

HEADWATERS Magazine

2024 Media Kit



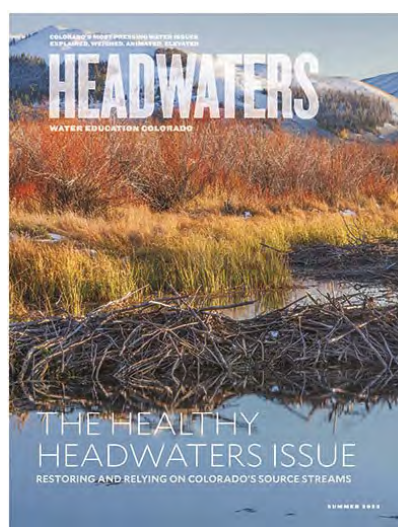
Photo credit: Jayla Poppleton

Mission

Water Education Colorado is a 501(c)(3) nonprofit providing policy-neutral news and informational resources, engaging learning experiences, and empowering leadership programs. We work statewide to ensure Coloradans are knowledgeable about key water issues and equipped to make smart decisions for a sustainable water future.

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.

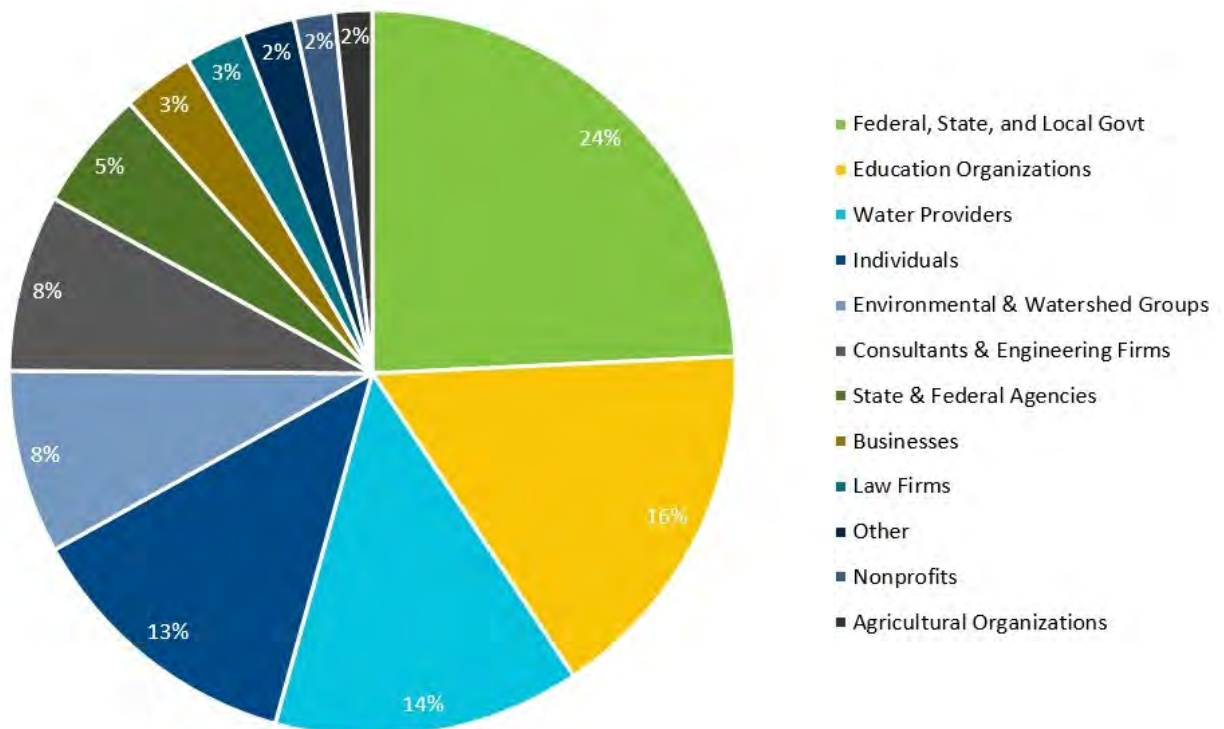
Headwaters Recent Issues



Audience

No other publication in Colorado targets the broad cross-section of professionals and interested community members from the water management, conservation, agricultural, and business sectors 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, reaching elected officials, water managers, water users, educators and students. Each magazine typically crosses multiple desks as it is circulated within organizations and repeatedly referred back to. *Headwaters* is also distributed at numerous conferences throughout the year, and is available for anyone to read online at www.watereducationcolorado.org, where all past issues are archived.



2024 Topics

Headwaters 2024 Editorial Schedule

Spring 2024: “Snow” will explore snow science, measurement, forecasting and augmentation. As the state’s largest “reservoir,” all eyes fall on Colorado’s snowpack, with irrigators, boaters, utility managers, and others having high stakes on how that snow will translate into summer streamflows. As the climate has become more variable, the amount of snow that falls and the accuracy of such forecasts are more critical than ever, leading to a renaissance in new data, modeling, and research, and a surge in cloud seeding.

Summer 2024: “Industrial Water Use” will focus on emerging strategies to reduce water use, protect water quality, and invest in watershed sustainability across the industrial sector, including power production, energy development, and manufacturing.

Fall 2024: “Water 101” will provide a broad overview of Colorado water supply, management and protection to help anyone new to the water conversation dive in and engage.



Photo credit: Mark Beardsley

Rates

Advertising rates for *Headwaters* magazine are competitive with other publications of similar size and scope. Advertisers receive great exposure with *Headwaters* readers. All revenue generated from advertiser support is applied directly toward 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 brand's visibility and message.

Ads are sold on a first-come, first-served basis. Rates are discounted by 10% or more for advertisers purchasing in advance for multiple issues.

Headwaters Magazine 2024 Advertising Rates

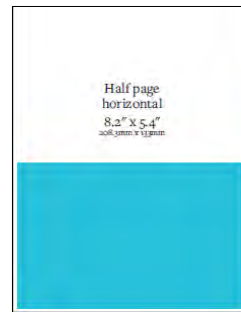
Ad Size	1 issue	2 issues*	3 issues*
Full Page	\$3,000	\$2,850	\$2,700
1/2 Page	\$1,500	\$1,425	\$1,350
1/3 Page	\$1,000	\$950	\$900
1/8 Page	\$500	\$475	\$450

*Rates Discounted if purchased in advance

Specs



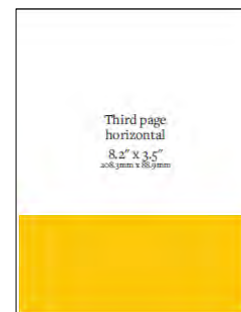
Full Page
*bleed
8.785" X 11.25"



1/2 Page
8.2" X 5.4"

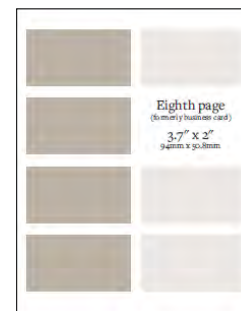


Full Page
*no bleed
8.2" X 10.8"



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)	3.7" X 2"



1/8 Page
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.

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Photo credit: Matt Staver