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# ADVERTISING TO SCNA VIEWERS BRINGS RESULTS!

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With 325,000 visitors per year (2.8+ million “hits in 2011!) on our Internet web site, and a large mailing list to hundreds of naturist activists across California, SCNA is the perfect place to promote your nudist-friendly product, activity, or resort!



## What Kinds of Products Interest Nudists?

Nudists are interested in thing and other sun-lover might also like, including:

- Places to go nude (parks, cruises, travel agencies)
- Suntan lotion, body paint, pool floats and noodles
- Books and Magazines to read
- Beach Towels, umbrellas, boogie boards
- Wraps, Cover-ups, Pareos, and tan-thru bathing suits
- Hats and Visors, sports and hiking shoes, flip-flops
- Travel cups, drink mugs, coolers, folding chairs
- Back packs and other things to carry stuff in
- Self-improvement (yoga, healthy food stores, vitamins, tattoo vendors, massage therapists)



Some of our current and past advertisers include:

- Go Classy Tours (International Nudist Travel agency)
- *Naked Fear*, a best-selling nudist paperback
- Deer Park Nudist Resort and Olive Dell Nudist Ranch (both Inland Empire locations)
- Terra Cotta Inn and Desert Sun Resort (both in Palm Springs)
- Internaturally (nudist travel magazine)
- Personal Ads for real estate, wine tasting, rooms for rent, etc.

## Reader Demographics: SCNA Web Site

Of the 325,000 visitors in 2011 (2,840,000 page "hits"):

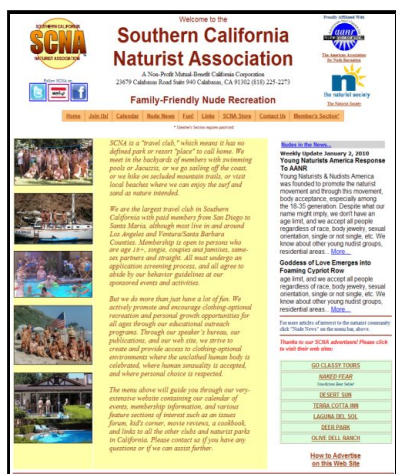
- 74% of site "visitors" reside in the United States
- 47% use Microsoft Internet Explorer
- 23% use a Mac OS
- 16% use a cellphone to access the web site

Your ad and/or a link to your own home page will appear on each of the four most-viewed sections:

- The Home Page
- The monthly Calendar of club activities page,
- The monthly Newsletter Table of Contents page
- The Nudist News page

SCNA was awarded **Best Nudist Club Web Site** by the American Association for Nude Recreation in 2005, 2008, 2011, and 2012.

A full summary of web statistics is available upon request.



# Reader Demographics: SCNA Newsletter



- Average monthly print circulation in 2011 was 450/month via printed or email to SCNA members, paid subscribers, and to nudist club activists located across California. Additional copies are distributed to Sociology, Psychology, Art, and Women’s Studies departments at local universities and colleges for their faculty and students.
- Age range of paid subscribers is 18-76 years in age (average age is 52.2)
- Approximately 48% of the readership is couples or families, 40% of the remaining are single men.
- SCNA was awarded **Best Club Newsletter** by the American Association for Nude Recreation in 2005, 2006 and 2008. The newsletter was also awarded Best Club Newsletter by the AANR-Western Region in 2004, 2005, 2007, 2008, and 2010.

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## Questions?

Contact us at:

Advertising Department  
 Southern California Naturist Association  
 23679 Calabasas Road, Suite 940  
 Calabasas, CA 91302

Voice Messages: (818) 225-2273

or vis email at:  
[SCNA@SOCALNATURIST.ORG](mailto:SCNA@SOCALNATURIST.ORG)

On the subject line, include the text: "SCNA Advertising Department"

## You Don't Have To Be A Nudist Yourself To Advertise Here!"

All you have to do is believe that nudists have the right to their own “space” without government | their chosen beliefs, just as we support the rights of others to their own beliefs and values, ever from ours.