

# HEADWATERS Magazine

## 2023 Media Kit



*Photo credit: Matt Staver*

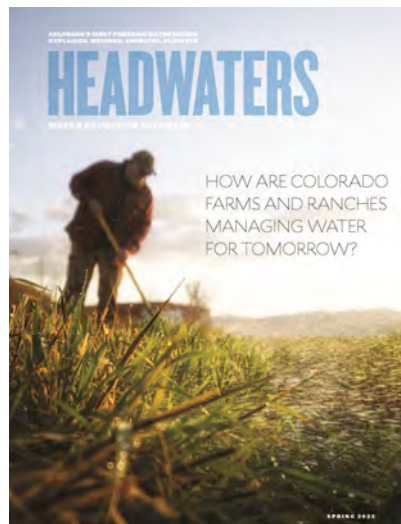


# Mission

**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

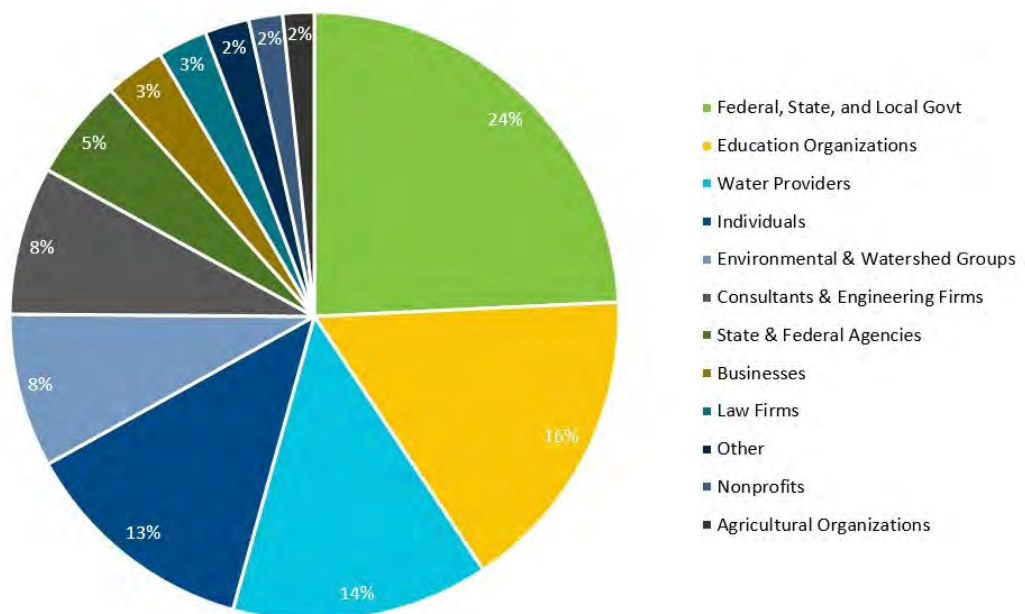


# Audience

**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



# 2023 Topics

## ***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 ways 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 underutilized in the past, integrating them in a way that is ultimately more sustainable and provides greater benefit.



*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.

## ***Headwaters* Magazine Advertising Rates**

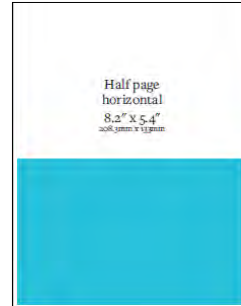
Ad Size	1 issue	2 issues*	3 issues*
Full Page	\$3,000	\$2,850	\$2,700
1/2 Page	\$1,500	\$1,425	\$1,350
1/3 Page	\$1,000	\$950	\$900
1/8 Page (formerly business card)	\$500	\$475	\$450

\*price is per issue

# Specs



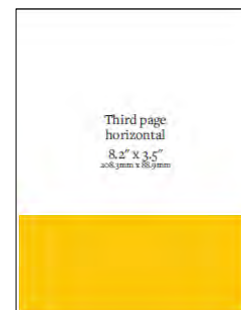
**Full Page**  
\*bleed  
8.785" X 11.25"



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

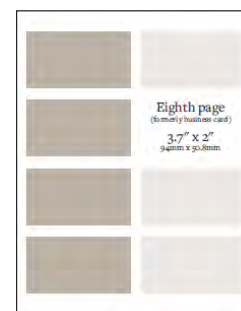


**Full Page**  
\*no bleed  
8.2" X 10.8"



**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 jeopardize this standard.



# Contact

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

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