, the editor and publisher of *Headwaters* reserve the right to refuse any advertisements that may jeopard-

# Contact

**Secure your advertisement today** by emailing Jayla Poppleton at [jayla@wateredco.org](mailto:jayla@wateredco.org).

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*Photo credit: Matt Staver*