Print and Beyond
How to Make Your Publications Shine
National Wildlife Magazine

57 Years of Publishing Excellence

1962

2015

2019
Content to entertain, inform, inspire
Choose strong, graphically clean cover images with direct ("eye contact") connection to readers. Include content and page numbers on the cover to entice readers into the magazine.
• Offer something for everyone.
• Vary the pacing of article tone and length.
• Provide visual separation and white space in the Table of Contents.
• Include photos if possible.
• List author names, especially if you don’t have a budget to pay authors.
Create recurring content that readers can look forward to, such as photo contests, conservation awards, “Best of” series, hunting & angling competitions and the like.
Use Powerful Nature Photography

Jump Shot

PHOTOGRAPHY BY THOMAS SHARMAN

With her giant, headlight eyes (one of four pairs and each on a stalk) and razor-sharp, pink mouthparts, the female whitelegged jumping spider makes a fearsome predator. With her sharp vision, she can spot potential prey from far above. As she approaches, she flashes her colors and flashes a warning signal to potential prey. She then waits, poised to strike. Her bright colors and unyielding stare are enough to keep most potential prey at bay. But when her target is too close, she strikes with lightning speed, using her powerful legs to launch herself towards her prey. In this moment, the spider is both a predator and a victim, depending on the outcome of the encounter. She may be licked by the small insect, but for now, she is content to continue her vigil, waiting for her next meal.
Connect Your Work with Science


LIVING LIGHT
SCIENCE SHOWS HOW—AND WHY—ANIMALS GLOW

The Great Mixed Coastal Massachusetts: bluefin against seasonal floods

By Doug Stewart

W
hat does it mean to have a paradise to call home? How do you protect it, if you have to leave it to make a living? How do you know you’re doing the right thing, even if you can’t see the results? These are questions that many of us grapple with on a daily basis. But for the small group of people living in the Great Mixed Coastal Massachusetts, these questions are not just abstract concepts. They are a way of life.

The Great Mixed Coastal Massachusetts is a coastal area of southwestern Massachusetts, known for its diverse ecosystems and unique wildlife. It is home to a variety of species, including the endangered Pacific leatherback sea turtle, the red-cockaded woodpecker, and the rare New England fisher. These species rely on the area’s unique environment to survive.

For many years, the Great Mixed Coastal Massachusetts has been threatened by development and habitat loss. But a group of dedicated volunteers and conservationists have worked to keep the area protected. Today, the area is a haven for wildlife and a reminder of the importance of protecting our natural resources.

The volunteers and conservationists work tirelessly to ensure that the Great Mixed Coastal Massachusetts remains a place where wildlife can thrive. They work to protect the area’s unique ecosystems and ensure that future generations can enjoy the beauty and diversity of this coastal paradise.

The Great Mixed Coastal Massachusetts is a true gem of the ocean and a testament to the power of conservation. It is a place where nature and people can coexist, and where the beauty of the natural world can be cherished for generations to come.

For more information, please visit the Great Mixed Coastal Massachusetts website.
Discuss Conservation Policy

Keeping Public Lands Public

The National Wildlife Federation and its affiliates as well as sportsmen and women who cherish wildlife are fighting state efforts to privatize public lands.
Teach Gardening for Wildlife

Growing a Better Bird Feeder

A new native nectar garden means pick the best native plants to help backyard birds.

By Mark Weller

Soon after he and his wife bought an abandoned farm in eastern Pennsylvania, Doug Williams made a startling observation. The farm in eastern Pennsylvania had been abandoned for many years, and the house was in disrepair. However, Doug noticed something peculiar about the property. The birds were flocking to the house and the nearby trees, and they seemed to be attracted to the flowers in the garden.

Doug decided to do some research on the birds and found that they were attracted to the flowers because they contained nectar. He also discovered that the birds were using the flowers to feed their young, and that the flowers were also providing a source of food for other animals, such as bees and butterflies.

Doug realized that he could create a bird-attractive garden by planting native plants that would provide nectar for the birds and other animals. He started by planting a variety of flowers, including monarch butterfly and hummingbird flowers, and he also planted trees that would provide shade and shelter for the birds.

The garden quickly became a hub of activity, with birds and other animals flocking to it in the mornings and evenings. Doug and his wife soon started sharing their garden with their neighbors, and they were delighted to see that the birds were becoming more numerous and diverse.

Doug learned that planting native plants is an effective way to create a bird-attractive garden, and that it is also a great way to support local wildlife. He encourages other gardeners to try it, and he hopes that his garden will inspire others to create their own bird-attractive gardens.
Showcase Environmental Education

Nature Smart

Time outdoors can make kids healthier, happier, smarter—and more inclined to conservation

By Richard Loehr

In 2011, the United Wildlife Federation (UWF) decided to make environmental education a priority, and reached out to schools in the region. A few weeks later, an email arrived at the school: "Showcase Environmental Education." The email was sent by a parent, and the message was clear: the school needed help with an environmental learning program.

"We believe in using technology to educate kids," the email read. "It can help kids understand the impact of their actions on the environment. We want to create a program that will engage students and encourage them to think creatively." The parent offered to help launch the program, and the school agreed.

"The program will focus on the local environment," the parent continued. "We want to show kids how their actions can affect the world around them. We also want to encourage them to think about the impact of their actions on the environment." The parent agreed to provide funding for the program, and the school was thrilled.

"The project will be led by a team of educators," the parent said. "We want to create a program that will be engaging and fun for kids. We also want to make sure that the program is effective and helps kids understand the impact of their actions on the environment." The parent offered to help with the implementation of the program, and the school was grateful.

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Old design, very dense

New design, more open, larger photos
National Wildlife magazine covers the work of affiliates, so keep us informed about your efforts and accomplishments and we'll try to cover them, extending national awareness of your organization.
“This issue is going nowhere in any state with a strong wildlife federation,” says Dave Chadwick, executive director of the Montana Wildlife Federation.
“Keeping Public Lands Public” - February–March 2016

“That’s money that's supposed to be used on habitat and wildlife, and it’s being directed into people’s pockets,” says Brian Brooks, executive director of the Idaho Wildlife Federation.
“Working for Wildlife’s Affiliate Spotlight” - June–July 2019
And Show Affiliate Action

**NWF Priority**
Eliminating single-use plastics

Because bags, bottles (right) and other single-use plastics contribute significantly to the plastic pollution devastating wildlife, affiliates of the National Wildlife Federation unanimously passed a resolution at their 2018 meeting calling on state and local governments to discourage such products through bans, fees or other actions. Because plastic harms terrestrial wildlife and even the food we eat, the measure was wholeheartedly backed by groups near and far from the coast, says Laura Bankey, vice president of conservation programs for NWF affiliate National Aquarium, which proposed the resolution. Now at least six affiliates are gearing up to push for plastic pollution control at the national level: the National Aquarium, Virgin Islands Conservation Society, Association of Northwest Steelheaders, Planning and Conservation League, Conservation Council for Hawai‘i and Environmental Council of Rhode Island.
The Wide Reach of National Wildlife

Social media posts

Magazine web page

New Digital App

Annual photo contest (thousands of entries)

Print magazines (6 per year to 350,000+)

E-newsletters (6 per year to 35,000+)

NWF program support

Advertising

Blogs featuring magazine content
Accolades

“I rarely respond to articles but was so very impressed by “Honoring a Legacy” in the February-March [2018] issue I felt I had to tell you....The work you do for the environment is essential. Keep up the fight.” – J. Hale, MN

“Would it be possible to obtain copies of the April-May, 2018 NWF Magazine, “Hope Takes Wing, Wildlife Gardening Can Save Species”? We would like to give this magazine to attendees of the Monarchs, Milkweeds & more! event. This magazine is fabulous!!!”
– From Alyne Elland, organizer of Tulsa Audubon Society’s 25th Wildlife Habitat Garden Tour and Plant Sale
Intrinsic Value and Ripple Effects

- We offer members a tangible benefit
- Help generate revenue for NWF
- Provide a face for and extend the voice of NWF and its affiliates
- Strengthen relationships between NWF and affiliates
- Inspire action
How you can use our material

- You can share links to our articles when relevant to your work: nwf.org/nw

- We are creating a Dropbox for affiliate access that will contain full PDFs of magazine articles, which you are welcome to post or share with your members.

- We are also creating a how-to guide for disseminating our material, if you’re interested, including:
  - Language for attribution
  - Tips for photo usage
  - Unique, trackable URLs

- We now provide bimonthly updates of magazine content and affiliate mentions if you opt-in to this listserve: magazinehighlights@lists.nationalwildlife.org
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Social Media

• We use NWF’s social media platforms to share content:
  • Twitter followers: 592,000; Facebook Likes: 1.1 million; Instagram followers: 156,000
• If you tag NWF in your posts, we can share them, extending your reach.
• Make your content visually appealing!

Click on the photo at right to see a slide show. Such “videos” get far more clicks than static content.
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ArcGIS Story Maps

We are using ArcGIS online software from the ESRI company to create “story maps,” which incorporate maps, data, photos, video, audio and text to tell stories in compelling ways well-suited to social media. ESRI offers nonprofits a discounted rate for access to their programs and maps. Let us know if you’d like more information.
NWF’s Childrens’ Publications

It all started in January 1967 with . . .

*Ranger Rick’s Nature Magazine.*
From that beginning, and through every decade since. . .
Ranger Rick aims to inspire in its readers

- a greater understanding of the natural world,
- a deep love of nature and wildlife,
- and a lasting commitment to conservation and environmental action.
January 2017 marked 50 years of *Ranger Rick* magazine.
Current Stats

- Circulation: 300,000
- Ages: 7-14
- Average Age: 9
- Frequency: 10 per year
Secrets of Success

- Spectacular photography
- Amazing animal facts
- Awesome outdoor adventures
No one publishes more dramatic photos, more dramatically, than we do. It is our niche, our calling.
We also use funny art and gee-whiz facts to catch and hold our readers.
Wildlife, nature, and the outdoors are our themes, and a large part of our mission is to encourage our readers to get outside. One way to do that is to lead kids on outdoor adventures, as in this piece on exploring a cave.
But mostly we encourage kids to get out into their own backyards and neighborhoods and find out where the wild things are.
And of course there are the “Ranger Rick’s Adventures”—one of the most popular parts of Ranger Rick magazine and one of our best ways of getting across our environmental messages.
Sample Adventures

*(Often reflects NWF Affiliate work)*

- Overpass for California Mountain Lions
- Hawaiian Monk Seal Rescue
- Pollination Celebration
- Return of the Bison
- Plight of the American Pika
We also encourage environmental action, as with this piece on how kids are protecting the Gulf of Mexico.
Here’s an article on saving the monarchs.
And an article on helping the greater sage grouse.
For Younger Children

- Circulation: 270,000
- Ages: 4-7
- Frequency: 10 per year
- Formerly called *Your Big Backyard* and *Big Backyard*
Even Younger Children

- Circulation: 100,000+
- Ages: 0–4
- Frequency: 6 per year
Full Childhood of Ranger Rick

0-4

4-7

7-12
How do we know we’re creating the best possible magazines?
1. Monthly Online Surveys

RATE THIS ISSUE
What do you think about this month’s issue of Ranger Rick? Scan this QR code or visit online at nwf.org/rangerrick to take our survey.
2. We ask our Advisory Boards!
3. Feedback from Kids

“I always smile when I hear that I got a Ranger Rick in the mail. I rip it open and scan all the pictures, then read it! I have learned a lot of facts I would hate to just read out of a science book. To me, *Ranger Rick* makes it so much more interesting.”

- Carly Sim, age 12
4. Feedback from Parents

• “My kids really enjoy *Ranger Rick Jr.* They particularly like the articles. We read them together.”

• “Thank you for keeping your magazines advertising-free!”
5. Alumni Feedback

“I actually still carry my Ranger Rick card from 1987, the first year of my membership when I was 7 years old.”

Jon Pauli
Wildlife Ecologist
6. Awards

**Ranger Rick**
- 2018 Parents’ Choice, Gold Award
- 2017 Revere Award
  Best Overall Editorial, Grades PreK-6
  (Association of American Publishers)

**Ranger Rick Jr.**
- 2018 Parents’ Choice, Gold Award
- 2017 Revere Award
  Best Overall Publication, Grades PreK-6
  (Association of American Publishers)
Monthly Website Updates

(Animal stories, games, contests, jokes, crafts, and other activities)
Educator’s Guides—10 per year

(Ranger Rick)

CRABBY QUESTIONS

Read “Crabby Bags,” pages 14-16. Then use what you learned from the story to help you answer the questions below.

1. Why do you think we sell someone who is in a bad mood “crab-ity”?

2. Do you think this has anything to do with a characteristic of real crabs? Why or why not?

3. How are crabs used their claws?

4. How would you like to have a claw? What would you do with a claw if you had one?

5. Crabs eat lots of different things. Name some of the things they eat.

6. Sometimes crabs are called “sea crows.” How are these two animals similar? What makes them different?

INVENT A WADING BIRD

If someone asked you to think of a new kind of bird that wades around in shallow water eating little fishes and frogs, what would it look like? Answer the questions below.

1. What would its legs look like? Why?

2. What would its feet look like? Why?

3. What would its bill look like? Why?

4. What would its neck look like? Why?

5. How large would your wading bird be?

6. What colors would it be?

7. What would you call your wading bird?

8. Now draw a picture of your wading bird on the back of this paper.
Letters to Parents—10 per year

(Ranger Rick Jr.)

English

March 2020

Prekindergarten Reading Encouragement Project

Dear Parents and Guardians:

We hope this letter finds you well and that you had a wonderful holiday break. We are excited to share with you some fun and engaging activities that you can do with your child at home. Here are a few ideas:

1. **Building Blocks**: Encourage your child to build with blocks and then describe what they built. This activity helps with language development and fine motor skills.
2. **Nature Scavenger Hunt**: Take a walk in a park or nature trail and look for different objects like leaves, rocks, or flowers. This activity helps with observation and language skills.
3. **Reading Aloud**: Read a story book together and discuss the pictures and the plot. This activity helps with comprehension and vocabulary.
4. **Science Experiment**: Try a simple science experiment like making a volcano or growing a bean. This activity helps with understanding scientific concepts.
5. **Math Games**: Play games that involve counting, sorting, or matching. This activity helps with math skills.

We look forward to seeing your child in class and hearing about the fun activities you have been doing together. Please feel free to share any feedback or suggestions you may have.

Sincerely,

[Signature]

Prekindergarten Reading Encouragement Project

Spanish

Marzo 2020

Proyecto de Fomento de Lectura Preescolar

Queridos padres y cuidadores:

Esperamos que este mensaje te encuentre bien y que hayas pasado unas vacaciones maravillosas. Aquí te presentamos algunas actividades divertidas y educativas que puedes hacer con tu hijo en casa. Aquí te dejo algunas ideas:

1. **Edad de bloques**: Invítale a su hijo a construir con bloques y luego describa lo que construyó. Esta actividad te ayudará a desarrollar su lenguaje y habilidades finas.
2. **Caza de objetos**: Realice una actividad de caza de objetos en el parque o el bosque. Invítale a su hijo a buscar objetos como hojas, rocas o flores. Esta actividad le ayudará a desarrollar su observación y lenguaje.
3. **Lectura en voz alta**: Lea un libro en voz alta y discuta las imágenes y el contenido. Esta actividad le ayudará a mejorar su comprensión y vocabulario.
4. **Experimentos científicos**: Pruebe un experimento sencillo como hacer un volcán o plantar una semilla. Esta actividad le ayudará a entender conceptos científicos.
5. **Juegos de matemáticas**: Juegue juegos que involucren contar, ordenar o buscar parejas. Esta actividad le ayudará a desarrollar habilidades matemáticas.

Estamos emocionados de ver a su hijo en la escuela y escuchar sobre las actividades divertidas que has hecho juntos. Por favor, sírvase compartir cualquier comentario o sugerencia que tenga.

Saludos,

[Nombre]

Proyecto de Fomento de Lectura Preescolar
Social Media Followers

- **facebook** (daily posts): 16,433
- **twitter** (daily posts): 4,152
- **Pinterest** (monthly posts): 2,243
- **Instagram** (2x per week): 2,230

**TOTAL:** 25,058
Kids
Want MORE
Ranger Rick!
Ranger Rick Zoobooks

Acquired 2018
Ranger Rick Zoobooks = More Outreach, More Value

- **Award Winning Content Complements Ranger Rick**
  - Animal encyclopedia – each book on a different animal – unlike Ranger Rick
  - Beautiful photos & illustrations, fun fact-filled text – like Ranger Rick
  - Book series, titles re-cycle – unlike Ranger Rick
  - Same ages – fits Ranger Rick marketing campaigns

- **130+ Books $1M+ to re-create**
Ranger Ricks Zoobooks = More Outreach, More Value

Line Marketing:
• All products promoted
• Higher value/order
• More bang/marketing buck

Efficiencies:
• Postal non-profit discount
• Printing volume discount
• Fulfillment volume discount
Ranger Rick Zoobooks = More Outreach, More Value

- More book clubs
- More book sets
- More distribution = retail, libraries, web
Print Magazines—And So Much More!

- 15 family e-newsletters
- 30 educational guides per year
- 20 Web site updates per year
- 60+ digital issues
- 15+ contests per year
- Licensing support (60 Ranger Rick-branded) books in 2016-17

Ranger Rick Outreach

So Much MORE!
Full Suite of NWF Pubs Outreach

- 15 family e-newsletters
- 30 educational guides per year
- 30 Web site updates per year
- 80+ digital issues
- 15+ contests per year
- NWF program support
- National Wildlife Federation's GREAT AMERICAN CAMPOUT
- Book club (12 books per year)
- Licensing support (60 Ranger Rick-branded books in 2016-17)
- Daily social media
Who are our kids pub buyers? Moms & Grandmas

- 85% Women
- 15% Men
- 55% Gift Givers
- 45% Self Subscribers

Who are our member subscribers? Elite Elders

- 72% Women
- 28% Men
- 92% Ages 50+
- 84% College+

$100K Median Income
How do we acquire them?

Kids: 31% Direct Mail
14% E-market
19% Agents
9% Phone

NW: 98% Membership + 2% Agents
More From the Core: members & competencies

1. MORE content from award-winning library
   • Ranger Rick Cub & Ranger Rick Adventures Club

2. MORE members from core channels
   • Affiliate sales program

3. MORE member contact in new channels
   • Digital – NW 360 reader contact

4. MORE $ per member (up sell/cross sell)
   • Clubs/Donations/New Services

5. MORE support for the NWF Strategic Plan
   • One Federation – all affiliate involvement
   • Three pillar messaging
A few business pointers from Ranger Rick Outreach

1. Every touch is an opportunity
2. Contact Information is **GOLD**—but be sure to give them something in return.
Monetize your content?

3. Deploy, analyze, adjust, and deploy again.
4. Expand and vary your delivery options.
**Ranger Rick**

- **Baa Baa!** The sheep is a mighty biter that take the sky. You have to be careful of its coat. It must not make any big jumps. Do you know how high it can jump?

- **Save the Monarch!** Every year in early summer, millions of Monarch butterflies come to the beaches of Delaware Bay to lay their eggs. It's important to help them survive.

- **Gone Camping** Dust off your hiking boots! Cut out your sleeping bag. It's time for a Great American Campout!

**Ranger Rick Zoobooks**

- **This Wolf Might Eat Your Words** It's not easy being a wolf. But you have to be careful of the other animals that you might see.

- **A Hard of Tigers** Okay, so tigers don't really hibernate together. But your child will have a wonderful time with these free worksheets, very simple counting out and finding a whole bunch of things that they can do with it. I had fun sometimes going out of the woods, and I am so proud of it.

- **Grab a Coat You're Going In!** Wear a hat when you are outside to keep the cold out of your ears. Look at all the animals that do when they finish sitting on the snow.

- **How to Draw a Dinosaur** Not only is there an opportunity to become the next dinosaur, but we've got a fun, long list. Many know that dinosaurs are not real, but they are real. Did you know that a friend thought that this animal might have had a second brain?

- **Zoo Joke** Who steals the dog's nose after it was lost, and then got back?

- **Come and Get Your**
  - Ranger Rick Zoobooks
  - Zoobooks
  - Ranger Rick Jr.
  - Zoobooks
  - Ranger Rick Jr. Zoobooks
  - Zoobooks

- **Visit Our Blog** Do you want to be inspired by some of the kids? Zoobooks articles. We're going to be posting articles. Let's be sure to follow these articles.
5. Review multiple data points, Part I
Monetize your content?

Review multiple data points Part II
How can you use our content?

Direct link to rangerrick.org
Affiliate Subscription Outreach Program

• Affiliates who sell subscriptions to Ranger Rick will retain 50% of the subscription price, so this program helps you gain revenue. To date, 12 affiliates participate.

• Families get a discount off the regular price, so this program helps affiliates expand outreach to families.
Editorial Director Lisa Moore enjoys reviewing your publications. You do great work! If you’d ever like to brainstorm about content, approach, writing or design, please reach out. moorel@nwf.org, 703-438-6350