

ADIRONDAC

The magazine of the Adirondack Mountain Club

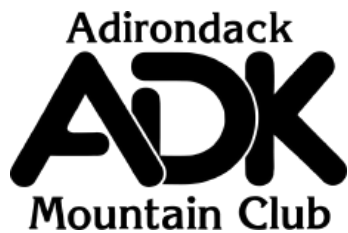
Reaching over
15,000 households!

ADVERTISE TODAY!

All prices include
our printed copies AND
digital version available on
member portals with links
to your website!

Photo: Ben Brosseau

Explore. Educate. Protect.



OUR MISSION & REACH

Our Mission: ADK works to protect New York's wild lands and waters by promoting responsible outdoor recreation and building a statewide constituency of land stewardship advocates.

Since 1922

Adirondack Mountain Club (ADK), formed in 1922, brings together more than 23,000 members with shared interests in outdoor recreation and education, as well as advocacy and public service.

Adirondac magazine is published quarterly—Winter, Spring, Summer and Fall—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:

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

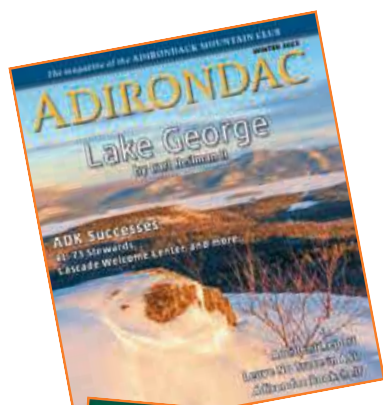
***Adirondac* is much more than a membership magazine.**

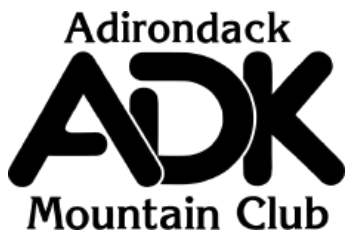
We publish stories on:

- Outdoor education, ecology, and the environment
- Important issues affecting the wild lands and waters of New York
- 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

Adirondac offers tremendous exposure for your advertising dollar!
FOR FURTHER ASSISTANCE, OR TO PLACE AN AD:

Email britt@adk.org





ADVERTISING RATES & SIZES

Effective January 1, 2025 (rates subject to change)

Rates

Ad Size	1-3X Rate	4X Rate (full year)*
1/6 page	\$265	\$215 per issue
1/4 page	\$300	\$250 per issue
1/3 page	\$400	\$325 per issue
1/2 page	\$525	\$450 per issue
2/3 page	\$745	\$645 per issue
Full page	\$945	\$845 per issue
Covers	\$1,400	\$1,100 per issue

* Full-year rates apply on placements scheduled in advance within a 12-month period.

All display advertisers will receive an electronic invoice, along with a tear sheet for their ad.

CLASSIFIED ADVERTISING RATES

One line is approximately six words.

PER ISSUE: \$7 per line.

ONE YEAR (four consecutive issues): \$6 per line.

BOXED CLASSIFIED: with ruled border and logo
\$125 per issue, \$110 for 4 issues, full year.

Sizes

Ad Size	Vertical	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

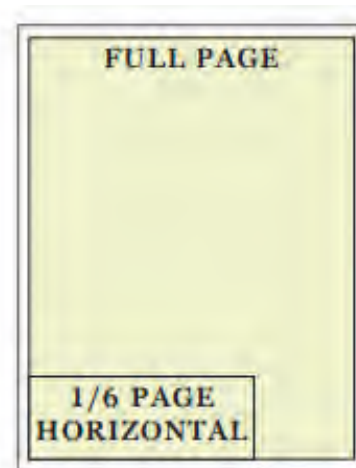
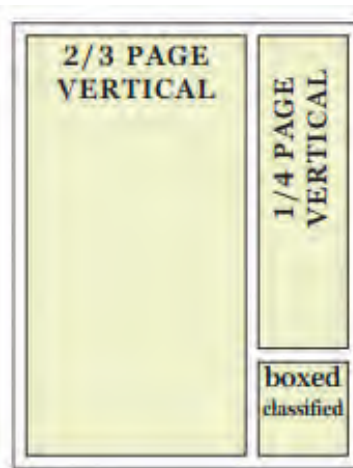
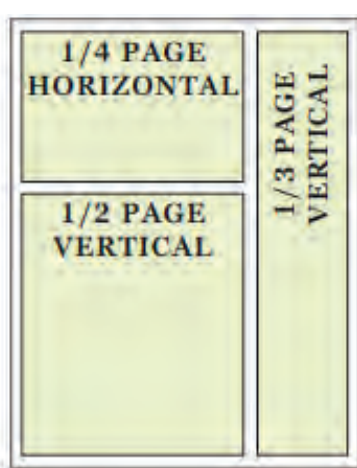
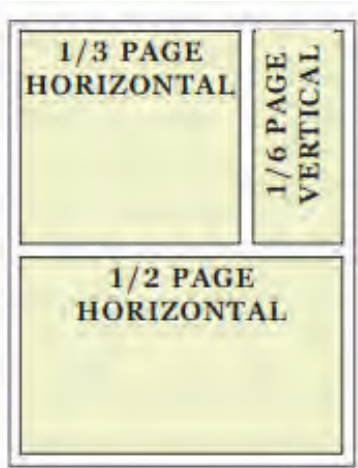
Full bleed: 8 3/8 w x 11 1/8 h

Live area: no bleed, type/art area 7 5/8 w x 10 3/8 h

Boxed Classified:

2 1/4 x 2 1/4

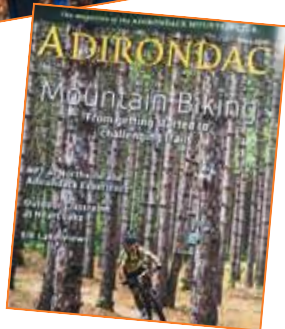
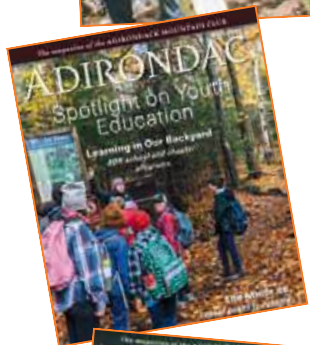
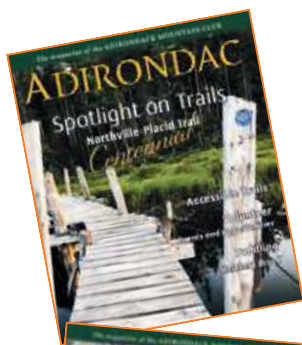
All dimensions in inches:





ADVERTISING DEADLINES & SPECIFICATIONS

Exact dates are subject to change



Issue	Space Reservation	Material Due	Publication Date
Spring	January 14	January 20	March 1
Summer	April 16	April 22	June 3
Fall	July 16	July 22	September 3
Winter	September 30	October 7	November 18

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: Over 15,000. Published quarterly.

FOR FURTHER INFORMATION ON ADVERTISING, CONTACT:

Britt Sternberg at Adirondack Mountain Club

Email: britt@adk.org