

THE AMERICAN PROSPECT

Green Publishing Practices

The American Prospect, Inc., remains dedicated to ensuring that our business practices are as sustainable as possible. We understand that the printing industry relies heavily on paper for the production of its products, but we believe that the sourcing of needed paper can be environmentally conscious. Working with Green America's Better Paper Project, we are committed to being an industry leader when it comes to environmental practices. Paper is a renewable resource, if managed properly. While our practices are fully spelled out in our stewardship policy, this factsheet is meant to provide a quick guide to our key business practices as related to publishing.

The paper used in the production of *The American Prospect*, starting in May 2009, is 85 percent to 100 percent recycled-paper content, including a minimum of 10 percent post-consumer waste.

The American Prospect is printed with sustainable soy ink.

All of our direct-mail solicitation—including subscription invitations and fundraising correspondence—is environmentally conscious. For example, all of our fundraising correspondence is created using wind power and is printed on recycled paper.

All of our content is available on our Web site, www.prospect.org, to e-subscribers for 25 percent less than the cost of a print subscription, encouraging our subscribers to reduce their paper consumption. We are also initiating distribution through e-services to provide a paperless version of the magazine, further reducing our footprint.

What copies we do print, we reuse as much as possible. For example, *The American Prospect* is available on newsstands across the country, and unsold issues are reused as promotional copies at conferences and events. This helps us reduce the total number of copies printed and more efficiently use those that are printed.

The *Prospect* has fully committed to an ecologically sustainable supply chain and vertical integration. We are currently exploring ways to ensure that all the electricity we use is sourced as renewable energy—wind, solar, and other non-carbon sources.