



# First Alaskans

THE MAGAZINE OF NATIVE PEOPLES, COMMUNITIES, AND WAYS OF LIFE



## ENGAGED READERS

67%

save the magazine  
for future reference

68%

of readers give the  
magazine to someone else  
when they're done  
reading it

## A Unique Voice, A Unique Publication

**FIRST ALASKANS MAGAZINE** is like no other Alaska publication.

Every issue we give our readers in-depth stories and information from the perspective of Alaska Native peoples. We write about issues like no one else can –through the worldview of the land’s original inhabitants.

From issues of self-governance and self-determination to the best coverage of Alaska Native arts and culture happenings in the state, First Alaskans explores not just what is happening, but why, and how it matters—to all Alaskans.



# Demographics

## BROAD READERSHIP

91%

are between the ages  
of 25 and 64

## PURCHASING POWER

48%

income greater than  
\$70,000 per year

## IN YOUR MARKET

82%

live, work, and shop  
in Alaska

91% were aged 25-64

76% were female

72% had children

## EDUCATION

59% hold a technical, college, or graduate degree

28% had BAs

22% had graduate degrees

36% are currently in school (some of whom may be pursuing a second degree)

## PURCHASING POWER

66% own their own home

48% have a total household income greater than \$70,000 per year

25% make more than \$100,000 per year

74% bought Native art in last 12 months

84% take at least one trip per year

81% spend one or more nights in a hotel annually

60% have rented a car in the last 12 months

83% regularly attend statewide Native gatherings (like AFN, Celebration, etc.)

73% regularly shop online

31% travel in-person to large cities (like Anchorage, Juneau or Fairbanks) to shop

## GEOGRAPHY

46.5% were from Anchorage

35.5% lived in one of 35 other Alaskan communities

18% of respondents were living outside Alaska

## ETHNICITY:

73.5% Alaska Native, from culture groups across the state.

26.5% non-Alaska Natives.

## REGIONAL AFFILIATION

2% ASRC

4% Chugach

4% NANA

6% Aleut Corp.

7% Ahtna, Inc.

8% BSNC

12% Doyon, Ltd.

12% Koniag, Inc.

13% CIRI

14% BBNC

16% Calista Corp.

26% Sealaska Corp.

## CULTURAL HERITAGE

Of readers with an  
Alaska Native background:

5% Haida

5% Tsimshian

11% Alutiiq/Sugpiaq

11% Inupiaq

12% Aleut/Unangan

17% Tlingit

17% Athabascan

22% Yup'ik/Cu'pik

# Distribution

## CIRCULATION

7,500

Winter, Spring, and  
Summer issues

10,000

Fall issue  
(coincides with  
Alaska Federation of Natives  
Annual Convention)

Distributed to subscribers, and through the following locations (and more)

### NATIVE CORPORATIONS AND ASSOCIATIONS

*More than 50 Native corporations and associations,  
including all 12 regional corporations and many village corporations:*

Goldbelt Inc.  
Koniag Inc.  
Doyon Ltd.  
The Kenaitze Indian Tribe  
The Tanana Chiefs Conference  
Tlingit-Haida Central Council

### ALASKA'S LARGEST CORPORATIONS including

ConocoPhillips  
Wells Fargo Bank  
Alaska Commercial stores statewide  
Northrim Bank  
The Rasmuson Foundation  
First National Bank of Alaska

### RETAILERS including

Barnes & Noble  
Hudson News (airport terminals)  
The Alaska Native Medical Center Craft Shop  
Jineit (Sealaska gift shop)  
The Anchorage Museum store  
Hearthside Books, Juneau

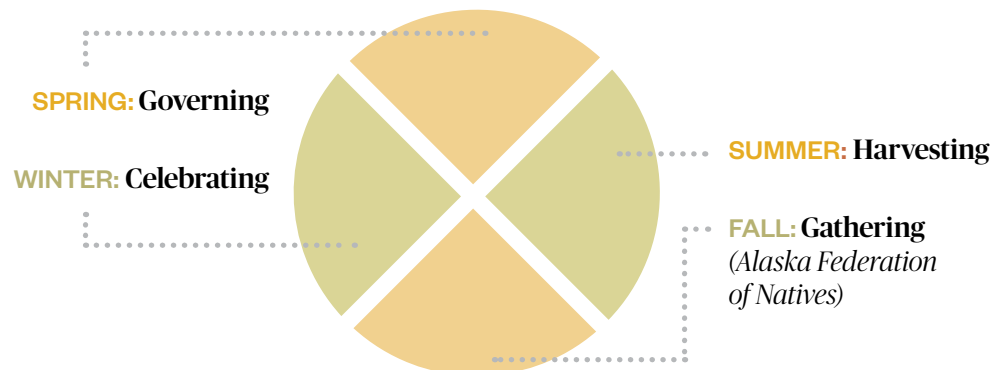
### MAJOR HOTELS including

Anchorage, Fairbanks, Dutch Harbor, Barrow, Haines, Kotzebue and Kodiak

### EDUCATIONAL INSTITUTIONS including

University of Alaska, Kenai Peninsula College, AVTEC,  
Alaska Native Science and Engineering Program, Kuskokwim College

# Editorial Calendar 2016



Mary Beth Carr • (907) 350-0993 • mbc@gci.net • advertising@firstalaskans.org

## Rates & Specs

SIZE	WIDTH	HEIGHT	VALUE
Full page	7.25"	9.75"	\$ 2,194
2/3 page vertical	4.787"	9.75"	\$ 1,865
1/2 page horizontal	7.25"	4.787"	\$ 1,534
1/2 page vertical	3.525"	9.75"	\$ 1,534
1/3 page square	4.787"	4.787"	\$ 1,094
1/3 page vertical	2.3241"	9.75"	\$ 1,094
1/6 page horizontal	3.525"	3.125"	\$ 875
1/6 page vertical	2.3241"	4.787"	\$ 875

All ads include full color.  
All sizes are in inches.

### CAMERA READY AD SPECS:

Camera ready ads must be designed to exact size specs.

Ads must be submitted as high quality PDFs, preferably PDF-X-1a:2001 produced from a professional design program such as InDesign or Quark Xpress.

Images should be 300 dpi.

No Word, PowerPoint, Publisher or jpgs will be accepted as camera ready.

Full page bleed:  
LIVE AREA:  
7.75" x 10.125"  
PAGE TRIM:  
8.25" x 10.625"  
BLEEDS EACH EDGE:  
0.25"

PREMIUM POSITIONS	
Back cover	\$ 2,523
Pages 2-10	\$ 2,413
Inside back cover	\$ 2,413

### FREQUENCY DISCOUNT

**15% OFF** of each ad with a commitment of four or more ads.

## Deadlines

ISSUE	SPACE	CAMERA READY
Spring	<b>Feb. 22</b>	<b>Mar. 8</b>
Summer	<b>May 26</b>	<b>June 10</b>
Fall	<b>Aug. 20</b>	<b>Sept. 3</b>
Winter	<b>Nov. 25</b>	<b>Dec. 9</b>

DISTRIBUTES
April 1
July 6
Sept. 29
Jan. 4, 2019