

25  
YEARS

Adirondack  
**EXPLORER**  
adirondackexplorer.org



# Adirondack **EXPLORER**

*The nonprofit voice of the park*

## MEDIA KIT





# Adirondack EXPLORER

Launched in 1998, the nonprofit Adirondack Explorer is the **only news organization solely dedicated to reporting on the Adirondack Park.**

Through its website, magazine, newsletters and social channels, Adirondack Explorer **reaches millions of readers -- located both inside and outside the region-- who care about environmental issues, Adirondack communities and recreation opportunities** in this unique part of Northern New York State.



## An audience that loves the Adirondacks

Despite the decline of many media outlets, we have expanded our reach. Our readership consists of year-round and seasonal residents, in addition to visitors and loyal Adirondack enthusiasts. At the Adirondack Explorer, we are the premier source of news and information in a region that was once considered a "news desert."

## MULTIPLE PLATFORMS = MORE WAYS TO REACH

2M

Annual website  
visitors

80K

Social media  
followers

23K

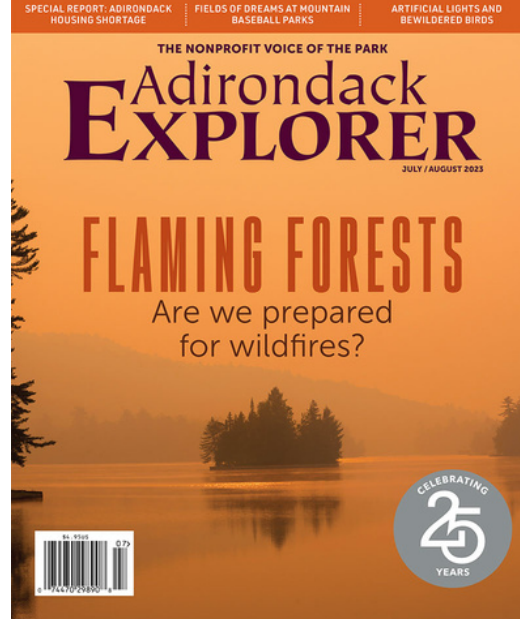
Email contacts

13K

Magazine  
subscribers



“ Really loving your site and all you are doing to support the vital work of keeping the Adirondacks healthy and viable for generations to come!  
-- Patricia Weaver Gutierrez,  
Northville ”



## A WELL-ESTABLISHED MAGAZINE

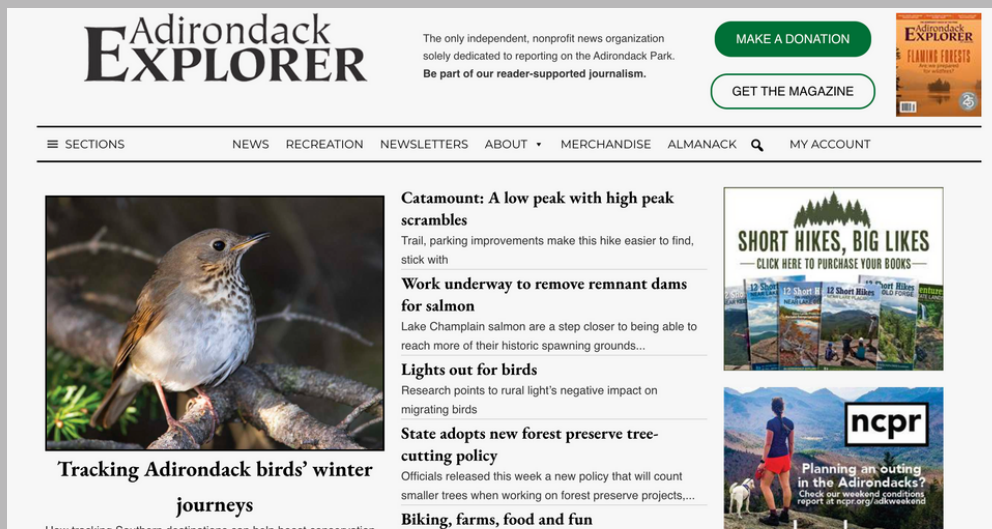
By bringing readers the latest news and thoughtful analysis, we strive to help preserve the Adirondack Park's natural beauty, foster community spirit, and promote sustainable management.

### KEY STATS

- Debuted in 1998
- Bi-monthly print magazine, bundled with a digital edition
- Six issues a year, plus an annual Outings Guide
- Circulation: 13,000
- Distribution: 76% NY; (15% full-time park residents; 25% second home owners); Magazines mailed to 49 states

“ I greatly value the information presented here. I grew up in Star Lake and I’m still learning about the Adirondacks.  
-- Linda LaDuc ”





**AdirondackExplorer.org** is the core foundation of our digital offerings, reaching more than 1 million individual readers a year.

## A VITAL SOURCE OF INFORMATION

The Adirondack Explorer is a powerhouse, delivering news, updates and information to millions of folks who adore our Adirondack communities and the great outdoors and care deeply about the environment.

### NEWSLETTERS

- More than 18,000 subscribers to one or more newsletters
- 5 weekly, 1 daily around a variety of topics: recreation, environment and communities.
- Very engaged readers: Average open rates of 40%.

“ The Explorer and Almanack are both very solid sources, so I am happy to get daily emails. The same is NOT true of most other organizations! For some of them, once a month is about right.  
-- Worth Gretter,  
Menands, NY ”



### ADIRONDACK ALMANACK

- A community-powered news forum, owned and operated by the Explorer.
- Featuring event announcements, commentary and discussion generated by readers and a wide network of contributors.
- A loyal and dedicated audience that loves all things Adirondacks.



# TAKING STOCK OF HOUSING

NOVEMBER 1, 2023  
THE WILD CENTER, TUPPER LAKE

In the summer of 2023, the Explorer launched a series looking into housing issues across the region. Articles ran in the magazine and online. In addition, we published a special companion newsletter and will wrap the series with an event.

## EVENT PARTNERSHIPS

- An ideal way to connect with our most loyal readers, as we continue the conversations sparked by our reporting.
- The Explorer typically produces 1-2 larger, in person events a year, plus a handful of smaller, virtual ones.

[View this email in your browser](#)



### Taking stock of housing: One-man land bank

I spent a recent weekday morning in a former Saranac Lake Cure cottage with contractor Shawn Duheme, who had a plan to convert decrepit old Adirondack homes into affordable housing. This pursuit led him to the tax auction, a Mecca for flippers, bottom feeders and homebuyers looking for a bargain, usually with no idea what they're getting themselves into.

Shawn's idea was to act almost like a one-man [land bank, fixing up old homes for sale and then using the profit to fund the next purchase](#). To keep the sale price affordable, he would "subsidize" the sale by curating a YouTube following more or less following his journey and highlighting the pitfalls that these old properties present.

**“ I lived in Lake Placid through the early 2000s and raised children here. Made a rather lame decision to leave for the sake of a salary, but I’m back and loving being back.**

**What I enjoy most about the Explorer and the Almanack are re-connecting with my community, the landscape, and the natural world here.**

**-- Jaime Collins, Lake Placid**

**”**

# AD SIZES: PRINT

## Full Page

- 10"W x 12 ½"H

## One-Sixth Page

- 4 7/8"W x 4"H

## One-Quarter Page

- 4 7/8"W x 6"H

## Half-Page

- 4 7/8" W x 12 ½" H (vertical)
- 10"W x 6"H (horizontal)

## One-Third Page

- 4 7/8" W x 8" H (vertical)
- 10"W x 4"H (horizontal)

# AD SIZES/OPPORTUNITIES: DIGITAL

- Tile (300x300px square, pictured here):  
Positioned in right rail on website  
(choice of homepage, inside page  
placements) and/or in body of  
newsletter.
- Skyscraper right rail (300x600 px)
- Banner: Homepage/newsletter headers  
(995x105 px)
- Sponsored content (newsletters only)



## CONTACT US

Betsy Dirnberger, Associate Publisher

518-891-9352, ext. 1023

Betsy@adirondackexplorer.org

