EARTH
ADVERTISING INFORMATION 2019
Welcome to EARTH magazine, your source for the latest happenings in earth, energy and environment news.

Each issue of EARTH gives readers definitive coverage on topics from natural resources, energy, natural disasters and the environment to space exploration and paleontology and much, much more. EARTH explores the science behind the headlines with timely, relevant editorial content, numerous photos, illustrations, and great maps, with an increasingly diverse mix of topics in each issue. EARTH's readers are spread across the earth science disciplines in academia, government, research and the private sector, people who are involved directly in the issues affecting everyone daily. Awareness of our planet has never been as critical as it is today.

EARTH is published by the American Geosciences Institute, a nonprofit organization representing 52 geoscience societies worldwide.

EARTH is published monthly in digital formats, both from Zinio.com and directly from AGI. EARTH's PRINTED magazine is published bi-monthly — each print issue contains all the content from two monthly digital editions.

EARTH's monthly readership, between individual subscribers and many institutions/libraries, is over 28,000 per month. 80% of subscribers hold post-graduate degrees, work in academia or government and top $80,000 in annual salary. We also distribute EARTH at meetings of geoscientific societies belonging to AGI as well as sending copies to geoscience departments at major U.S. universities on a regular basis.
Editorial Calendar & Bonus Distribution

Editorial content is not defined completely in advance. EARTH is a newsmagazine and we leave features open in order to present stories of a more timely and relevant nature.

Classified Ads

To place a classified ad in EARTH or on our website, simply email your ad, making sure to include your phone and fax numbers as well as your billing address to jr@earthmagazine.org. You may also fax this information to (703) 379-7563. Cost estimates will be emailed to you within 48 hours. The American Geosciences Institute accepts, and prefers, Visa or MasterCard for payment.

If you advertise in EARTH, your classified ad will be placed on our web site that month at no extra cost. Additional web advertising is the same price as print. We will also provide a web link to your site at no extra charge.

BONUS DISTRIBUTION

EARTH appears at conferences and trade shows around the world regularly. AGI distributes thousands of copies at meetings such as:

- American Geophysical Union (AGU)
- American Institute of Professional Geologists (AIPG)
- American Library Association (ALA)
- American Society for Photogrammetry & Remote Sensing (ASPRS)
- Association of American Geographers (AAG)
- Association of Engineering Geologists (AEG)
- Clay Minerals Society (CMS)
- Geological Society of America (GSA)
- Geological Society of America Regional Meetings
- National Association of Geoscience Teachers (NAGT)
- National Earth Science Teachers Association (NESTA)
- Paleontological Society (PS)
- Prospects and Developers Association of Canada (PDAC)
- Seismological Society of America (SSA)
- Society of Economic Geologists (SEG)
- Society of Exploration Geophysicists (SEG)
- Soil Science Society of America (SSSA)
- The Society for Organic Petrology (TSOP)

In addition, EARTH is given to earth science majors and graduate students at major universities each fall and spring semester as part of our outreach to the earth science community.

For more information on bonus distribution, email jr@earthmagazine.org.

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The American Geosciences Institute (AGI) welcomes groups and individuals interested in placing advertising in the Institute’s publications or on its websites. All ads submitted for publication must not be indecent, obscene, or defamatory. All advertising is subject to AGI’s approval. AGI reserves the right to refuse any advertisement at its sole discretion for any reason whatsoever, including products or services that are considered harmful to the public or are in direct contradiction with AGI’s mission of broad awareness in the geosciences. For more information contact John P. Rasanen at jr@americangeosciences.org.
There is no commission on classified advertising.

15% commission is granted to AD AGENCIES ONLY on display ads ¼ page or larger.

**Artwork**

We accept electronic files only. **We prefer CMYK PDF files with 300 dpi images and all fonts embedded. Photoshop and Illustrator CS6 and older compatibles are also acceptable. (CMYK .tif files at 300 dpi are fine. Illustrator files must have fonts embedded.) Files need to be Windows-based.** Please email your ad to jr@earthmagazine.org.

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