2012
MEDIA KIT

outdoor adventure
MEDIA

the authentic outdoor sports voice

ABOUT OAM

outdoor adventure MEDIA

Outdoor Adventure Media is a network of free regional grassroots, outdoor sports and adventure travel publications. OAM partner publications include Adventure Sports Journal, A.T. Journeys, Blue Ridge Outdoors, Breathe Magazine, Mountain Gazette, Elevation Outdoors, Outdoors Northwest, Outdoor Utah Adventure Journal, Out There Monthly, and Vermont Sports. Each OAM publication is the definitive guide to outdoor sports and adventure travel in its region.

EDITORIAL COVERAGE

Each of the OAM magazines provides expert, field-tested insights for a wide range of outdoor adventures, including hiking and backpacking, running, biking, paddling, rock climbing, and snowsports. Stories and departments focus on outdoor recreation, adventure travel, gear reviews, outdoor apparel / footwear and green living specific to each region.

WHY WORK WITH OAM?

OAM offers clients efficient, economical solutions for both regional and national turn-key marketing campaigns. OAM gives marketing professionals the flexibility to develop a fully customized plan to support specific regional markets.

DIRECTLY IMPACT THE GROWTH OF OUTDOOR SPORTS

Working with OAM, your marketing dollars will support and inspire active adults to connect with their environment through outdoor sports, continuously growing the industry.

Northern California's adventure sports JOURNAL
The Magazine of Adventure Culture

Mountain GAZETTE

JOURNEYS

Outdoors NW

BLUE RIDGE outdoors MAGAZINE

OutThere MONTHLY

breathe Magazine inspiring active women.

outdoor UTAH adventure journal

ELEVATION outdoors MAGAZINE

VERMONT SPORTS
Vermont's authority on outdoor fitness and adventure

OAM CIRCULATION

ADVENTURE SPORTS JOURNAL	42,000	6x	CALIFORNIA, NEVADA • MONTEREY + SAN FRANCISCO BAY AREAS, SILICON VALLEY, SACRAMENTO, CHICO, LAKE TAHOE, RENO, CARSON CITY, LAS VEGAS, SAN LOUIS OBISPO, SANTA BARBARA, LOS ANGELES, SANTA MONICA, SAN DIEGO
A.T. JOURNEYS	42,000	6x	NATIONWIDE
BLUE RIDGE OUTDOORS MAGAZINE	110,000	12x	MID-ATLANTIC + SOUTHEAST • VIRGINIA, WEST VIRGINIA, MARYLAND, WASHINGTON DC, NORTH CAROLINA, SOUTH CAROLINA, TENNESSEE, GEORGIA, KENTUCKY, ALABAMA
BREATHE MAGAZINE	85,000	8x	MID-ATLANTIC + SOUTHEAST • VIRGINIA, WEST VIRGINIA, MARYLAND, WASHINGTON DC, NORTH CAROLINA, SOUTH CAROLINA, TENNESSEE, GEORGIA, KENTUCKY, ALABAMA
ELEVATION OUTDOORS MAGAZINE	45,000	10x	FRONT RANGE COLORADO • DENVER METRO, BOULDER, FT. COLINS, COLORADO SPRINGS, MOUNTAINS, UPPER ARKANSAS RIVER VALLEY
MOUNTAIN GAZETTE	40,000	10x	COLORADO, ARIZONA, IDAHO, MONTANA, NEW MEXICO, UTAH, WYOMING
OUTDOORS NORTHWEST MAGAZINE	40,000	6x	WASHINGTON, OREGON, IDAHO • SEATTLE, PORTLAND
OUT THERE MONTHLY	25,000	12x	EASTERN WASHINGTON, NORTHERN IDAHO • SPOKANE, COEUR D' ALENE
UTAH ADVENTURE JOURNAL	33,000	5x	UTAH • SALT LAKE CITY, OGDEN, MOAB, PROVO, ST. GEORGE
VERMONT SPORTS	30,000	11x	VERMONT, NEW HAMPSHIRE, CONNECTICUT, MASSACHUSETTS • THE ADIRONDACKS, BURLINGTON, MANCHESTER

OAM RATES

Network CPM Pricing

Ask your sales rep for details and a custom proposal as CPM rates can vary by publication.

(NET)	1x	3x	6x	9x	12x
Full Page (4C)	$58	$55	$49	$46	$44
1/2 Page (4C)	$36	$34	$30	$29	$27
1/4 Page (4C)	$21	$20	$18	$17	$16
Full Page (BW)	$46	$44	$39	$37	$34
1/2 Page (BW)	$27	$26	$23	$22	$20
1/4 Page (BW)	$17	$16	$14	$13	$12

Additional Programs Available

Web Advertising
Event Marketing
Race Bag Program
Custom Print + Catalogs

OAM DEMOGRAPHICS

ACTIVE ADULTS
78% Hike Frequently
60% Camp Frequently
56% Road Cycle Frequently
54% Run Frequently
53% Mountain Bike Frequently
44% Participate in Snow Sports
42% Paddle Frequently
21% Climb Frequently

READER PROFILE
52% Male, 48% Female
Median Age: 36
Median HHI: $91,690
ATT / College Graduate: 93%
Own their home: 79%

OAM COMPARISON TO NATIONAL MEDIA

Compared to National Publications

Cut advertising costs and increase exposure with OAM

	# FULL PAGES	TOTAL CIRC	TOTAL COST
Outside Magazine	1	675,000	$ 91,328
Backpacker	2	680,000	$ 95,050
OAM	**3**	**1,476,000**	**$ 85,608**

As seen above, a 3x plan with OAM costs less than a 1x or 2x buy in national publications. With OAM, your brand receives exposure in 10 publications, with the benefit of reaching over twice as many consumers. Based on frequency, OAM advertising programs can also include added value opportunities and programs such as grassroots event marketing, web banner ads and sponsorships, lead-generating contests and promotions, email newsletters, dealer tie-ins and more. Our sales team will work with you to customize a turn-key marketing program with added value to meet your needs and fit your budget!

Why advertise with OAM? Because your marketing dollars go farther and you have flexibility!

Compared to National Niche Publications

Reach more readers with a smaller budget!

	TOTAL CIRC PER ISSUE	FULL PAGE OPEN RATE CPM
Climbing	40,000	$112
Bike	42,904	$116
WEND	45,000	$98
Canoe & Kayak	57,000	$108
Powder	72,500	$140
Camping Life	76,000	$103
OAM	**492,000**	**$58**

FLEXIBILITY

OAM offers clients more economical and efficient solutions for both national and regional turn-key marketing campaigns that increase brand awareness and also support regional markets and products.

Adventure Sports Journal

Since 2001, ASJ has been Northern California's number one resource for outdoor enthusiasts. ASJ is now the outdoor sports guide for active readers throughout Northern California, Nevada and Southern California.
adventuresportsjournal.com

2012 EDITORIAL

FEB / MAR — *Backcountry Issue*
Skiing & Snowboarding
Backcountry Ski Tours
Cross-Country Skiing
Winter Running / Bike Training
Adventure Travel

APR / MAY — *Biking & Essential Race Calendar*
Cycling (Mountain & Road)
Endurance Training
Spring Skiing / Mountaineering
Whitewater Kayaking
Essential Race Calendar

JUN / JUL — *Summer & Water Issue*
Rafting, Kayaking, Stand-Up Paddleboarding
Mountaineering / Backpacking
Road Trips
Summer Festivals

AUG / SEP — *Climbing & Green Guide*
Climbing
HIking
Cycling
Water Sports
Green Guide

OCT / NOV — *Fall Adventures*
Fall Adventures
Coastal Paddling / Surfing
Cyclocross
Brew Tours / Events

DEC / JAN — *Snowsports & Best of the Outdoors*
Snowsports
Winter Training / Racing
Best of the Outdoors
Gift Giving Guide

A.T. Journeys

The official member publication for the Appalachian Trail Conservancy, a nonprofit organization dedicated to the conservation of the Appalachian National Scenic Trail extending from Maine to Georgia.
appalachiantrail.org

2012 EDITORIAL

JAN / FEB
Editorial TBD

MAR / APR
Editorial TBD

MAY / JUN
Editorial TBD

JUL / AUG
Editorial TBD

SEP / OCT
Editorial TBD

NOV / DEC
Editorial TBD

OAM MEMBER PROFILES

Blue Ridge Outdoors Magazine

For more than 17 years, Blue Ridge Outdoors has been the definitive guide to outdoor sports and adventure travel throughout the Mid-Atlantic and Southeast. Each issue of Blue Ridge Outdoors offers edit on Running, Biking, Hiking, Paddling, Camping/Backpacking, New Gear, Adventure Travel and more.
blueridgeoutdoors.com

2012 EDITORIAL

JAN The *BRO* 100
Best Resort Runs

FEB Skiing
Southern Superlatives

MAR Running
Top Trout Towns

APR Backpacking
Spring Gear

MAY Outdoor Fesitvals
Fringe Sports

JUN Paddling
Bike Fishing

JUL Road Trips
Multisport

AUG Swimming Holes
Climbing

SEP Biking
Fall Gear

OCT Hiking
Fall Foliage

NOV Mountain Towns
Brewery Guide

DEC Snowsports
Survival Guide

Breathe Magazine

Inspiring active women everywhere to explore their passion for health and the outdoors. Breathe Magazine offers ideas and insights from the country's top health experts and outdoor leaders when it comes to adventure, travel, fitness, fashion, and green living.
readbreathe.com

2012 EDITORIAL

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Editorial TBD

MAR / APR
Editorial TBD

MAY
Editorial TBD

JUN
Editorial TBD

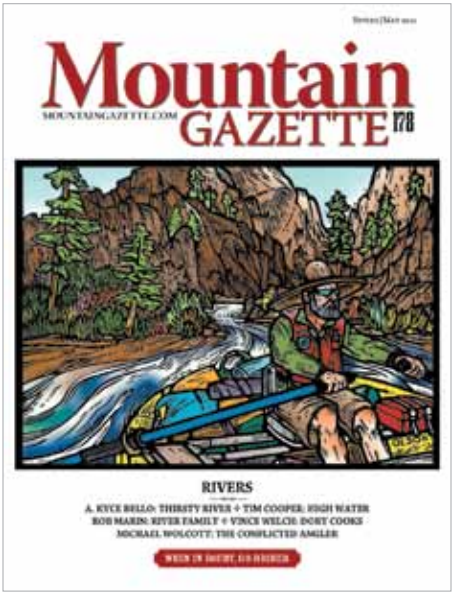
JUL / AUG
Editorial TBD

SEP
Editorial TBD

OCT
Editorial TBD

NOV / DEC
Editorial TBD

OAM MEMBER PROFILES



Elevation Outdoors Magazine

Connecting readers to their local Rocky Mountain scene, Elevation Outdoors has authentic content covering outdoor sports, active lifestyles, adventure travel, and the environment.
elevationoutdoors.com

2012 EDITORIAL

JAN / FEB	Backcountry
MAR	Big Trip Planner
APR	Bikes
MAY	Festival Guide Whitewater
JUN	Camping / Backpacking
JUL / AUG	Climbing / Beer
SEP	Best Of
OCT	Resort Round-up
NOV	Slopestyle Out-of-state Resorts
DEC	Gift and Gear Guide

Mountain Gazette

This magazine was published under the name Skiers' Gazette from 1966 until 1972. It was published as Mountain Gazette from 1972-1979. After a 20-plus-year hiatus, it was reborn in 2000 as a monthly magazine, with regional distribution at gear shops, java huts, bookstores, brewpubs, bars and lodging facilities.
mountaingazette.com

2012 EDITORIAL

JAN	Deep Winter
FEB / MARCH	Dog Issue
APR	Spring Travel
MAY	Rivers Issue
JUN	Climbing
JUL	High Summer
AUG / SEP	On Foot in the Mountains
OCT	Skiing
NOV	Editor's Choice
DEC	Holiday / Gear Guide

OAM MEMBER PROFILES

Outdoors Northwest Magazine

Celebrating its 24th year in 2012, Outdoors Northwest Magazine is a trusted and reliable resource for outdoor enthusiasts living in the Pacific Northwest. **outdoorsnw.com**

2012 EDITORIAL

JAN / FEB — *Winter Edition — Backcountry*
Escapes: Winter Picnics in Bend; Getting back into Cross-Country Skiing; NW Trails: Hiking Puget Sound Islands – Ebey's Landing, Cranberry Lake, Gazzun Lake; Training: CrossFit Gyms; Weekender: Cannon Beach to Seaside along Cascade Head

MAR / APR — *Annual Event Guide*
Annual Calendar of Events. Escapes: Snohomish County Adventures; NW Trails: Hiking to Northwest Lighthouses—Yaquina Head, Westport, North Head; Weekender: Twilight Paddle to Ross Island

MAY / JUN — *Watersports*
River Rafting; Kayaking/SUP Rentals and Places to go in Seattle and Portland; Escapes: Discovery Trail from Long Beach to Illwaco, Wash. + nearby Tokeland Water Adventures; Pursuits: Canyoneering in Oregon's Backcountry; NW Trails: Spring Wildflowers—Mt. Pisgah, Patterson Mountain, Grassy Top; Weekender: Snoqualmie Pass in the Spring; Special Section: NW Beer Festivals Guide

JUL / AUG — *Bicycling*
Rides You Need to Ride; Summer's Top Runs and Walks; Escapes: Scenic Byways in the Northwest; NW Trails: Desolation Sound, Poe Mountain, Sauk Mountain; Pursuits: Managing Risk on your Adventures; Weekender: Urban Hikes in Seattle and Portland

SEP / OCT — *Backpacking*
rips and Tips; Escapes: Leavenworth – Icicle Ridge Trail, Slow Float down the Icicle and Trail Running/Hiking/Biking; NW Trails: Horseshoe Basin hikes in North Cascades, Methow Valley, Lake Chelan; Pursuits: Oktoberfest: Fall Festivals and Seasonal Releases; Weekender: Wine and Bike in Washington County, Ore.

NOV / DEC — *Running*
Winter Running Tips and Races; Escapes: Beachcombing + Glass Floats in Lincoln City; NW Trails: Ghost Towns – Chancellor, Monte Cristo, Jawburne Flats; Pursuits: Outdoors For All; Winter Pursuits: Warren Miller, Ski Shows

OutThere Monthly

Since 2004, OutThere Monthly has been the Inland Northwest guide to outdoor recreation. **outtheremonthly.com**

2012 EDITORIAL

JAN
Skiing + Snowsports

FEB
Winter Travel

MAR
Road + Trail Runnning

APR
Spring Cycling / Spring Gear

MAY
Camping / Paddling

JUN
Multi-Sport / Triathlons

JUL
Summer Family Fun

AUG
Watersports / Backcountry

SEP
Climbing / Fall Cycling

OCT
Fall Hiking / Sports Nutrition

NOV
Wintersports Preview

DEC
Outdoor Gift Guide

Utah Adventure Journal

Outdoor recreation is an integral part of the Utah lifestyle, and now there is a magazine designed to inspire, inform and educate a broad readership base of all that Utah has to offer for outdoor adventure. **outdoorutah.com**

2012 EDITORIAL

MAR / APR
EARLY SPRING
Spring Skiing
Remote Explorations

MAY / JUN
SPRING
Whitewater
Desert Biking

JUL / AUG
SUMMER
Cycling
Canyoneering

SEP / OCT
FALL
Climbing
Hiking
So. Utah Special

NOV / DEC
WINTER
Backcountry Gear Guide

Vermont Sports

For more than 20 years, Vermont Sports has been the ultimate resource for outdoor sports and recreation in New England. VT Sports reaches active readers in VT, NH, NY, CT and MA. **vtsports.com**

2012 EDITORIAL

JAN — *Winter Sports* / Backyard Skiing / Harris Hill Ski Jump / Snow Mountain Biking / Apres Ski & Burger Guide

FEB — *Winter Sports* / 30th US Snowboarding Open / 6 Days—Gaspe Bay Peninsula / Helly Hansen Big Mountain Battle / Readers' Choice Winners / Skiing in CO

MAR — *Winter & Spring Sports* / Sledding Photo Contest / Canoe Camping / Outdoor Camp Directory / The World-Class Upper Valley Aquatic Center

APR — *Spring Sports* / Annual Adventure Dog Photo Contest / Dog Gear Review / What's New in Running Shoes / Tough Mudder at Mount Snow

MAY — *Spring Sports* / Downhill Biking Wm's Camp / Beyond the 5K: Take Your Running to the Next Level / Best Paddles for Wildlife Watching / Paddling Gear

JUN — *Summer Sports* / Mtn Bike Season Preview / Water Filtration on the Trail / The Third Leg: Swimmers-Triathlons / Pedals & Pies: Road rides that begin & end at VT's best pizzerias / Cycling Gear Review

JUL — *Summer Sports* / Dirt Divas / Rock Climbing in the Northeast Kingdom / Rock Climbing Gear Review

AUG — *Summer Sports* / Hiking in the White Mountains / Yoga for Cyclists / Yoga Gear Review / Sculling Camp

SEP / OCT — *Autumn Sports* / Tips for Shooting Outdoor Sports in Foliage / Trekking in Nepal / Backpacking Gear / Bouldering Spots

NOV — *Autumn & Winter Sports* / Ski Season Preview / Backcountry Gear Review

DEC — *Winter Sports* / Holiday Gift Guide / Snowshoe Racing / Best Lift Ticket Deals

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outdoor adventure
MEDIA

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adventure sports JOURNAL

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