

AD PROGRESS NETWORK

Set to launch in early March 2009, *Ad Progress Network* is a budding vertical ad network, focused on delivering an intelligent and politically, socially and environmentally-engaged progressive audience to advertisers.

Ad Progress Network's founding members *The Nation*, *Air America*, *Mother Jones* and *AlterNet* are working in concert to provide online advertising scale and reach to advertisers.

	Unique Visitors	PageViews	Total Impressions
Air America	366,656	2,319,125	7,300,000
AlterNet	1,900,000	9,500,000	13,800,000
The Nation	1,569,355	6,080,208	23,816,913
Mother Jones	1,011,514	3,997,977	11,194,336
Total	4,847,525	21,897,310	56,111,249

Source: Google Analytics, October 2008

Email marketing is another method by which *Ad Progress Network* communicates with its readers. Each site regularly sends Stand-Alone/Sponsored (advertiser-created content) messages and/or Newsletters (banner ad placements) emails to its online subscribers.

Readers of *Ad Progress Network* sites are mature, educated thought-leaders who are active in their communities and who believe in progressive issues and causes. These readers actively vote via the ballot box and their wallets.

	Gender		Education		Income		
	Male	Female	Bachelor Degree or Higher		>\$50k	>\$100k	
Air America	54%	46%	Air America	69%	Air America	53%	31%
AlterNet	45%	55%	AlterNet	70%	AlterNet	50%	30%
The Nation	64%	36%	The Nation	72%	The Nation	56%	25%
Mother Jones	48%	52%	Mother Jones	60%	Mother Jones	36%	24%

The founding members of *Ad Progress Network* fully support one another and each member is committed to fulfilling the needs of our advertisers and agency partners.



Overview

The Nation is produced with the highest journalistic standards and has attracted a passionate and highly educated audience that is influential in national affairs and consumer preferences. *The Nation's* readers are the mavens that friends ask for opinion on many issues and purchases.

Unlike corporate media, news aggregators, or portals, *The Nation's* audience is known for translating thought into action. And because they are action oriented, they respond to the advertisers supporting the magazine and Internet site.

The Nation's loyal magazine subscriber and online readers exhibit their engagement and interaction with our franchise by donating over-and-above their magazine subscription costs to actively support *The Nation's* vital, groundbreaking, trusted, and award-winning journalism.

Reach these key influentials through the medium they rely on to connect the dots and inform the critical debates of our times: *The Nation* and TheNation.com.



Overview

AlterNet is a highly acclaimed online news source offering original editorial and investigative reports as well as quality independent journalism sourced from the best of progressive media. As a two-time Webby award winning site celebrating its tenth year, *AlterNet* keeps pace with the increasing public demand for reliable news from trusted sources while filtering out commercialized media's information overload.

AlterNet boasts an exciting community of active citizens advocating for positive change in environmental, human rights and civil liberty, social justice, media and healthcare issues. Connect to the *AlterNet* community and discover an audience of engaged socially conscious readers.



Air America is the nation's leading multi-platform Media network representing a progressive, entertaining and independent voice on air and online.

The Network can be heard nationwide on 60 radio affiliates, on the web at www.airamerica.com, and on XM Satellite Radio. *Air America* has assembled the most talented on air-personalities such as Rachel Maddow (also seen weeknights on MSNBC), Thom Hartman, Ronald Reagan, Ron Kuby, Lionel, Arianna Huffington, Mark Green and Robert Kennedy Jr.

Air America has built a strong community of readers and listeners who are passionate about the issues for which it stands: positive social, environmental and economic change. Because these readers have a lot to say for themselves - and to each other- *Air America* provides a platform that allows them to communicate, socialize and contribute to *Air America's* mix of radio and online journalism.

Air America puts Marketers and Advertisers in direct contact with a large, educated and influential audience of Progressives, Opinion Leaders and independents who *take action* and *engage* with their products and services

On radio and online, *Air America's* aim is to bring a new reality into view, to explore opportunities for positive change in our daily lives and our daily minds.



"I think Mother Jones is doing the best journalism around these days. I hear nothing but great things about your co-editors in San Francisco. I've been watching David Corn's work since he took over your bureau in Washington. You've proved that you can make an impact in Washington without being based there--telling us how Washington really works and for whom." – Bill Moyers

Overview

Mother Jones is an independent, nonprofit news organization with a specialty in public interest investigative reporting. *Mother Jones* magazine and *MotherJones.com* produce smart, fearless and original reporting, even as other publishers move away from original content and toward content aggregation.

Mother Jones magazine, launched in 1976, is among the largest of American thought leader publications; circulation has increased more than 70% in the last decade to 223,000. *MoJo* has received numerous national awards, including the 2008 National Magazine Award for General Excellence and four other NMAs. The magazine has also been recognized with nine Independent Press Awards, five Investigative Reporters & Editors Awards and two “Best in the Business” awards from the American Journalism Review.

In 2008 Webby-winning *MotherJones.com* has more than doubled its traffic, due in large part to daily reporting from a new Washington, D.C., bureau (headed by DC veteran David Corn) and the addition of renowned political blogger Kevin Drum. A complete site redesign and re-launch is scheduled for 1Q09; that redesign will include greatly expanded community elements and the latest in SEO technology. This effort will spur continued growth of the website and, we believe, will have a collateral effect on brand-recognition and growth for *Mother Jones* magazine.

MotherJones.com's average reader is a highly educated “thought leader” with a better-than-average household income. Readers are very politically engaged and give strong consideration to socially and environmentally responsible criteria when making a purchase.