

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

25K

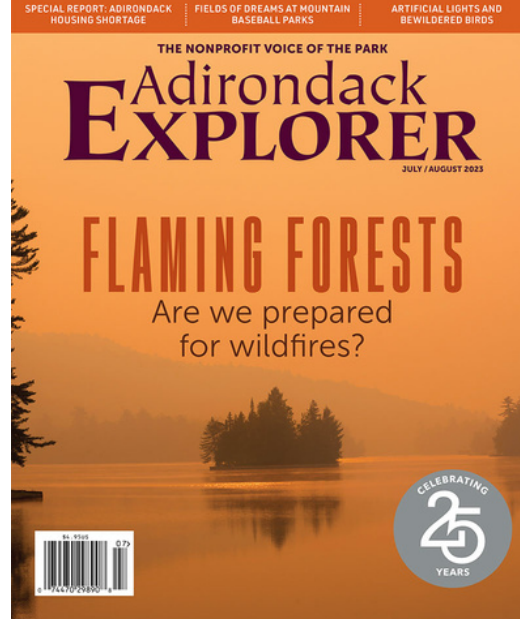
Email contacts

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: 14,000
- 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 19,000 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

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