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
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, where all past issues are archived.

**Headwaters Audience Makeup**
Headwaters Editorial Calendar for 2023

Spring 2023: “Colorado Water Plan update” will explore the updated state plan, released in January 2023. While much about the new water plan is fresh, it didn’t surface out of nowhere. It includes years of stakeholder input and follows the work put into the 2015 water plan. We’ll explore what we have accomplished since the state’s first water plan, and where we’re going next.

Summer 2023: “Natural Infrastructure” will focus on the utility and function of natural river, riparian and wetland systems, tools for restoration and preservation, and ers to decide, and this topic of how to practice natural infrastructure restoration (particularly stream and riparian restoration) in the context of water rights and prior appropriation.

Fall 2023: “One Water” concepts will dig into the role and value of leveraging varying water sources that may have been under-utilized in the past, integrating them in a way that is ultimately more sustainable and provides greater benefit.
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.

**Headwaters Magazine Advertising Rates**

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>1 issue</th>
<th>2 issues*</th>
<th>3 issues*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$3,000</td>
<td>$2,850</td>
<td>$2,700</td>
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<tr>
<td>1/2 Page</td>
<td>$1,500</td>
<td>$1,425</td>
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<tr>
<td>1/3 Page</td>
<td>$1,000</td>
<td>$950</td>
<td>$900</td>
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<tr>
<td>1/8 Page (formerly business card)</td>
<td>$500</td>
<td>$475</td>
<td>$450</td>
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</tbody>
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*price is per issue
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 jeopardize this standard.
Secure your advertisement today by emailing Jayla Poppleton at jayla@wateredco.org.

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