


Alaska

LIFE ON THE LAST FRONTIER

Member of the  Morris Media Network

2021 Media Planner

PHOTOGRAPH BY DEON MITTON



Alaska^{LIFE ON THE LAST FRONTIER}

AUTHENTIC

We share stories about the real Alaska, from the vast Arctic to the temperate rainforests of Southeast to the windswept volcanic Aleutian Islands. Our articles and essays feature Alaskans from all walks of life, wildlife large and small, amazing natural features of the largest state in the nation, and more.



Alaska

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EXPERIENCED

We are the only national enthusiast magazine dedicated to exploring life on the Last Frontier. *Alaska* magazine publishes work by award-winning journalists and photographers, and our staff knows the state inside and out.



2018-2019 Awards

- 9 First Place
- 4 Second Place
- 3 Third Place

REACH

Alaska readers are affluent, passionate, and loyal

AVERAGE PAID COPIES: **82,490**

AVERAGE TOTAL PRINT RUN: **88,675**

TOTAL READERSHIP: **348,181**

AVERAGE AGE: **59**

FEMALES: **36%** MALES: **64%**

COLLEGE GRADUATES: **85%**

AVERAGE NET WORTH: **\$625,000**

AVERAGE HOUSEHOLD INCOME: **\$99,572**

SUBSCRIBERS WHO PURCHASE ONLINE: **85%**

SUBSCRIBERS WHO TOOK ACTION AFTER READING: **88%**

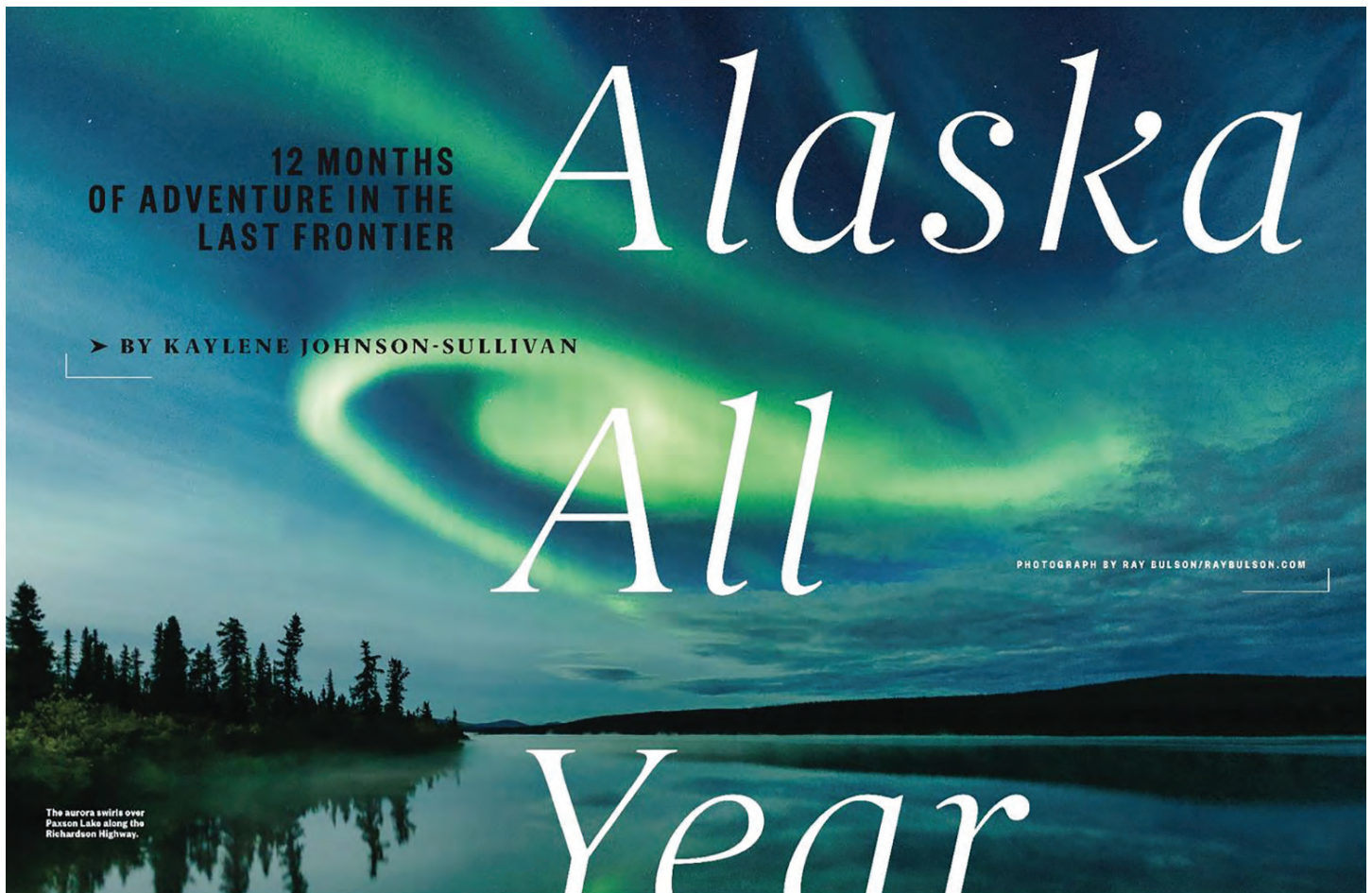
PLAN TO VISIT ALASKA IN NEXT 3 YEARS: **60%**

STATEWIDE COVERAGE: **1 in 12 Alaskans read *Alaska* magazine**

\$7.3 billion in consumer spending throughout Alaska on outdoor recreation

Only 30% of U.S. residents hold a college degree

Discussed an article with a friend, shared it on social, visited our website, and/or visited advertiser's website



DISTRIBUTION

Alaska has the largest paid circulation outside its own state borders

NEWSSTANDS

Alaska magazine is sold on over 525 newsstand locations across the U.S. Our top newsstand locations are Fred Meyer, Barnes & Noble, Sam's Club, Target, Walmart, airport shops and a variety of booksellers and local retailers.

TARGETED DISTRIBUTION

Subscribers, newsstands, select hotels, professional offices, physician and salon waiting rooms.

LOYAL SUBSCRIBERS FOR OVER 5 YEARS: 60%
SUBSCRIBERS WHO RESIDE IN LOWER 48: 90%

Midwest: 24%
West: 36%
Southwest: 9%
Southeast: 17%
Northeast: 14%



Our readers named *Alaska* magazine the #1 research resource for Alaska trip planning!



ALASKA EXPOSED

SPECTACULAR SAWYER PHOTOGRAPH BY EMILY MOUNT

Passengers in an inflatable Zodiac raft witness a massive chunk of ice calve from South Sawyer Glacier. Inside Tracy Arm-Fords Terror Wilderness, this tidewater glacier is 46 miles south of Juneau. emilymountphotography.com

ADVERTISING

Alaska magazine rates are per four-color insertion

	1x	3x	6x	10x
Two-Page Spread*	\$9,120	\$8,436	\$7,980	\$7,524
Full page*	\$5,700	\$5,273	\$4,988	\$4,703
2/3 page	\$4,389	\$4,060	\$3,840	\$3,621
1/2 page	\$3,819	\$3,533	\$3,342	\$3,151
1/3 page	\$2,850	\$2,636	\$2,494	\$2,351
1/4 page	\$1,881	\$1,740	\$1,646	\$1,552
1/6 page	\$1,222	\$1,132	\$1,068	\$1,008

* Premium placement: Covers: +10% (when available). Prices available upon request for inserts and BRC.

DISCOVER THE LAST FRONTIER



Print Advertising Sizes

Magazine Trim: 8" w x 10.5" h
 Single page bleed size: 8.25" x 10.75"
 Two-page spread bleed size: 16.25" x 10.75"

- Two-page spread 16" w x 10.5" h
- Full page 8" w x 10.5" h
- 2/3 horizontal 7" x 7.083"
- 2/3 vertical 4.611" x 9.5"
- 1/2 horizontal 7" x 4.667"
- 1/2 vertical 4.611" x 7.083"
- 1/3 square 4.611" x 4.667"
- 1/3 vertical 2.22" x 9.5"
- 1/4 horizontal 7" x 2.23"
- 1/6 vertical 2.22" x 4.667"
- 1/6 horizontal 4.611" x 2.23"



Alaska

Contact

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 Associate Publisher

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M E C H A N I C A L

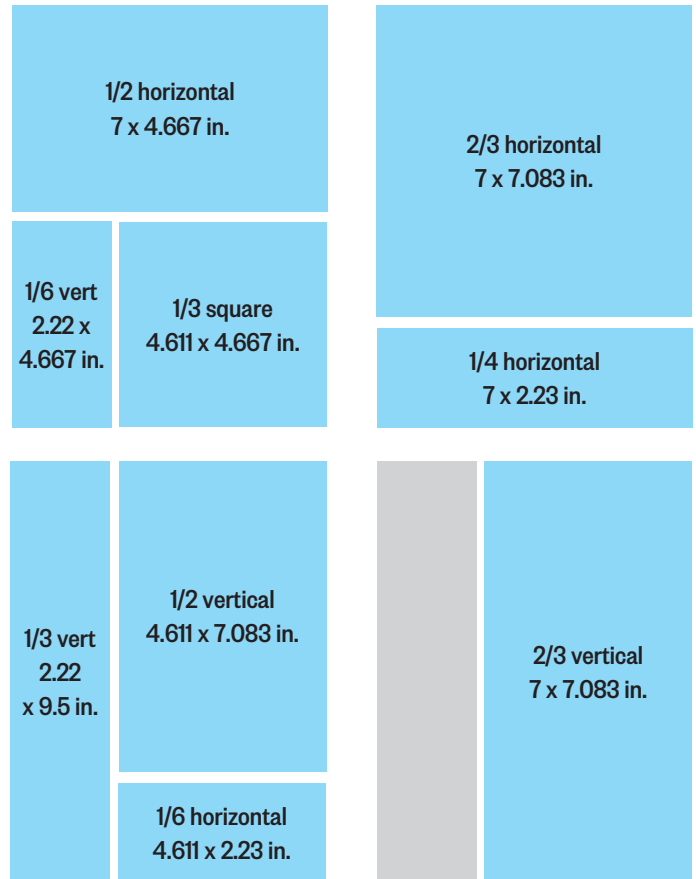
Print File Formats

- We accept PDF, JPEG, TIFF, or EPS files.
- EPS files from PhotoShop, Illustrator, or Freehand must be a high-resolution, CMYK EPS file with layers flattened and fonts converted to outlines or paths. Embed all fonts. Include a 1/8" bleed on all sides for full page items.
- All files must be CMYK or grayscale (files with spot, RGB, pantone, trumatch, or any other colors will be converted in-house and final color is not guaranteed to match your proof)
- PhotoShop files must be 300 dpi for photos (150 line screen) and 1,200 dpi for line art, saved as EPS or TIFF files only. Images with clipping paths must be saved as EPS files (as a general rule, we do not enlarge an image more than 133% nor can we reduce an image more than 66%. Please be sure your artwork is within these specifications.)
- Density of four-color images is 285%. Black shadow dot should not exceed 85%. Preview should be 8 bits/pixels; DCS should be OFF (single file only); encoding needs to be Binary.
- High-resolution (300 dpi) PDF (X-1a) files are also accepted.

Payment and Terms

- Non-profit pricing: 10% discount. 10x rate, this rate is non-commissionable (only available to qualified non-profits).
- Agency discount: 15% commission to recognized advertising agencies of record.
- Ad will bill at the end of the month previous to the issue for clients with preapproved credit accounts.
- Most major credit cards accepted.

Full page: 8 x 10.5 inches | Bleed: 8.25 x 10.75 inches



CALENDAR

Every issue includes engaging articles and stories, newsworthy notes, and tips on quality outdoor gear, as well as travel advice, history, interviews, humor, and stunning photography.



February: Photo Contest

Ad space closes 11/18
 Ad materials due 12/2
 Newsstand 1/5



July / August: Wildlife

Ad space closes 4/19
 Ad materials due 4/26
 Newsstand 6/14



March: Best of Alaska

Ad space closes 12/14
 Ad materials due 12/21
 Newsstand 2/8



September: Food

Ad space closes 6/14
 Ad materials due 6/21
 Newsstand 8/9



April: On the Water

Ad space closes 1/18
 Ad materials due 1/25
 Newsstand 3/15



October: People

Ad space closes 7/19
 Ad materials due 7/26
 Newsstand 9/13



May: Road Trips

Ad space closes 2/15
 Ad materials due 2/22
 Newsstand 4/12



November: Stories

Ad space closes 8/16
 Ad materials due 8/23
 Newsstand 10/12



June: Outdoor Adventure

Ad space closes 3/15
 Ad materials due 3/22
 Newsstand 5/10



2022 calendar included with newsstand copies

December / January: Travel Planner

Ad space closes 9/13
 Ad materials due 9/20
 Newsstand 11/8



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alaskamagazine.com

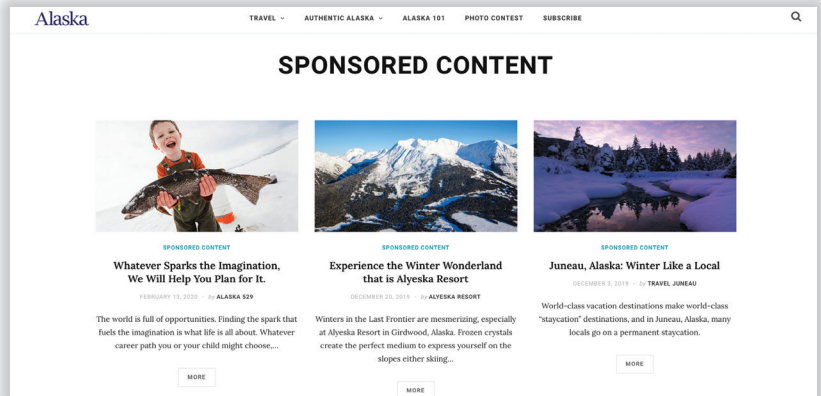
PHOTOGRAPH BY MICHELLE THEALL / WILDDEPARTURES.COM

DIGITAL

Social Media Presence  370,765 Likes  15,200 Followers  14,400 Followers

Online Sponsored Content: \$2,500

- Article is featured on the homepage for one month
- Includes Facebook post promoting article to 370,000+ followers
- One eBlast to 20,000+ subscribers
- 300x250 ad run-of-site for first month article is live



Leaderboard Package

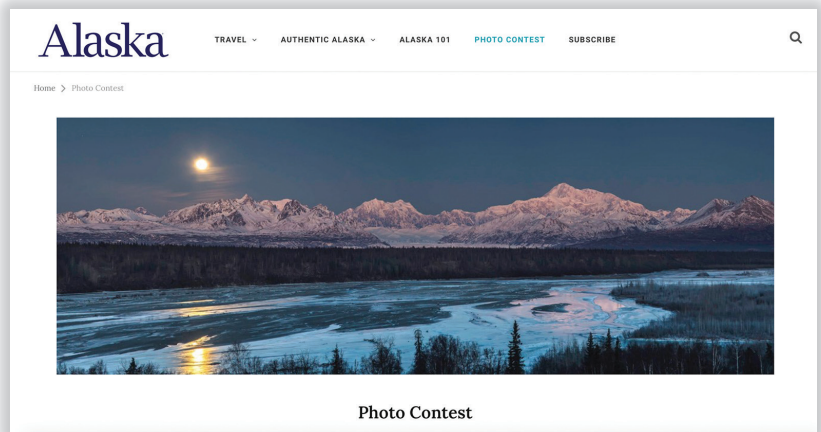
970x50 | 728x90 | 320x50 | 300x50

Includes: Homepage & Articles

Appears: Desktop | Tablet | Mobile

Limited to 5 Advertisers

Static | Animated | Rich Media



Right Rail Package

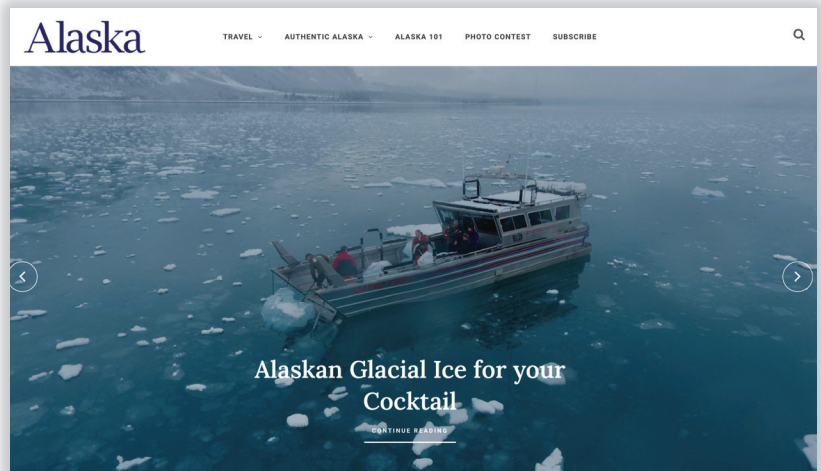
300x250

Includes: Homepage & Articles

Appears: Desktop | Tablet | Mobile

Limited to 5 Advertisers

Static | Animated | Rich Media



Skyscraper Package

300x600 | 160x600

Includes: Homepage & Articles

Appears: Desktop | Tablet | Mobile

Limited to 5 Advertisers

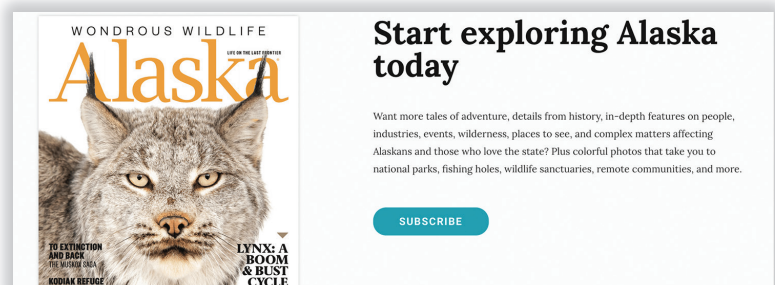
Static | Animated | Rich Media

Stand-Alone eBlast: \$1,800

Design your own eBlast and messaging

Includes: 20,466 Opt-In Alaska magazine eSubscribers

Re-engage unopened addresses with a second blast and message — \$350 additional





C O N T A C T

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PHOTOGRAPH BY MICHELLE THEALL / WILDDEPARTURES.COM



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