

HEADWATERS Magazine

2025 Media Kit



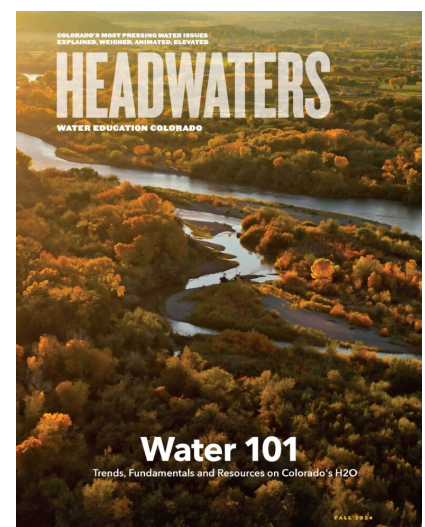
Photo credit: Jayla Poppleton

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.

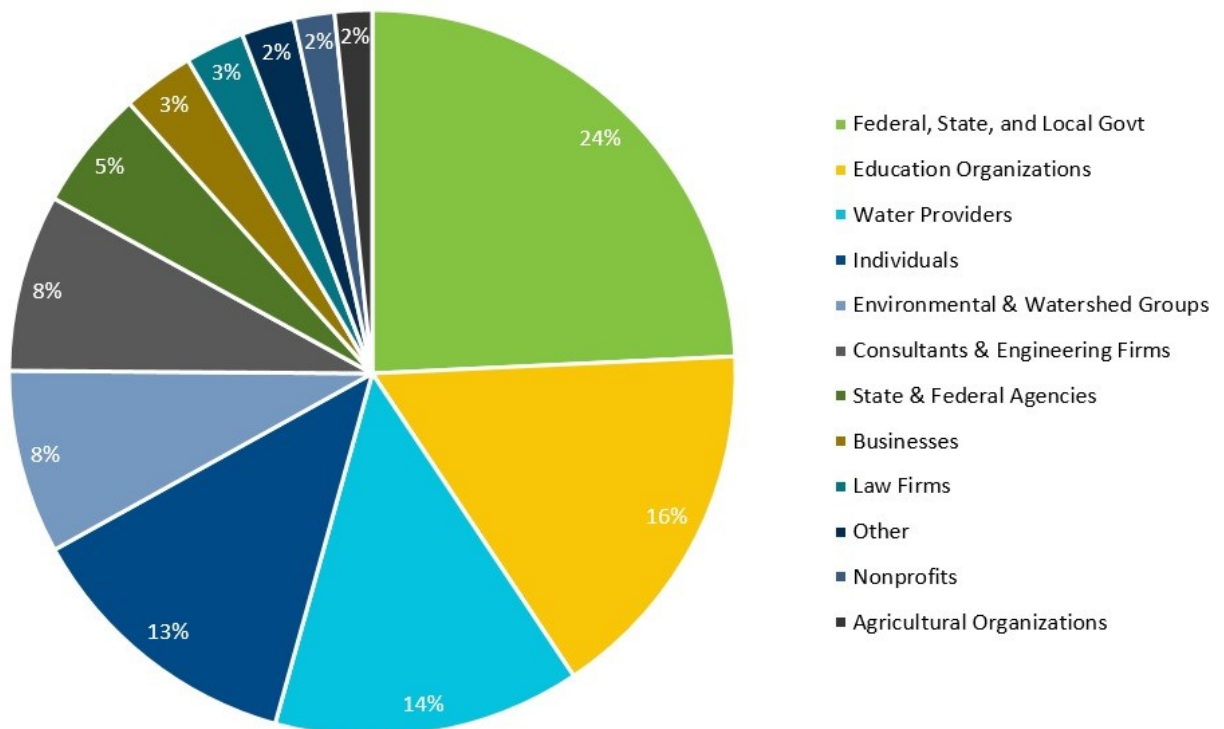
Headwaters Recent Issues



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.



2025 Topics

Headwaters 2025 Editorial Schedule

Spring 2025: "The Marketing of Anti-Speculation"

Summer 2025: "The State of the State's Groundwater"

Fall 2025: TBD



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.

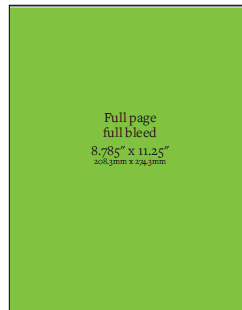
Ads are sold on a first-come, first-served basis. Rates are discounted by 10% or more for advertisers purchasing in advance for multiple issues.

Headwaters Magazine 2025 Advertising Rates

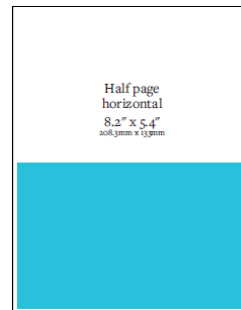
Ad Size	1 issue	2 issues*	3 issues*
Full Page	\$3,000	\$2,850	\$2,700
1/2 Page	\$1,500	\$1,425	\$1,350
1/3 Page	\$1,250	\$1,225	\$1,200
1/8 Page	\$750	\$725	\$700

*Rates Discounted if purchased in advance

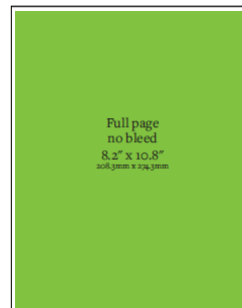
Specs



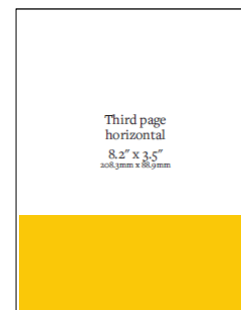
Full Page
*bleed
8.785" X 11.25"



1/2 Page
8.2" X 5.4"

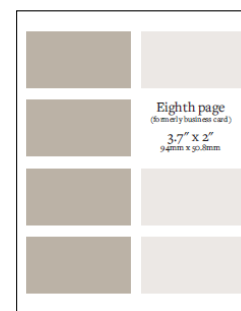


Full Page
*no bleed
8.2" X 10.8"



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 Lisa Strachan at Lisa@wateredco.org.

Water Education Colorado
4777 National Western Drive
Denver, CO 80216
(303) 377-4433
WWW.WATEREDCO.ORG



Photo credit: Matt Staver