

2018 >

MEDIA KIT



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Alaskamagazine.com

Alaska
The Magazine of Life
on the Last Frontier
MAGAZINE

\$7.3 Billion in consumer spending throughout **Alaska** on **Outdoor Recreation**



- 10 Issues published annually
- **Bonus Issue: *The Alaska Sportsman***
- 107,351 average paid circulation – AAM Dec 2016
- **Subscribers:** 64% Male / 36% Female
- **Total readership:** 442,000
- **Average Subscriber Age:** 59
- **College Educated:** 85% of our subscribers
- **Subscribers average annual HHI:** \$99,572
- **Average net worth of readers:** \$625,000
- **Subscribers who purchase online:** 85%
- 90% of subscribers reside in the lower 48 states
- 88% of subscribers took action after reading *Alaska*
- **Average time spent reading an Issue:** 94 minutes



Our consumers are...
**Excited, Amazed,
Adventurous, & Engaged**

For over 81 years, Alaska magazine is the only publication in the world that showcases the stunning beauty, abundant wildlife, and extraordinary adventure found along the Last Frontier. This is where residents, tourists and adventurers connect through the tapestry of all things Alaskan.

Our family of readers:

- Spend an average of \$4,079 in preparation for and during their trip to Alaska
- **Named *Alaska* magazine as their #1 research resource for Alaska trip planning**
- **88%** took action based on reading *Alaska*
- **60%** have been subscribers for more than 5 years
- **60%** plan to visit Alaska within the next 3 years
- **90%** live in the Lower 48: **36%** in the West, **25%** in the Midwest, **14%** in the Northeast, **9%** in the Southwest, and **17%** in the Southeast



All statistics (unless marked otherwise): 2015 Subscriber Study. Projected total audience developed by DJG Marketing, the publishing industry's leading independent developer of audience estimates. Paid Circulation Source: December 2015 Alliance for Audited Media



Brought to you by Alaskans — award-winning journalists, photographers, and lifestyle experts.

Susan Sommer, Editor, is a lifelong Alaskan and award-winning writer. She hikes, explores, and travels Alaska and the world with friends and family.

Michelle Theall, Senior Editor, is an award-winning author and photographer. Her company, Wild Departures, offers wildlife-viewing tours in Alaska and beyond.

Melissa Bradley, Account Executive, is an adventure enthusiast to the core. She lives in Anchorage with her husband and two children. Melissa loves to sail, hike, camp, and ski.

Alexander Deedy, Assistant Editor, originally from Alaska, has a background in science and journalism.

Nick Jans, Contributor, is a longtime contributing editor to *Alaska* and author of the national bestseller *A Wolf Called Romeo*.

We know and live Alaska.

We are the only national enthusiast magazine dedicated to exploring life in the Last Frontier.

Covering topics like;

- Travel & Hiking
- Hunting
- Culture & History
- Shopping
- Wildlife Viewing
- Photography
- Outdoor Adventures
- Fishing
- Cruising & Tours



Every issue features stunning photography and compelling content, including:

The Cache: A roundup of destinations, lodging, events, books, and products, along with a touch of humor.

Gear: Our recommended products, tested and approved for your next Alaska excursion.

Escape: Itineraries and expert recommendations for anyone who cruises, rides the rails, drives, or flies to see Alaska.

Adventure: From fishing to hiking, skiing to snowmachining, we inspire residents and visitors alike to venture outside and embrace untamed Alaska.





AlaskaMagazine

- .com** 65,500 monthly pageviews
- 382,000 Facebook followers
- 13,655 Twitter followers
- 1,548 Instagram followers
- 48,500 eMail subscribers

4.3 Million
 POWER of FAMILY PAGEVIEWS

WesternHorseman

- .com** 140,000 monthly pageviews
- 350,000 Facebook Fans
- 38,000 eMail subscribers

QuarterHorseNews

- .com** 58,000 monthly pageviews
- 563,000 Facebook Fans
- 16,000 eMail subscribers

WhereTraveler

- .com** 4,100,000 monthly pageviews
- 335,425 Facebook Followers
- 70,000 eMail subscribers

+1,600 Premium sites





**FEBRUARY:
Islands**

Ad Space Close: 11/21/17
 Ad Materials Due: 12/5/17
 Newsstand: 1/9/18



**JULY/AUGUST:
Wildlife**

Ad Space Close:5/1/18
 Ad Materials Due:5/15/18
 Newsstand:6/19/18



**MARCH:
Snow**

Ad Space Close: 12/24/17
 Ad Materials Due: 1/9/18
 Newsstand: 2/13/18



**SEPTEMBER:
Fall Harvest**

Ad Space Close:6/26/18
 Ad Materials Due: 7/10/18
 Newsstand:8/14/18



**APRIL:
Water**

Ad Space Close:1/30/18
 Ad Materials Due: 2/13/18
 Newsstand:3/20/18



**OCTOBER:
Native Alaska**

Ad Space Close:7/31/18
 Ad Materials Due:8/14/18
 Newsstand:9/18/18



**MAY:
Road Trip**

Ad Space Close: 2/27/18
 Ad Materials Due: 3/13/18
 Newsstand: 4/17/18



**NOVEMBER:
Photo Annual**

Ad Space Close:8/28/18
 Ad Materials Due:9/11/18
 Newsstand:10/16/18



**JUNE:
Adventure**

Ad Space Close: 3/27/18
 Ad Materials Due: 4/10/18
 Newsstand: 5/15/18



**DECEMBER/JANUARY:
Vacation Planner/Cruise**

(2019 Calendar included with Newsstand Copies)



Ad Space Close: 9/21/18
 Ad Materials Due:10/2/18
 Newsstand:11/6/18

*cover topics subject to change

Contacts

Editorial: **Susan Sommer**, editor@alaskamagazine.com

Subscriptions: 1.800.288.5892 or www.alaskamagazine.com/articles/subscriptions/subscription-services/

Advertising: **John Lunn**, Group Publisher | m. 512.470.7447 | o. 737.484.0006 | john.lunn@morris.com | Austin, Texas

Alaska magazine Advertising Rates *(all rates shown are four-color, per 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
1/6 page	1,881	1,740	1,646	1,552

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

2018 DIRECTORY Rates

Sporting Travel and Activities: *Hunting and Fishing, Outfitters & Guides, Photography, Birding, Camping, Hiking, Flightseeing, Sightseeing, etc.*

Trading Post: *Fine Products Showcase*

	1x	3x	6x	10x
Triple (3/9 page)	\$1,675	\$1,591	\$1,508	\$1,424
Double (2/9 page)	1,320	1,188	1,154	1,122
Standard (1/9 page)	760	722	684	646



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(All rates shown are gross and are per insertion)

Our Campaign Philosophy

We build your digital campaigns based on your goals whether it is “Top of funnel awareness” or “Bottom of funnel” call to action.



TOP

BRANDING & AWARENESS

- Topic Targeting
- Audience Targeting
- Keyword Contextual Targeting
- Category Contextual Targeting
- Topic Contextual Targeting
- Premium News Network (coming soon)
- Geo-Optimized (Run of Network)

MID

INTEREST & CONSIDERATION

- Search Retargeting
- Site Retargeting
- IP Mobile Targeting
- GPS Mobile Targeting

ACT

ACTION & CONVERSION

- Social Marketing
- Search Engine Marketing
- Reputation Management
- Listing Synchronization



Global Audience



Targeting



Creative



mainstreetdigital



Optimization



Results

ONE TRUSTWORTHY SOLUTION

Digital Starter Kit

Our Digital Starter Plans offers you peace of mind when purchasing social and digital media advertising. Working with the digital team at our sister company, mainstreetdigital, your business has extensive digital resources and staff that use the latest technology in programmatic, native, video, audience targeting, SEO and SEM operations while optimizing your campaigns for maximum return on investment.

21 Week Plan	Flight / Timing	Impressions Throughout Campaign	Value
Online Brand Analysis	initial meeting	Report and Analysis of your Site	\$5,000
Site Direct Display	21 weeks	100,000 impressions	\$1,000
Audience Retargeting	21 weeks	100,000 impressions	\$1,600
Listing Sync your site	upon start	accurate business listing sync	\$1,200
Reputation Management	21 weeks	digital brand optimization	\$1,200

A perfect fit for a seasonal business looking to improve site traffic, generate leads and track audience for maximum return on your monthly digital media investment.

~200,000 min Impressions \$10,000

YOUR Starter Kit Price: \$500/month or \$2,500 total

38 Week Plan	Flight / Timing	Impressions Throughout Campaign	Value
online Brand Analysis	initial meeting	Report and Analysis of your Site	\$5,000
Category Contextual Targeting	advertiser choice	270,000 impressions	\$2,700
Two (2) Facebook Posts	advertiser choice	765,000+ Followers	\$1,800
Two (2) Sponsored Native Campaigns	advertiser choice	200,000 impressions	\$8,600
Site Direct Display	38 weeks	270,000 impressions	\$2,700
Audience Retargeting	38 weeks	270,000 impressions	\$2,700
Listing Sync your site	upon start up	accurate business listing sync	\$1,200
Reputation Management	38 weeks	digital brand optimization	\$1,200

A perfect fit for any business looking to improve brand awareness and affinity, site traffic, generate leads and track audience for maximum return on your monthly digital media investment.

~1,775,000 min Impressions \$25,900

YOUR Starter Kit Price: \$1,000/month or \$9,000 total

ONE TRUSTWORTHY SOLUTION

Digital Conversion Campaign

38 Week Plan	Flight / Timing	Impressions Throughout Campaign	Value
online Brand Analysis	initial meeting	Report and Analysis of your Site	\$5,000
Category Contextual Targeting	advertiser choice	270,000 impressions	\$2,700
Two (2) Facebook Posts	advertiser choice	765,000+ Followers	\$1,800
Two (2) Sponsored Native Campaigns	advertiser choice	200,000 impressions	\$8,600
Site Direct Display	38 weeks	270,000 impressions	\$2,700
Audience Retargeting	38 weeks	270,000 impressions	\$2,700
Listing Sync your site	upon start up	accurate business listing sync	\$1,200
Reputation Management	38 weeks	digital brand optimization	\$1,200
Contest or Sweepstakes!	exclusive timing	4 week promotion	\$51,450
Custom landing page - Win a trip, Contest open to all!			
Two (2) dedicated eMails		82,000 impressions	
One (1) Social Media Post per week		400,000 impressions	
Alaska Magazine, alaskamagazine.com and Milepost.com promo ads		600,000 readership	
Two (2) eNewsletters		82,000+ impressions	
Direct Display on Four Sister sites		300,000+ impressions	
Audience Extension		300,000+ impressions	
Direct Display on sister Brand sites		300,000+ impressions	

~2,064,000 min Impressions \$77,350

Our Contest Campaign drives response and interaction with your products or services. This campaign fits businesses looking to improve brand awareness and affinity, site traffic, and generate and track leads while creating a buzz-worthy digital event.

YOUR Starter Kit Price: \$34,500 total



Global Audience



Targeting



Creative



mainstreetdigital



Optimization



Results

ONE TRUSTWORTHY SOLUTION

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.



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Print Advertising Sizes:

Magazine Trim 8"w x 10.5"h

Bleed Size: 8.25 x 10.75

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"
1/6 horizontal	4.611" x 2.25"
1/6 vertical	2.22" x 4.667"

NOTE: All full page-bleed dimensions include a 1/8" bleed for trim on all sides. For full page ads that bleed, please keep live copy 1/4" away from the trim edge.

Full page	8.25" x 10.75"
2/3 horizontal	8.25" x 7.708"
2/3 vertical	5.236" x 10.75"
1/2 horizontal	8.25" x 5.292"

Directory Advertising Sizes:

Ad Size

Triple (3/9 page V)	2.22"w x 9.5"h
Triple (3/9 page H)	7" x 3.055"
Double (2/9 page V)	2.22" x 6.278"
Double (2/9 page H)	4.611" x 3.055"
Standard (1/9 page)	2.22" x 3.055"



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STEVEN MILEY

Tailored content fits your needs.

- Southeast Alaska & Prince of Wales Island
- Western Alaska & Remote Adventures/ Southwest Alaska & Kodiak Island
- Camping & Adventure
- Denali & Alaska's Interior
- Interior Alaska & Fairbanks Region

All statistics (unless marked otherwise): 2015 Alaska magazine subscriber study
 Projected total audience developed by DJG Marketing.
 Circulation and Hotel & Public Copies statistics from 6/30/2015 AAM Publishers Statement.

Advertising Deadlines:

FEBRUARY: cover topic Islands

Southeast Alaska & Prince of Wales Island

Ad Close: 11/20/17
 Ad Materials Close: 12/5/17
 Newsstand: 1/2/18

APRIL: cover topic Water

Kenai Peninsula

AdClose: 1/29/18
 Ad Materials Close: 2/13/18
 Newsstand: 3/6/18

MAY: cover topic Road Trip

Camping & Adventure

Ad Close: 2/26/18
 Ad Materials Close: 3/13/18
 Newsstand: 4/6/18

JULY/AUGUST: cover topic Wildlife

Denali & Alaska's Interior

Ad Close: 4/30/18
 Ad Materials Close: 5/15/18
 Newsstand: 6/13/18

OCTOBER: cover topic Native Alaska

Western Alaska & Kodiak Island

Ad Close: 7/30/18
 Ad Materials Close: 8/14/18
 Newsstand: 9/5/18

DECEMBER/JANUARY 2018:

cover topic Vacation Planner/Cruise

Interior Alaska & Fairbanks Region

Ad Close: 9/19/18
 Ad Materials Close: 10/8/18
 Newsstand: 11/7/18

- Your advertising will reach over 442,000 active readers in Alaska, the Lower 48 and Canada
- The average Alaska magazine reader travels to Alaska 1.5 times per year
- 252,450 plan to visit Alaska within 24 months
- The average household income of readers is \$99,572
- The average net worth of readers is \$625,000

ONE TRUSTWORTHY SOLUTION



Each advertiser receives:

- Print advertising placement
- Advertorial included in special section content with detailed information, phone and website (40–50 words)
- Promotion of the online section in Explore Alaska email push

Advertising Sizes & Rates:

Size	Four Color
Full page.....	\$4,455
Live area dimensions: 8 x 10.5"	
Dimensions with bleed: 8.25 x 10.75"	
1/2 page.....	\$2,502
Vertical dimensions: 4.611 x 7.083"	
Horizontal dimensions: 7 x 4.66"	
1/3 page.....	\$1,908
Vertical dimensions: 2.22 x 9.5"	
Square dimensions: 4.61 x 4.66"	
1/4 page.....	\$1,550
Vertical dimensions: 2.22 x 7"	
Horizontal dimensions: 7 x 2.23"	
1/6 page.....	\$1,008
Vertical dimensions: 2.22 x 4.667"	
Horizontal dimensions: 4.61 x 2.25"	
1/12 page.....	\$540
Dimensions: 2.22 x 2.25"	

- Alaska was named as the number one resource used by readers to research their trips to Alaska (above the internet, even).
- Readers spend an average of \$4,079 in preparation and while on their trips in Alaska.
- 20% spend over \$6,000

Our Readers are Your Customers:

Published:.....	10x per year
Audience (RPC):.....	442,000
Circulation:.....	107,351
Hotel & Public Copies:.....	5,500
Average Time Spent Reading Each Issue:.....	1 hour & 34 minutes

ONE TRUSTWORTHY SOLUTION



American Angler is a vital source of accurate, authoritative and practical fly fishing advice from experts. It is the consummate how-to and where-to fly fishing magazine in the U.S. - American Angler was established in 1978

www.americanangler.com

- Average Paid Circulation: 26,900
- Published: 6 Issues
- Readership: 76% Male / 24% Female
- Average Age: 52
- College Educated: 86%
- Average Household Income: \$154,000
- Action Taken: 71% based on reading the issue
- Average Net Worth: \$1.3M
- Subscription: \$21.95 for six issues



Gray's Sporting Journal

The Magazine for Discerning Sportsmen



Gray's Sporting Journal caters to the sophisticated, highly-accomplished sportsman. Intent on exploring the why of the next long-cast, covey-rise or hunt while leaving the how and where to others. World-class photography, sporting art, and an unmatched dedication to providing the best outdoor literature for our outdoor enthusiasts. - Gray's Sporting Journal was established in 1975

www.grayssportingjournal.com

- Average Paid Circulation: 28,200
- Published: 7 Issues over twelve months
- Readership: 99% Male / 1% Female
- Average Age: 54
- College Educated: 94%
- Average Household Income: \$332,251
- Order Online: 95%
- Average Net Worth: \$3.1M
- Subscription: \$40 for seven issues



Fly Tyer



Fly Tyer is the only title in North America completely dedicated to the art and craft of tying flies. These highly passionate consumers are avid Tyers whose involvement in every aspect of fly-fishing is second to none. - Fly Tyer was established in 1978

www.flytyer.com

- Average Paid Circulation: 26,400
- Published: 4 Issues
- Readership: 81% Male / 19% Female
- Average Age: 53
- College Educated: 84%
- Average Household Income: \$107,000
- Action Taken: 71% based on reading the issue
- Average Net Worth: \$824,000
- Subscription: \$21.95 for four issues



For 30 years, The Angling Report has delivered authentic fishing expedition reports, straight from the stream. That's right, the good, the bad and the ugly, shared by our affluent angling subscribers across the globe. - The Angling Report was established in 1987

www.anglingreport.com

- Average Paid Circulation: 1,500
- Published: 12 Issues
- Readership: 98% Male / 2% Female
- Average Age: 45-75 years of age
- Well Educated: 96%
- Average Household Income: \$150,000
- Action Taken: 98%
- Average Net Worth: \$5M
- Subscription: \$49 for twelve issues



The MILEPOST

Since 1949, the Bible of North Country travel

The MILEPOST® is Alaska's best known and most extensive travel guide. Providing more than 700 pages of detailed travel information on 30 major routes and 15,000 miles of highway—including the Alaska Highway, which celebrated its 75th anniversary in 2017. Including 60 side trips in Alaska, the Yukon, Northwest Territories, British Columbia and Alberta.

www.themilepost.com

- Average Distribution: 50,000
- 87% of readers are 40-74 years old
- 70% earn \$50,000 or more annually
- 46% travel over 5 weeks
- Travelers drive Alaska 98%, Canada 73% Montana 23% & Washington 24%
- 704 Pages plus Large Fold-Out Map
- MILEPOST mobile iphone APP
- 15,000 miles of logged highways
- Published annually with cover price of \$34.95

