

# ADIRONDAC

*The magazine of the ADIRONDACK MOUNTAIN CLUB*

## *Advertise Today!*

- All advertisers will appear in both our printed and digital magazines, with automatic links to your web sites, at no additional charge!



Explore. Educate. Protect.

*Reaching over 18,000 households*



REACH 30,000 ACTIVE MEMBERS

# ADIRONDAC magazine

2022 marks the centennial celebration  
of ADK (Adirondack Mountain Club)

ADK, formed in 1922, brings together 30,000 members with shared interests in outdoor recreation and education, as well as advocacy and public service.

*Adirondac* magazine is published six times per year and is mailed to every member household.

As an advertiser in *Adirondac*, you will be reaching a highly targeted market of outdoor enthusiasts who are:

- affluent (40% of families have incomes of \$100,000+)
- active (91% hike, 59% x-c ski, and 49% canoe or kayak)
- responsive (52% say they have purchased something as a result of an advertisement in *Adirondac*)

*Adirondac* is much more than a membership magazine. We publish stories on:

- important issues affecting the wild lands and waters of New York State
- hiking, cross-country skiing and snowshoeing, canoeing and kayaking, backpacking, camping, and other outdoor pursuits
- current events and the history of New York's natural areas
- outdoor education, ecology, and the environment

*Adirondac* offers tremendous exposure for your advertising dollar!

FOR FURTHER ASSISTANCE, OR TO PLACE AN AD:

*Adirondac* Magazine Advertising

814 Goggins Road, Lake George, NY 12845-4117.

Ann Hough, 518-637-7310, [adkannahough@gmail.com](mailto:adkannahough@gmail.com)



# ADIRONDAC magazine

ADVERTISING RATES & SIZES

## ADVERTISING RATES and SIZES

### DISPLAY ADVERTISING RATES AND SIZES *(Rates subject to change)*

| AD SIZE   | 1-X RATE | 3-5X RATE        | 6X RATE (full year)* |
|-----------|----------|------------------|----------------------|
| 1/6 page  | \$ 240   | \$ 210 per issue | \$ 185 per issue     |
| 1/4 page  | \$ 275   | \$ 250 per issue | \$ 225 per issue     |
| 1/3 page  | \$ 365   | \$ 335 per issue | \$ 295 per issue     |
| 1/2 page  | \$ 475   | \$ 445 per issue | \$ 400 per issue     |
| 2/3 page  | \$ 675   | \$ 640 per issue | \$ 575 per issue     |
| full page | \$ 850   | \$ 775 per issue | \$ 750 per issue     |
| Covers    | \$1275   | \$1150 per issue | \$ 1000 per issue    |

**(Four-color available at no additional charge.)**

\* Full-year rates apply on placements scheduled in advance within a 12-month period.  
All display advertisers will receive tear sheets of their ads (unless you notify our office).

| SIZE     | VERTICAL <i>(all dimensions in inches)</i> | HORIZONTAL        |
|----------|--|-------------------|
| 1/6 page | 2 1/4 w x 4 5/8 h                          | 4 3/4 w x 2 1/4 h |
| 1/4 page | 2 1/4 w x 7 h                              | 4 3/4 w x 3 1/4 h |
| 1/3 page | 2 1/4 w x 9 5/8 h                          | 4 3/4 w x 4 5/8 h |
| 1/2 page | 4 3/4 w x 7 1/4 h                          | 7 1/4 w x 4 3/4 h |
| 2/3 page | 4 3/4 w x 9 5/8 h                          |                   |

**PAGE SIZE:** 8 1/8 w x 10 7/8 h, **full bleed** 8 3/8 x 11 1/8  
**Live area**, no bleed, type/art area 7 5/8 x 10 3/8

**PUBLICATION DATES:** Bimonthly, six times per year.  
Jan–Feb, Mar–Apr, May–June, July–Aug, Sept–Oct, Nov–Dec

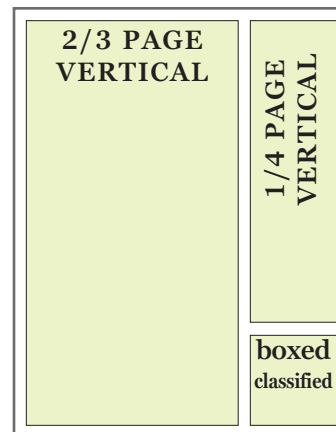
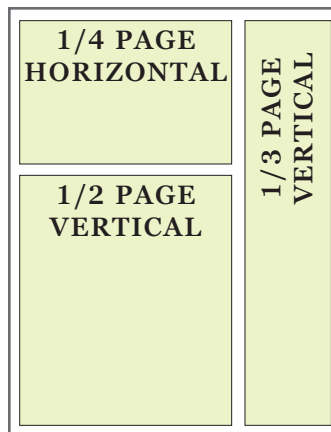
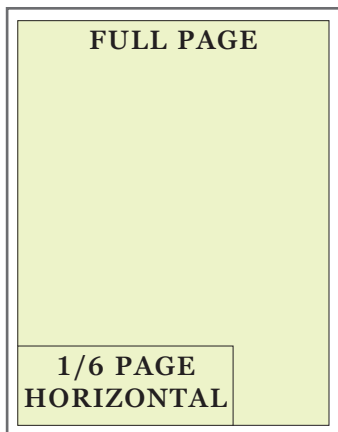
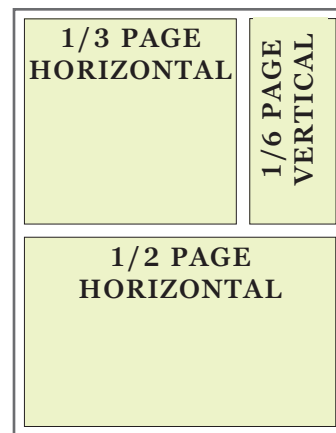
### CLASSIFIED ADVERTISING RATES

*(One line is approximately six words.)*

PER ISSUE: \$7.00 per line.

ONE FULL YEAR, six consecutive issues: \$6.00 per line.

BOXED CLASSIFIED: 2 1/4 x 2 1/4, with ruled border and logo  
\$125.00 per issue, \$110 for 3–6 issues.





# ADIRONDAC magazine

DEADLINES & SPECIFICATIONS

## ADVERTISING DEADLINES and SPECIFICATIONS

| ISSUE             | ADVERTISING DEADLINE | PUBLICATION DATE |
|-------------------|----------------------|------------------|
| January–February  | November 20          | January 1        |
| March–April       | January 20           | March 1          |
| May–June          | March 20             | May 1            |
| July–August       | May 20               | July 1           |
| September–October | July 20              | September 1      |
| November–December | September 20         | November 1       |
| January–February  | November 20          | January 1        |
| March–April       | January 20           | March 1          |

**ALL ACCOUNTS:** CLASSIFIEDS ADS must be paid in advance. All DISPLAY AD invoices are due upon receipt. For multiple insertions, the advertiser will be billed per issue. A tear sheet and invoice will be sent to the advertiser upon publication of each issue (unless you notify our office).

**PRINT SPECIFICATIONS:** Covers: four-color; Text: black and white or 4C;

Binding: saddlestitch

Trim Size: 8 1/8 x 10 7/8      Live area: 7 5/8 x 10 3/8      Bleed Size: 8 3/8 x 11 1/8

Photographs: 133 line screen, 300 dpi      Line Art: 1200 dpi

**DIGITAL AD SPECIFICATIONS:** All rates are based on digitally supplied ads. High-resolution (300 dpi or larger) PDF, TIFF, or JPG formats only. All **digital photographs** must be 300 dpi at the size being used. All **digital art** (illustrations, logos, etc.) must be 800–1200 dpi at the size being used.

**FONTS:** Please do not send native files such as Quark Xpress or InDesign. Convert to PDF format and Embed Fonts while creating the PDF. (Tiff or JPG also acceptable.)

**PRODUCTION CHARGES:** Ads requiring one hour of production time or more will be billed at \$40 per hour.

**CIRCULATION:** 19,000. Published bimonthly.

### FOR FURTHER INFORMATION ON ADVERTISING CONTACT:

Adirondac Magazine Advertising

814 Goggins Road

Lake George, NY 12845-4117.

**Phone:** 518-637-7310 or 518-668-4447 ext. 29, Ann Hough

**E-mail:** [adkannhough@gmail.com](mailto:adkannhough@gmail.com) or [ann@adk.org](mailto:ann@adk.org)

**ADK Mission:** *The Adirondack Mountain Club (ADK) is dedicated to the protection and responsible recreational use of the New York State Forest Preserve, and other parks, wild lands, and waters vital to our members and chapters.*