

# OutdoorsNW

The Voice of Northwest Outdoor Recreation for 27 Years (Print and Digital)

[www.OutdoorsNW.com](http://www.OutdoorsNW.com) • [Advertising@OutdoorsNW.com](mailto:Advertising@OutdoorsNW.com)



## 2015 | MEDIA GUIDE



**OutdoorsNW Magazine • Winter SNOW Guide • Northwest Cyclist • Digital Marketing • Sampling**



# 2015 | MEDIA GUIDE

The Northwest Original Since 1988



## We are the Country's Longest-Running Regional Outdoors Magazine!

Family-Owned Since 1988!

In 2015, Price Media, Inc. celebrates 27 years of serving the Northwest's outdoors recreational audience. Our popular publication — *OutdoorsNW* magazine — is a trusted outdoors source and our adventures take place in one of the country's most celebrated outdoor regions. We are surrounded by water and mountains, have the country's best bicycling and hiking trails and a readership that is active, green and organic.

### We are locally owned and operated.

Our publishers are Seattle natives. Our writers and photographers are professional and known for their passion and participation in their adventures. Our mission is to provide our community with authentic, local outdoor news and information they can use to get out and play.

Member of:



### Outdoor Adventure Media (OAM)

*Reach the nation with one call!*

We are a partner in a network of regional grassroots outdoors publications — reaching over 5 million active adults nationwide. Members include: *Adventure Sports Journal, A.T. Journeys, Blue Ridge Outdoors, Mountain Gazette, Elevation Outdoors, OutdoorsNW, Utah Adventure Journal, Out There Monthly, and Vermont Sports.*



### Why Work with Us?

We are the only media in the Northwest that offers an integrated marketing approach directly targeting outdoor recreational consumers.

This includes:

Print — 8x/year  
OutdoorsNW.com  
Digital Marketing

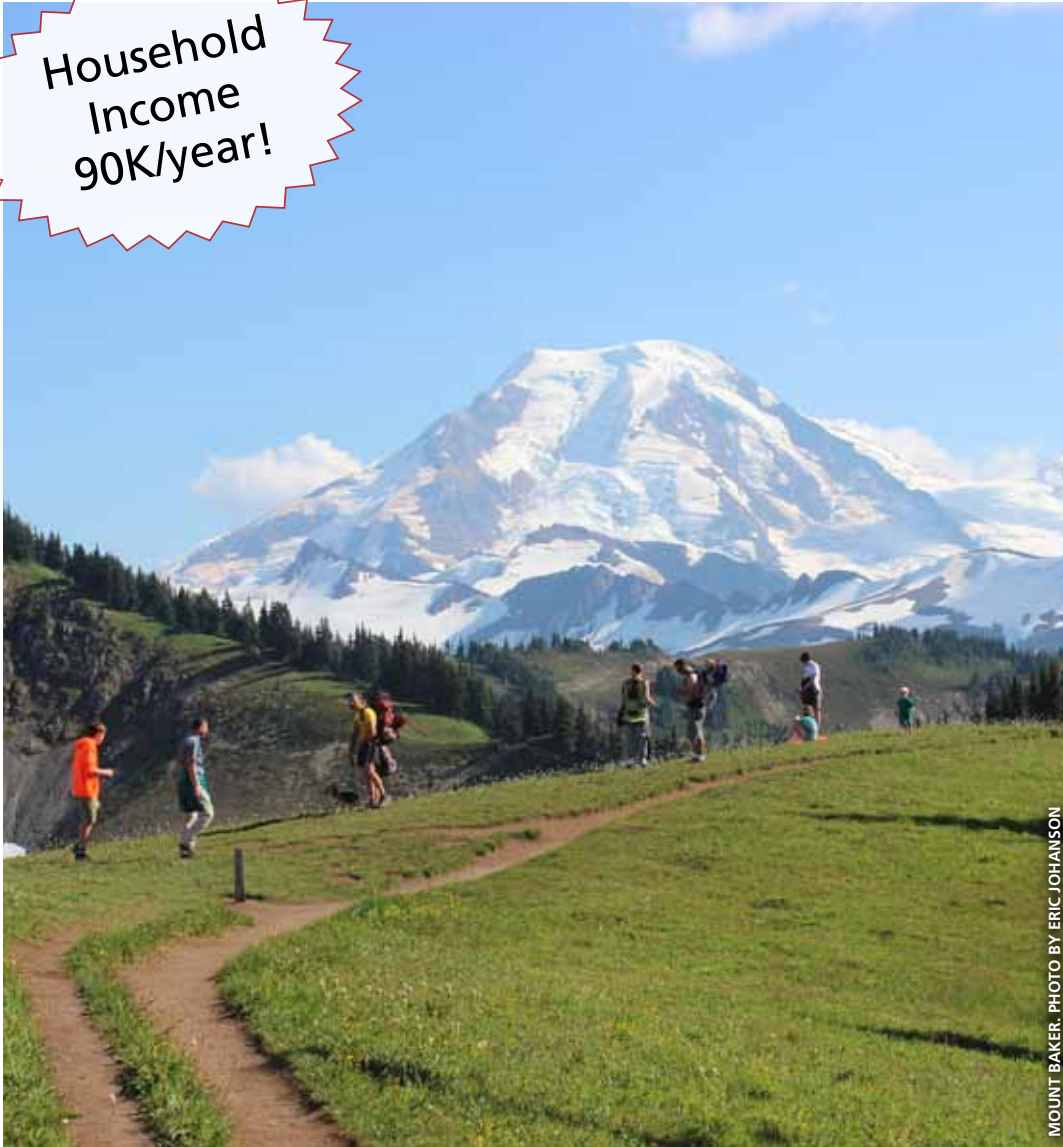
ENewsletter — 26x/year  
Social Media  
Event Sampling  
Events On-Site

Call us today to discuss your marketing program!

**Advertising@OutdoorsNW.com**  
**www.OutdoorsNW.com | 206-418-0747**



Household  
Income  
90K/year!



MOUNT BAKER. PHOTO BY ERIC JOHANSON

### Readership

40,000 copies bi-monthly

- Pass-along circulation: 4.1
- 164,000 readers per edition
- 82% say that *OutdoorsNW* is their primary source for outdoor information
- 62% save magazine for reference

### Reader Profile

Female 50%

Male 50%

### **Average Age: 38**

25–34 .. 14%      45–54 .. 23%

35–44 .. 42%      55–64 .. 21%

### **Average Household Income:**

\$90,000

### **Most-Read Sections**

Events Calendar      75%

Travel – *Escapes*      66%

### Outdoor Participation

Hiking      82%

Camping      74%

Cycling      71%

Travel      64%

Running/Walking      58%

Backpacking      48%

Watersports      40%

Snowsports      40%



# 2015 MEDIA GUIDE

Rates / Sizes / Dates



## 2015 Advertising Rates – *OutdoorsNW*

	6x	3x	1x
<b>Full Page</b>	\$2,390	\$2,640	\$2,835
<b>2/3 Page</b>	1,760	1,925	2,125
<b>1/2 Page</b>	1,430	1,600	1,735
<b>1/4 Page</b>	990	1,045	1,135
<b>1/8 Page</b>	525	550	580
<b>Marketplace</b>	300	315	330

<b>Back Cover</b>	\$3,365
<b>Inside Covers:</b>	\$3,215

ALL RATES ARE NET  
All Rates are Per Edition

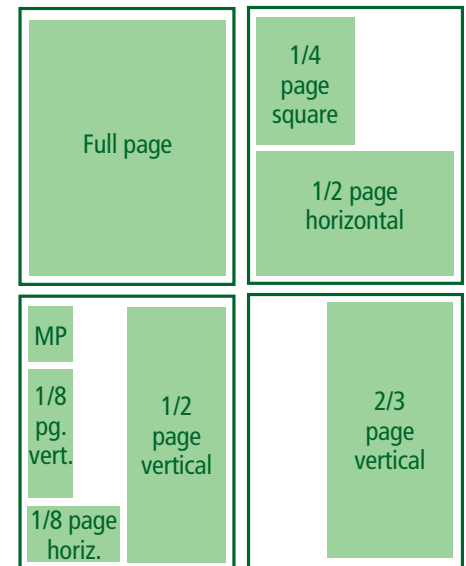
## *OutdoorsNW* 2015 Deadlines

Edition	Sales Deadline	Art Deadline	Release Date
<b>Winter</b>	Jan. 9	Jan. 13	Jan. 27
<b>NW Cyclist</b>	Feb. 6	Feb. 10	Feb. 24
<b>Calendar</b>	Mar. 20	Mar. 24	Apr. 7
<b>Spring</b>	Apr. 24	Apr. 28	May 12
<b>Summer</b>	June 12	June 16	June 30
<b>Fall</b>	Aug. 14	Aug. 18	Sept. 1
<b>Nov./Dec.</b>	Oct. 10	Oct. 14	Oct. 28
<b>Winter SNOW Guide</b>	Oct. 24	Oct. 28	Nov. 11



## Display Ad Sizes for Print Publications

Size	Width	Height
<b>Full Page</b>	see Magazine Spec's below	
<b>2/3 V</b>	5-0"	9-5/8"
<b>1/2 H</b>	7-1/2"	4-3/4"
<b>1/2 V</b>	3-5/8"	9-5/8"
<b>1/4 H</b>	7-1/2"	2-3/8"
<b>1/4 Sq.</b>	3-5/8"	4-3/4"
<b>1/8 H</b>	3-5/8"	2-1/4"
<b>1/8 V</b>	1-3/4"	4-3/4"
<b>Marketplace</b>	1-3/4"	2-1/4"
Magazine Specifications		
<b>Live Size</b>	7-1/2"	9-5/8"
<b>Trim Size</b>	8-1/4"	10-5/8"
<b>Bleed Size</b>	8-3/4"	11-1/8"



ART/PRODUCTION SPECS PDF DOWNLOAD:  
[http://outdoorsnw.com/media/ONW\\_ProdSpecs\\_screen\\_000.pdf](http://outdoorsnw.com/media/ONW_ProdSpecs_screen_000.pdf)

Send artwork to [production@OutdoorsNW.com](mailto:production@OutdoorsNW.com)

Advertising@OutdoorsNW.com  
www.OutdoorsNW.com | 206-418-0747



# 2015 | MEDIA GUIDE

## Editorial Calendar



### In Every Edition:

Event Calendar • Getaways • Hiking • NW Kids • Running • Biking  
• Wellness Tips • Sports Medicine • Biz Buzz

### Winter: Travel Edition

#### SENIOR FITNESS SPECIAL SECTION

Trips for Seniors; Top NW Getaways; Snowshoeing Artist Point; Swimming Tips/Gear; Spring Skiing Hot Spots; Hut-to-Hut Nordic Skiing in Central Oregon; Wellness Tips; Strength Training for Runners

### Northwest Cyclist Annual

Bicycle Vacation Tips; Buying your First Bike; Choosing a Child's Bike; Bicycling the Oregon Coast; Carbo-loading for Races; Event Previews; Fat-Tire Biking from Bend, Ore., to B.C., Gear

### Special Edition: Annual Events Calendar

#### SPRING OUTDOOR/TRAVEL EXPO SPECIAL SECTION:

Best Calendar in the Northwest! Plus: Hiking near Victoria, B.C.; Kids Fun Runs; Training Tips; NW Festival Previews

### Spring: Water Edition

#### FISHING SPECIAL SECTION

Idaho River Rafting; Oregon's Rogue River; Orca Controversy; Central Oregon's Top Beer Destinations; NW Summer Beer Fests; Bike Commuting; Run Commuting; Hiking Mount St. Helens; Best Sun Protection

### Summer: Hiking Edition

#### ADVENTURES WITH DOGS SPECIAL SECTION

Grand Coulee Dam/Steamboat Rock Park; Elwah River; Yurt Camping; Hiking the PCT; Trail Running and Gear

### Fall Edition

#### WINE/BEER SPECIAL SECTIONS

Oktoberfests; Fall Wine-Crush Events; Woodinville Wineries; Anacortes Hiking/Wildlife; Special Section: Pinterest Photo Contest Winners; Hikes for Kids; Preventing Running Injuries; Winter Previews: Ski Shows; Warren Miller; Swaps; Indoor Training; Snow Parties!

### Nov/Dec: Special Running Edition

Snowshoeing Getaways; Kids' Nordic/Trail Running Gear; Running in Eastern Washington; Gear Reviews (Bonus Distribution: Inside 13,000 Seattle Marathon Event Bags!)

### SNOW Guide Annual

NW Snow Resorts; Skiing with Kids; Best of Winter Gear; Winter Carnivals — LOTS MORE!

**(Bonus Distribution:** Seattle Ski Dazzle, Portland Ski Fever, Warren Miller Films!)

### OutdoorsNW

- Published: Every other month
- Circulation: 40,000 copies/edition
- Readership: Over 164,000 readers per edition
- Distribution: 650 Outlets, 50,000 Event BAGS: 75+ events partnered annually with 15 On-Site Events

Check  
out our  
**SPECIAL  
SECTIONS!**



PHOTO BY JULIE GONZALES-CORBIN

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## Web Banner/Video Advertising



[www.OutdoorsNW.com](http://www.OutdoorsNW.com)

160,000+ page views annually • Over 13,000 page views/month!

### MONTHLY PRICING

Banner size	1 month	3 months*	6 months*
Leaderboard	\$300	\$275	\$250
Large Square	\$250	\$200	\$190
Small Button	\$175	\$150	\$140
Video***	\$350	Design fee, if applicable: \$75/hr	
Embedded Ad**	\$150		
Dedicated Web Page***	\$500		

\* Price is per month (with 3- or 6-time contract)

\*\* Embedded in Web story for life of story

\*\*\* Includes image, copy, video, links — 2 weeks on home page (image size should be at least 300 pixels wide by 200 pixels tall)

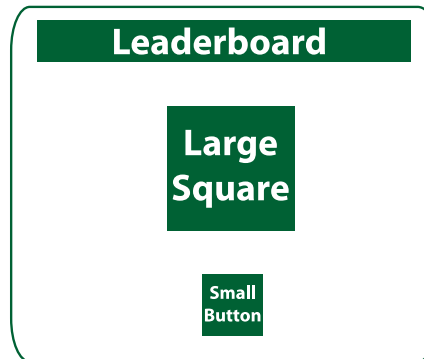
### SPECIFICATIONS:

Banner Size	Dimensions
	(pixel w x h)
Leaderboard	728 x 90
Large Square	300 x 250
Small Button	125 x 125

Reasonable size jpeg or gif format —  
animated gifs and Flash files accepted

Email all Ads to:

[Production@OutdoorsNW.com](mailto:Production@OutdoorsNW.com)



PHOTOS BY CAROLYN PRICE

[Advertising@OutdoorsNW.com](mailto:Advertising@OutdoorsNW.com)  
[www.OutdoorsNW.com](http://www.OutdoorsNW.com) | 206-418-0747



# 2015 MEDIA GUIDE

E-News Advertising



Published 26x / Year • 8,500 Opt-in Subscribers (and growing)









Benchmarking\* (*OutdoorsNW* vs Industry)...

\*Source: Constant Contact

Us >	<i>OutdoorsNW</i>	Open	Click	Bounce
Them >	Marketing / PR	13.5%	13.5%	6.4%
	Publishing / Media	18.1%	27.6%	4.5%
	Sports & Recreation	17.5%	12.3%	5.9%
	Travel & Tourism	15.5%	11.6%	5.9%



## E-Newsletter Prices

	Price	Sizes/Specifications
	Email blast \$750	600 pixels wide
	Individually	Sizes/Specifications
	Top banner \$250	680 x 80 pixels Linked to your website
	Feature banner \$250	150 x 200 pixels Linked to your website
	Copy Ad \$250	125 x 125 pixel image 4-7 word subject line, 50-word ad copy and linked to your website
	Sponsor Logo \$100	150 x 150 pixels Linked to your website
	Announcement \$35	Name, date and linked to your website
	Event Display Ad \$100	470 x 175 pixels Linked to your website

## 2015 E-news Posting Dates:

Jan. 8, 22

Feb. 5, 19

Mar. 5, 19

Apr. 2, 16, 30

May 14, 28

June 11, 25

July 9, 23

Aug. 6, 20

Sept. 3, 17

Oct. 1, 15, 29

Nov. 12, 24

Dec. 10, 24

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# 2015 | MEDIA GUIDE

## Digital Marketing Statistics



OutdoorsNW reaches a niche targeted audience of active, outdoor participants and enthusiasts. Through a variety of our digital marketing channels, you can increase the quality of your marketing campaign.

### Web Site: [www.OutdoorsNW.com](http://www.OutdoorsNW.com)

- 160,000+ page views annually
- 1.75 page views/visit
- Web Advertising
- Embedded linked ads within Web stories
- Embedded videos

### E-Newsletter: 8,500 Opt-in Subscribers!

26 E-Newsletters annually

- 20.0% Open Rate
- 22.3% Clicks
- 2.8% Bounce

### Digital Edition

- Magazine Ad Dynamically Linked
- Video and Rich Media Marketing
- Competitively Priced — Call for Rates

Visits Per Edition	Page Views Per Edition	Click-Through Per Visit	Page Views Per Visit
<b>500</b>	<b>5,250</b>	<b>0.24</b>	<b>18.75</b>

*"You've been great, business ran fast and smooth with you. If only every business partnership could go as smoothly as this."*

*~ Amanda J. Kaestner,  
Linkbuilding.net*

### Social Media

We support our Advertisers through Social Media!

 **Facebook: 4,000+ Fans and Growing!**  
[fb.com/OutdoorsNWmagazine](http://fb.com/OutdoorsNWmagazine)

 **Twitter: 6,000+ Followers!**  
[twitter.com/OutdoorsNWMag](http://twitter.com/OutdoorsNWMag)

 **Pinterest: 12,070+ Followers!**  
[pinterest.com/OutdoorsNW](http://pinterest.com/OutdoorsNW)



TUBBS ROMP TO STOMP PHOTO BY CAROLYN PRICE

Contact us for details and rates. (206) 418-0747, [Advertising@OutdoorsNW.com](mailto:Advertising@OutdoorsNW.com)





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## Magazine and Sport-Bag Inserts



**SPORT BAG!**



**Advertising@OutdoorsNW.com**  
**www.OutdoorsNW.com | 206-418-0747**

### Sport-Bag Insert Pricing

- *OutdoorsNW* partners with more than 75 events annually, providing Sport-Bags to thousands of Northwest event participants.
- These bags are filled with magazines, product samples, brochures and event literature.
- This grassroots program is an excellent way to promote your products, services and events to a targeted audience.

#### SPORT-BAG INSERT PRICES:

25,000 – 40,000 Units . . . . .	\$65/k
10,000 – 25,000 Units . . . . .	\$75/k
10,000 Units. . . . .	\$85/k Prices are net

### Sampling

*Trump the Cost of Direct Mail! Put your message in the Bag!*

We partner with over 75 Northwest events – with a copy of our magazine inserted into the official event bags of over 50,000 event participants.

Brochures • Registration Forms • Flyers • Samples  
(Our popular Sport-Bag program is in its 21<sup>st</sup> year!)

### Insert Pricing Stitch your print collateral directly into our magazines. Affordable rates. Call to Inquire.

#### STITCH-IN PRICES:

26,000 – 40,000 Units. . . . .	\$45/k
10,000 – 25,000 Units. . . . .	\$50/k
10,000 Units . . . . .	\$60/k

Prices are net

#### GLUE-IN PRICES:

Call for Quote

Requires a 10,000 minimum insertion, up to standard size. Large size insert — call for quote. We do not accept blow-in inserts. All pieces must first be confirmed by Publisher prior to acceptance.



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Custom Publishing



**WE KNOW PUBLISHING.**  
From idea to published piece.

[OutdoorsNW.com/resources/custom-publishing/](http://OutdoorsNW.com/resources/custom-publishing/)

Professional publishing services for:

- Complete Publications
- Brochures
- Event Flyers & Programs
- Tourism Guides
- Guide Books
- Advertising Sections
- Direct Mail
- Digital Editions
- What's Your Idea?

We offer:

- Planning & Consultation
- Design & Layout
- Writing, Editing & Proofing
- Printing Coordination
- Distribution, Shipping & Fulfillment

Contact us to arrange a free consultation.

Price Media, Inc.

(206) 418-0747

[info@OutdoorsNW.com](mailto:info@OutdoorsNW.com)

[OutdoorsNW.com/resources/custom-publishing/](http://OutdoorsNW.com/resources/custom-publishing/)



**Let Us  
Design  
and Print  
Your  
Magazines,  
Brochures  
and  
Flyers!**



## Production Specifications

### • File Preparation:

#### Supported Applications:

**Adobe Acrobat PDF** - Use the PDF/X-1a:2001 option. All fonts embedded, transparencies flattened, and spot colors converted to CMYK process. **Full page** PDFs should be created with at least 1/8 inch bleed up to 1/4 inch maximum if bleed is used (**bleed is for full-page ads only**), crop marks "checked" and Offset set to 1/8 inch (0.125"),

**InDesign CS5** - We prefer **X-1a pdf**, but if you must send an InDesign file please include all native files and create outlines on all type.

**Illustrator CS5** - EPS or PDF format (all fonts converted to PATHS). Document Color Mode should be CMYK. Colors should be process, not spot. **NO SPOT COLORS** (check imported logos). Any raster images should be 300 dpi and converted to CMYK (via Photoshop) prior to placing in Illustrator.

**PhotoShop CS5** - CMYK or Grayscale, as .Tiff format, at 300 dpi. When converting RGB to CMYK, you can use the Photoshop settings for North America Prepress 2. If you want greater color accuracy when producing CMYK separations, we can supply a Photoshop Color Settings file which uses the GRACoL 2006 CMYK profile used by our contract color proofers. Please contact us if you are interested.

#### Unsupported Applications and Media

PC-based files/fonts, PageMaker, Publisher, Freehand (Unless converted to Mac .eps), negatives, QUARKXPRESS — If using Quark, save file as a press-ready or X-1a pdf, use only 300 dpi, CMYK images. No spot colors

**Ad Production Rates:** \$75 per hour

**Corrections to Final Art:** Any corrections to final art will be subject to production charges.

### • Sending Files:

**Files under 40 MB:** Email to: production@OutdoorsNW.com  
\*Include client name and Insertion Month in email subject line

**Files larger than 40 MB:**

- Burn on CD and mail to: 10002 Aurora Ave. N. #36, Box 3311, Seattle, WA 98133

#### • Or send electronically via the Web

We will accept Hyperlinks sent via Email for Dropbox or other Web image transfer sites (ie: WeTransfer.com, YouSendIt) that don't require *OutdoorsNW* to create an account. Remember to send username and/or password info along with the link in your Email.

### • Press Production Specifications:

Maximum Ink Density	240
Recommended Screens	100-line black and white, 100-line process color
40# Glossy Heatset	300 DPI 300 Total Ink Limit 80-90 Max Black 80 Medium Black Generation 20% Dot Gain

### • Final Checklist:

BEFORE ANY FILES ARE SENT, PLEASE ENSURE THAT:

- \_\_\_ Ad is sized correctly (check **width & height**) and there is bleed where needed (**for full page ads only**) (1/8" – 1/4")
- \_\_\_ All Images and native files are CMYK (**there should be no RGB or spot color whatsoever and no 4-color black type**)
- \_\_\_ All images are at least 300 dpi resolution
- \_\_\_ All linked images are embedded
- \_\_\_ All text is converted to paths. Black type should be process black, not 4-color black
- \_\_\_ If native files are used, all fonts are turned to paths (outlines) and linked images are included
- \_\_\_ **File name:** Be sure **your** company name is part of the file name

#### A note about QR codes:

Be aware that size will matter when using QR codes in your print ad designs. We recommend a minimum of 3/4 inch square. There are several free QR code generators available online. Search term: QR code generator.



### • Display Advertising Sizes

Size	Width	Height
<b>Full Page</b>	see Magazine Spec's below	
<b>2/3 V</b>	5.0"	9.625"
<b>1/2 H</b>	7.5"	4.75"
<b>1/2 V</b>	3.625"	9.625"
<b>1/4 H</b>	7.5"	2.375"
<b>1/4 Sq.</b>	3.625"	4.75"
<b>1/8 H</b>	3.625"	2.25"
<b>1/8 V</b>	1.75"	4.75"
<b>1/16</b>	1.75"	2.25"

#### Magazine Specifications

<b>Live Size</b>	7.5"	9.625"
<b>Trim Size</b>	8.25"	10.625"
<b>Bleed Size*</b>	8.75"	11.125"
<b>Live Spread</b>	15.5"	9.625"
<b>Trim Spread</b>	16.5"	10.625"
<b>Bleed Spread*</b>	17"	11.125"

\*Bleed is for full page ads only

