

2015
MEDIA KIT




outdoor adventure
M E D I A

the authentic outdoor sports voice
OUTDOORADVENTUREMEDIA.COM

ABOUT OAM



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, Elevation Outdoors, Outdoors Northwest, 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
**adventure
sports** JOURNAL
The Magazine of Adventure Culture

↑ JOURNEYS

BLUE RIDGE
outdoors
MAGAZINE

ELEVATION
outdoors
MAGAZINE

NORTHWEST
Cyclist

NW SNOW Guide

OutdoorsNW

Out There MONTHLY

UTAH
adventure Journal

**VERMONT
SPORTS**
Vermont's authority on outdoor fitness and adventure

CONTACT

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OAM CIRCULATION

ADVENTURE SPORTS JOURNAL	45,000	6x	WEST COAST - NORTHERN CA, SOUTHERN CA & NEVADA
A.T. JOURNEYS	42,000	4x	NATIONWIDE/78% EAST COAST – ATJ IS THE MEMBER MAGAZINE FOR THE ATC
BLUE RIDGE OUTDOORS MAGAZINE	110,000	12x	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
NORTHWEST CYCLIST	40,000	1x	PACIFIC NORTHWEST • SEATTLE • PORTLAND
NORTHWEST SNOW GUIDE	40,000	1x	PACIFIC NORTHWEST • SEATTLE • PORTLAND
OUTDOORSNW MAGAZINE	40,000	6x	PACIFIC NORTHWEST • SEATTLE • PORTLAND
OUT THERE MONTHLY	25,000	11x	INLAND NW / EASTERN WASHINGTON, NO. IDAHO • SPOKANE, COEUR D' ALENE
UTAH ADVENTURE JOURNAL	35,000	6x	UTAH • SALT LAKE CITY, OGDEN, MOAB, PROVO, ST. GEORGE
VERMONT SPORTS	20,000	10x	NEW ENGLAND IN VERMONT, NEW HAMPSHIRE, NEW YORK, CT & MA



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

Additional Programs Available

Web Advertising
Event Marketing
Race Bag Program
Custom Print + Catalogs

OAM DEMOGRAPHICS

ACTIVE ADULTS

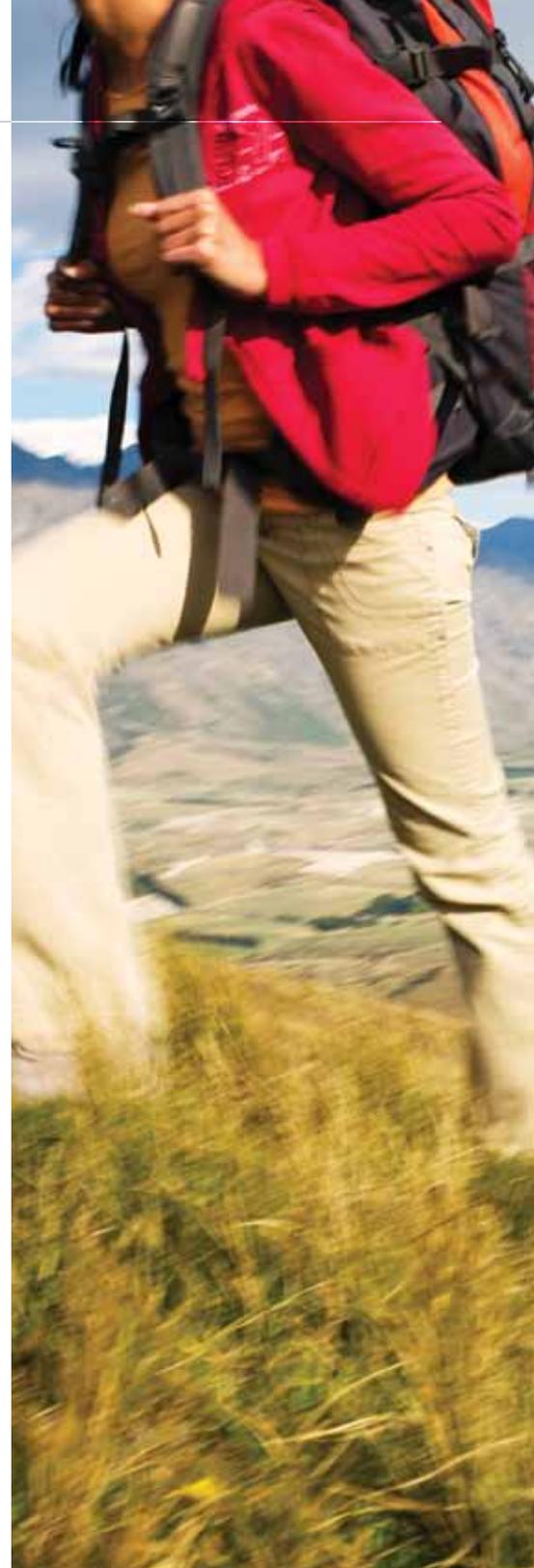
78% Hike Frequently
60% Camp Frequently
56% Road Cycle Frequently
54% Run Frequently
53% Mountain Bike Frequently
68% Participate in Snow Sports
73% Paddle Frequently
21% Climb Frequently
64% Pet Owners

READER PROFILE

52% Male, 48% Female
Median Age: 36
Median Household Income: \$91,690
ATT / College Graduate: 93%
Homeowners: 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	\$ 97,835
Backpacker	2	680,000	\$107,940
OAM	3	1,314,000	\$ 75,000

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 8 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
Canoe & Kayak	57,000	\$108
Powder	72,500	\$140
Camping Life	76,000	\$103
OAM	442,000	\$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.

OAM MEMBER PROFILES



Blue Ridge Outdoors Magazine

For 20 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

2015 EDITORIAL

Jan: Best of the Blue Ridge

Feb: Trail Running, Peak Performance

Mar: 20th Anniversary Issue

Apr: Fly Fishing, Whitewater Paddling, Backpacking

May: Festival Guide, Blue Ridge Brews, Camping

Jun: Flatwater Paddling, Coastal Adventure, Dog Photo Winner

Jul: Swimming Holes, Road Trips

Aug: Outdoor Colleges, Hiking

Sep: Biking, Fly Fishing

Oct: Fall Foliage, Climbing

Nov: Outdoor Towns, Gear Guide

Dec: Snowsports, Adventurer of the Year



Elevation Outdoors Magazine

In its sixth year of 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

2015 EDITORIAL

Jan/Feb: New Year Planning, Backcountry, Snowshoeing, CO Athlete Poll Results

Mar: Adventure Issue, Mountain and Spring Break Escapes

Apr: Bike Issue, Beer Poll Results

May: Festival Guide

Jun: Camping, Backpacking, Summer Gear, Dog Photo Winner, Fly Fishing

Jul/Aug: Road Trips, Summer Beverage Guide, Outdoor Schools

Sep: Fall Sports (Hiking, Biking, Running)

Oct: Snowbound Resort Guide, Winter Season Kick-off

Nov: CO Issue, Adventure Towns, Kids in the Outdoors

Dec: Gift and Fear Guide, Good Giving Guide



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

2015 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 and road), Endurance Training, Spring, Skiing/ Mountaineering, Whitewater Kayaking + Essential Race Calendar

Jun/Jul: Summer & Water Issue: Water Sports (rafting, kayaking, stand-up paddleboarding), Mountaineering/ Backpacking, Road Trips, Summer Festivals

Aug/Sep: Biking & Green Guide: Cycling, Climbing, Hiking, 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

OAM MEMBER PROFILES



OutdoorsNW Magazine

Celebrating its 28th year in 2015, OutdoorsNW Magazine is a trusted and reliable resource for outdoor enthusiasts living in the Pacific Northwest. outdoorsnw.com

2015 EDITORIAL

Jan/Feb: Travel Issue, Senior Fitness Special Section
Special Edition: Annual Calendar of Events
May/June: Water Edition, Fishing Special Section
Jul/Aug: Hiking Edition, Adventures with Dogs Special Section
Sep/Oct: Autumn Edition, Wine / Beer Special Sections
Nov/Dec: Running Edition, Snowshoeing Destinations

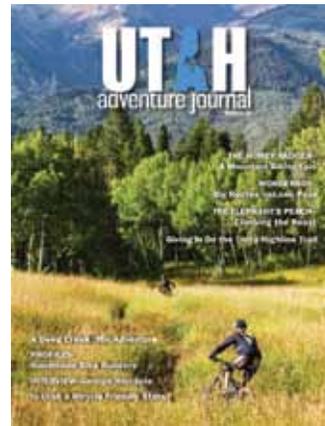


OutThere Monthly

Since 2004, OutThere Monthly has been the Inland Northwest guide to outdoor adventure, travel and the outdoor lifestyle. outtheremonthly.com

2015 EDITORIAL

Jan/Feb: Winter Adventure Guide (alpine skiing and riding, wintersports, travel)
Mar: Spring Fever (skiing, hiking, mountain biking, trail running)
Apr: Running Issue, Spring / Summer Family Outdoors Guide
May: River Issue (whitewater, paddling, camping, hiking, biking)
Jun: Summer Adventure Guide (outdoor fun, adventure, travel)
Jul: Going to the Lake (paddling, boat sports, camping, fishing, hiking)
Aug: Backcountry Issue (hiking, scenic drives, camping, fishing)
Sep: Uncommon Adventures (outdoor adventure, climbing, biking, fishing)
Oct: Fall Hiking (hiking, biking, skiing, riding)
Nov: Get Ready for Winter (skiing, riding, nordic, fitness, training), Family Wintersports Guide
Dec: Why I Ski (skiing, riding, nordic, winter sports, lifestyle), Gift Guide



Utah Adventure Journal

Utah 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. utahadvjournal.com

2015 EDITORIAL

Jan/Feb: Mid-Winter: Backcountry Skiing, Winter Mountaineering
Mar/Apr: Early Spring: Desert Biking, Whitewater, Trail Running, Spring Ski Tours
May/June: Spring: Mountain Biking, Desert Climbing
Jul/Aug: Summer: Cycling, Canyoneering
Sep/Oct: Fall: Climbing, Hiking, The Desert, Gearing up for Winter
Nov/Dec: Winter: Skiing, Snowboarding, Backcountry Guide, Gear Favorites of the Year



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

2015 EDITORIAL

Jan: Fitness: Reaching your personal best
Feb/Mar: Winter Adventure
Apr: Annual Adventure Dog Photo Contest, Paddling, Running, Gear
May: Bike Issue
Jun: Summer planner issue, Best of Vermont, Racing / Competitive Events
Jul: Get Wet: Water Skiing, SUPs, Swimming Holes, Kayaking, Sailing, Fly Fishing
Aug: Extreme Vermont, Climbing
Sep: Ski passes, Hikes and Brews, Fall Festivals
Oct/Nov: Athletes of the Year, Winter Gear
Dec: Holiday Gift Guide, Ski Season Deals, Winter Sports

OAM MEMBER PROFILES



A.T. Journeys

A.T. Journeys is 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

2015 ISSUES

Winter — Jan, Feb, Mar

Spring — Apr, May, June

Summer — Jul, Aug, Sep

Fall — Oct, Nov, Dec



Northwest SNOW Guide

The 15-year-old magazine is your lift ticket to reaching winter consumers. It features the best snow resorts, winter trends, inside scoops on winter destinations, a regional event calendar, and more.

outdoorsnw.com

2015 EDITORIAL

This 1x seasonal guide has a 4+ month shelf life of October through February.

SNOW Guide Annual
What's New at Snow Resorts;
How to Play Safe in the Snow;
Skiing on a Budget with Kids;
Best of Outdoor Retailer Winter Market; Special Snow Gear Spread; Winter Carnivals



Northwest Cyclist

Northwest Cyclist targets the country's greatest bicycling cities—Seattle and Portland—with recent features highlighting the Trail of the Coeur d'Alenes, Route of the Hiawatha, cycling Idaho, and the Peterson Ridge Trail System; custom bike frame builders; crazy bikes, helmet debates; and taking your training from spin class to the road. outdoorsnw.com

2015 EDITORIAL

This 1x seasonal guide has a two-month shelf life of Mar/Apr.

Northwest Cyclist Annual
Tips for First-Time Bicycle Vacationers; How to Buy your First Bike; How to Choose a Bike for a Child; Bicycle-touring Oregon's Coast; How to Carbload and Protein-fortify for Races; Cycling Event Previews; Fat-Tire Biking from Bend, Ore., to BC, Canada; New Cycling Gear; Bike Advocacy; Best of Interbike; Cycling Resources