

# Adirondack EXPLORER MEDIA KIT

Adirondack Explorer | PO Box 1355 | Saranac Lake, NY 12983 | (518) 891-9352



The Adirondack Explorer, founded in 1998 in Saranac Lake, is a not-for-profit print and digital news magazine dedicated to the wise use and lasting protection of NY's massive Adirondack Park. The magazine is popular, successful, and is considered a model of non-profit journalism, reaching a large number of readers and customers in an engaging and effective way. By advertising in the Explorer, you reach the active, conservation-minded, high-demo audience most interested in the natural life of the largest park in the U.S, and the only one with villages.

Formats	Frequency	Subscription Cost
<b>Printed News Magazine</b> 9" w x 10.875" h • 64-76 pages. Color, coated matte stock	6 times a year (bi-monthly) plus Annual Outings Guide in June	\$29.95/year
<b>Digital Edition</b> In magazine format and Adirondack Explorer App	6 times a year (bi-monthly) plus Annual Outings Guide in June	\$20/year
<b>Website</b> <a href="http://adirondackexplorer.org">adirondackexplorer.org</a>		<b>Combination Printed &amp; App</b> \$39.95/year
<b>Adirondack Almanack</b> <a href="http://adirondackalmanack.com">adirondackalmanack.com</a> An online regional news site with mobile responsive design		
<b>Digital Newsletters</b>		

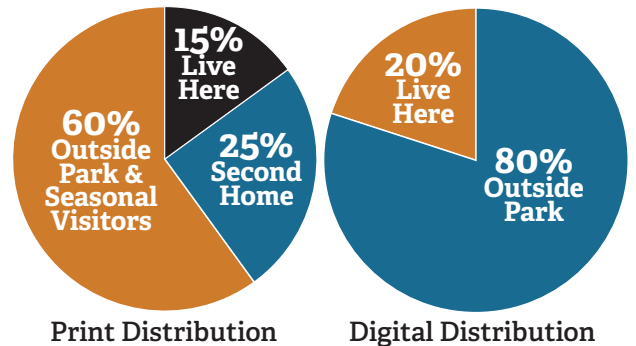
**TARGET AUDIENCE** Adults 45-65 with interests in the people, wildlife, natural environment, outdoor recreation, and preservation of the Adirondack Park and its small villages and businesses. Very engaged and active readership base.

## CIRCULATION 35,000+ Readership

14,000+ paid print & digital household subscriptions. 4000+ distributed by retail sales, affinity groups, special events, mailings.

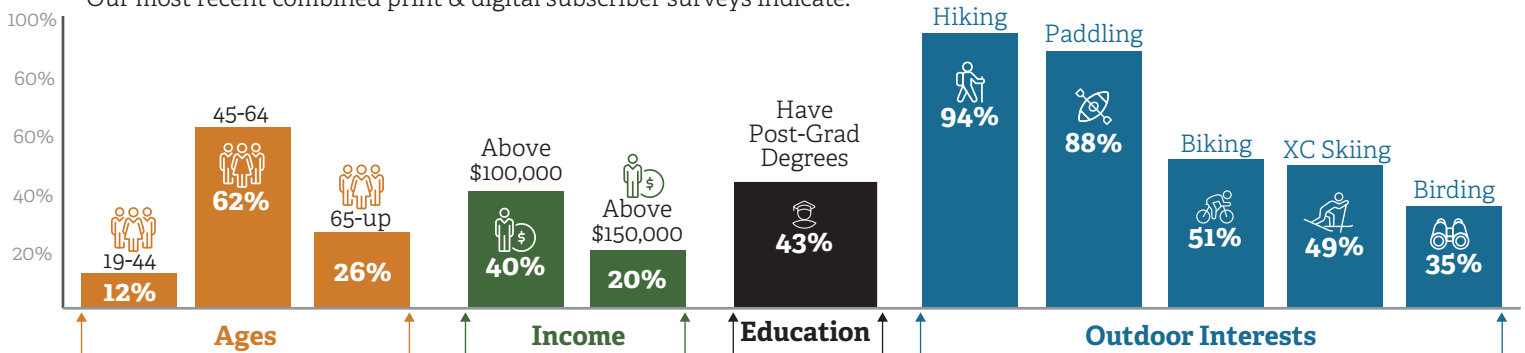
## LOYALTY

57% of subscribers keep Explorers more than a year.  
 25% of subscribers keep Explorers 'forever'.  
 74% of subscribers share.



## DEMOGRAPHICS

Our most recent combined print & digital subscriber surveys indicate:



# MAGAZINE Advertising Rates

# Ad Dimensions

Ad Size & Placement	1x	3x (each)	7x (each)
Full Page Back Cover	\$3700	\$3300	\$3100
Full Page Inside Cover	\$2900	\$2650	\$2500
Full Page	\$2500	\$2450	\$2300
2/3 Page	\$2300	\$2100	\$1950
1/2 Page (vertical or horizontal)	\$1400	\$1250	\$1200
1/3 Page (vertical or horizontal)	\$1200	\$1050	\$900
1/4 Page	\$800	\$700	\$600
1/6 Page	\$500	\$450	\$400

To receive the above discounts, ads must run consecutively. Payments later than 30 days from original invoice will incur a 1.5% late fee per month on all charges. Invoices for each ad are sent the first week of publication. See policies online.

Ad Size	Dimensions
<b>Full Page (no bleed)</b>	8" w x 9.625" h
<b>Full Page (bleed)</b>	Trim: 9" w x 10.875" h Bleed: 9.25" w x 11.125" h Safety: 8.5" w x 10.375" h
<b>2/3 Page</b>	5.25" w x 9.625" h
<b>1/2 Page (vertical)</b>	3.875" w x 9.625" h
<b>1/2 Page (horizontal)</b>	8" w x 4.7" h
<b>1/3 Page (vertical)</b>	3.875" w x 6.25" h
<b>1/3 Page (horizontal)</b>	8" w x 3.15" h
<b>1/4 Page</b>	3.875" w x 4.7" h
<b>1/6 Page</b>	3.875" w x 3.46" h

## Ad Submission Schedule

Issue	Reserve Space	Send Materials
January/February	November 28	December 1
March/April	January 28	February 1
May/June	March 28	April 1
Annual Outings Guide	April 28	May 1
July/August	May 28	June 1
September/October	July 28	August 1
November/December	September 28	October 1

The issues mailed to subscribers are timed to arrive just before the first week of the month of publication.

## How To Submit Your Ad For Designer:

- All ads should be submitted in a PDF format or high resolution JPG (300 dpi). All source art should be converted to CMYK.
- Please encapsulate or outline ALL FONTS.
- Please make sure the ad dimensions are correct. If there are any sizing or font concerns with your ad and we need to fix, a design fee will be charged.
- For any questions about submitting an ad, or having an ad designed for you, contact Betsy Dirnberger at (518) 891-9352 x1023.

For information contact:

**Betsy Dirnberger**

betsy@adirondackexplorer.org



## DIGITAL Advertising Rates

Reach **125,000** visitors per month

Over **450,000** monthly page views

Over **1.8 million** monthly impressions

**AdirondackExplorer.org**  
Monthly Home Page Sponsorship (Based on Availability)

**\$2,500/Month**

**Leaderboard**  
[728x90]

**Leaderboard Size Display Banner**  
[728x90]

**Medium Rectangle Display Banner**  
[300x250]

**Mobile Banner**  
[320x50]

Receive top position in the home page (50% share of voice) per month.

Can be section targeted

100,000 impressions ROS throughout the story pages throughout the site.

**AdirondackExplorer.org**  
ROS (Run of Site) Targeted Display\*

**\$10/m**

**Leaderboard Size Display Banner**  
[728x90]

**Medium Rectangle Display Banner**  
[300x250]

**Mobile Banner**  
[320x50]

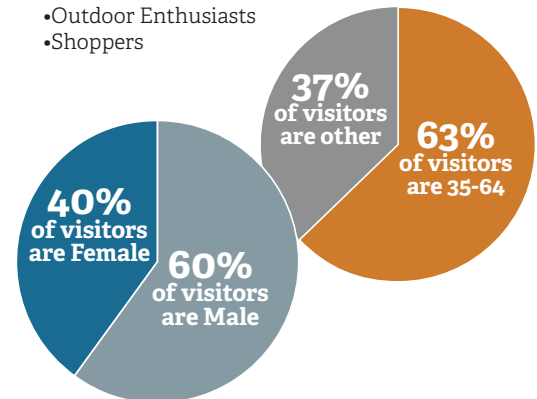
Minimum 50,000 impressions/mo • 3 month commitment

\*Target sections, keyword targeting, demographic targeting, geographic targeting

## DEMOGRAPHICS

Our readers are:

- News Consumers
- Entertainment News Consumers
- Travel Enthusiasts
- Outdoor Enthusiasts
- Shoppers



For information contact:

**Geoff Schaake**

geoff@adirondackexplorer.org