

ADVENTURES NORTHWEST 2022 Advertising

John D'Onofrio
Publisher/Editor

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AdventuresNW.com



Adventures Northwest is the region's premier active outdoor-oriented magazine. Published quarterly since 2006, **Adventures Northwest** is available free at hundreds of locations and at many outdoor events. Unlike other free publications, **Adventures Northwest** is a Content-Rich, Full-Color magazine and features the region's best writers, photographers, and artists.

Our mission - to inform and inspire - is made possible by the support of our advertisers. We invite you to discover how advertising in **Adventures Northwest** will benefit your business or organization by reaching 80,000 engaged readers (60,000 print/20,000 digital) who embrace the Pacific Northwest lifestyle. Your kind of people. Since we publish quarterly, each issue is on newsstands for three months, maximizing the effectiveness of your ad! **All print ads also appear online at www.AdventuresNW.com with hot links to your website.**



Display Ad Rates (per issue):	1x	2x/3x (consecutive)	4x (consecutive)
Full page	\$2,245	\$1,895	\$1,495
2/3 page	\$1,695	\$1,395	\$1,095
1/2 page	\$1,329	\$1,095	\$875
1/3 page	\$895	\$745	\$595
1/4 page	\$735	\$605	\$475
1/6 page	\$495	\$425	\$335
1/8 page	\$395	\$315	\$260
1/12 page	\$295	\$255	\$190
Premium Positions			
Back Cover	\$3,095	\$2,525	\$1,995
Page 3	\$2,725	\$2,150	\$1,775
Inside Front Cover	\$2,695	\$2,095	\$1,750
Inside Back Cover	\$2,625	\$2,125	\$1,695
Page 4 (opposite Table of Contents)	\$2,445	\$1,995	\$1,595
Table of Contents (1/3 page)	\$995	\$845	\$695
2 pg Spread	\$3,995	\$3,495	\$2,595

• 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 100H pixels	\$350/3 months
Banner (Main) 1000W x 120H pixels	\$395/3 months
Banner (Bottom) 600W x 75H pixels	\$250/3 months
Large Sidebar 300W x 250H pixels	\$195/3 months
Small Sidebar 300W x 100H pixels	\$125/3 months

CALENDAR LISTINGS

ENHANCED LISTINGS in our on-line Events Calendar: \$50 (up to 75 words & logo). Appears with logo and link.

See www.adventuresnw.com/events for details

How can a client not love working with you and your team? You folks are tops for both assisting your clients in whatever way they need help and in the quality of the publication.

- Dunham Gooding
Founder & President
American Alpine Institute

IMPORTANT DATES	SPRING 2022	SUMMER 2022	FALL 2022	WINTER 2022
RESERVE AD SPACE BY	February 4	April 29	August 5	October 28
FINAL ART DUE	February 11	May 6	August 12	November 4
RELEASE DATE	February 28	May 23	August 29	November 21

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AD SIZES & SPECIFICATIONS

Who reads Adventures Northwest Magazine?

- 1:1.4 Male to Female
- 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.

Inside Cover, Back Cover, or Full page, WITH bleed Trim: 8.125 x 10.75 Safe Area: 7.625 x 10.25 Bleed: 8.375 x 11		1/4 page Calendar 1.75 x 9.125
Full page, NO bleed: 7.5 x 9.625		
1/3 page Square 4.75 x 4.625		2/3 page Vertical 2.375 x 9.625
1/3 page Horizontal 7.5 x 3.0		
1/2 page Vertical 3.625 x 9.625		2/3 page Horizontal 7.5 x 6.25
1/4 page Vertical 3.625 x 4.625		
1/2 page Horizontal 7.5 x 4.625		1.2 page Horizontal 7.5 x 4.625
1/4 page Horizontal 7.5 x 2.25		
1/8 page Vertical 2.375 x 3.625		1/6 page Vertical 2.375 x 4.625
1/8 page Horizontal 3.625 x 2.25		
1/12 page 2.375 x 2.25		1/6 page Horizontal 4.75 x 2.25
1/8 page Horizontal 3.625 x 2.25		

All files
MUST be CMYK
(not RGB or web-based)

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 Northwest 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 Northwest!" 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