

ADVENTURES NW >>> Advertising

John D'Onofrio
Publisher/Editor

360.319.1614
John@AdventuresNW.com
AdventuresNW.com



Adventures NW is the region's premier active outdoor-oriented magazine. Published quarterly since 2006, **Adventures NW** is available free at hundreds of locations and at many outdoor events. Unlike other free publications, **Adventures NW** is a Content-Rich, Full-Color magazine and features the region's best writers and photographers, as well as our comprehensive events calendar, gear reviews, and more!

Our mission - to inform and inspire - is made possible by the support of our advertisers. We invite you to discover how advertising in **Adventures NW** will benefit your business or organization by reaching 60,000 engaged readers who embrace the Pacific Northwest lifestyle. Your kind of people.



Display Ad Rates:	1x	2x/3x (consecutive)	4x (consecutive)
Full page	\$2,245	\$1,895	\$1,495 (\$498/mo)
2/3 page	\$1,695	\$1,395	\$1,095 (\$365/mo)
1/2 page	\$1,329	\$1,095	\$875 (\$292/mo)
1/3 page	\$895	\$745	\$595 (\$198/mo)
1/4 page	\$735	\$605	\$475 (\$158/mo)
1/6 page	\$495	\$425	\$335 (\$112/mo)
1/8 page	\$395	\$315	\$260 (\$87/mo)
1/12 page	\$295	\$255	\$190 (\$63/mo)
Premium Positions			
Back Cover	\$3,095	\$2,525	\$1,995 (\$665/mo)
Page 3	\$2,725	\$2,150	\$1,775 (\$592/mo)
Inside Front Cover	\$2,695	\$2,095	\$1,750 (\$583/mo)
Inside Back Cover	\$2,625	\$2,125	\$1,695 (\$565/mo)
Page 7 (full Page)	\$2,445	\$1,995	\$1,595 (\$532/mo)
Table of Contents (1/3 page)	\$995	\$845	\$695 (\$232/mo)
2 pg Spread	\$3,995	\$3,495	\$2,595 (\$865/mo)

- Above prices are per consecutive issue/insertion.
- Listed Discounts (2 & 3x or 4x) are for Multi-Issue Display Ad contracts.
- Above pricing is for Non-Premium page/placement unless specified.
- ALL Print ads appear in on-line digital edition with active web links.

Web Advertising at AdventuresNW.com

Banner (Top) 600W x 75H pixels	\$300/3 months
Banner (Bottom) 600W x 75H pixels	\$200/3 months
Large Sidebar 300W x 250H pixels	\$150/3 months
Small Sidebar 300W x 100H pixels	\$100/3 months

CALENDAR LISTINGS

ENHANCED LISTINGS in print calendar: \$75 (up to 75 words & logo). Guaranteed position in print magazine and in on-line calendar with link.

BASIC LISTINGS in print calendar: \$15 (up to 15 words). Guaranteed position in print magazine and in on-line calendar with link.

IMPORTANT DATES	SPRING	SUMMER	FALL	WINTER
RESERVE AD SPACE BY	February 2	April 27	August 3	October 26
FINAL ART DUE	February 9	May 4	August 10	November 2
RELEASE DATE	February 26	May 21	August 27	November 20

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Who reads Adventures NW magazine?

- 1:1.4 Male to Female
- Men 35-44 Women 25-34
- 82.5% hold a 4-year degree or higher
- Household income of \$80,000

MAGAZINE FEATURES

CONTENT-RICH — comprehensive articles with quality writing, stunning photography and excellence in design.

FULL-COLOR on every page— including all ads—for a compelling, visually sharp publication.

LARGE, DIVERSE READERSHIP & LONG LIFE—Each issue is enjoyed by nearly 60,000 readers and kept for months (based on data from reader survey).

FREE & WIDE DISTRIBUTION throughout the region, including the communities of Northwest Washington and the Puget Sound, Metro Vancouver, BC and throughout Washington State and Portland, OR.

SOCIALLY, FISCALLY & ENVIRONMENTALLY RESPONSIBLE business practices and production.

AD SIZES & SPECIFICATIONS

Inside Cover, Back Cover, or Full page, WITH bleed Trim: 8.125 x 10.75 Bleed: 8.25 x 11		1/4 page Calendar 1.75 x 9.125
Full page, NO bleed: 7.5 x 9.625		
1/3 page Calendar 5.5 x 4.125		
	1/3 page Square 4.75 x 4.625	
1/3 page Horizontal 7.5 x 3.0		

1/3 page Vertical 2.375 x 9.625	2/3 page Vertical 4.75 x 9.625
2/3 page Horizontal 7.5 x 6.25	
1.2 page Horizontal 7.5 x 4.625	1/6 page Vertical 2.375 x 4.625
1/12 page 2.375 x 2.25	1/6 page Horizontal 4.75 x 2.25

1/2 page Vertical 3.625 x 9.625	1/4 page Vertical 3.625 x 4.625
	1/8 page Vertical 2.375 x 3.625
1/2 page Horizontal 7.5 x 4.625	
1/4 page Horizontal 7.5 x 2.25	1/8 page Horizontal 3.625 x 2.25
1/8 page Banner 7.5 x 1.125	

AD SUBMISSION REQUIREMENTS:

High resolution print-quality PDF PREFERRED

Adobe CS files • EPS

Overprint should never be used on colored or white art.

COLOR: All ads are full-color. All colors should be converted to CMYK, 4-color process (NO PMS/Spot/RGB colors).

FONTS: Embed all fonts in print quality PDF, embed, or supply both printer & screen with the files

PAGE TRIM: 8.125" x 10.75"

FULL PAGE BLEED: 8.25" x 11" (Keep all live matter a minimum of .5" from trim on full page ads)

Dot gain is 20%. Printer settings should be "Universal Coated."

WEB ADS: JPEG format, 72dpi. 75K or smaller (35K preferred).

"My advertising with Adventures NW Magazine has been some of the most fruitful and gratifying marketing money I've spent over the past few years. The ads we've run have ranged from business-card size to full page, with some 1/3-page ads thrown in as well. They result in multiple levels of engagement from readers, from consistent mentions of, "Hey, I saw your ad in Adventures NW!" to calls from home buyers ready to make a purchase right then, and referencing the ads as the place they got my name."

- Brandon Nelson, owner, Brandon Nelson Partners