

ADIRONDACK

SPORTS & FITNESS

MEDIA KIT

AUDIENCE PROFILE

Adirondack Sports & Fitness readers are active outdoor aerobic sports and fitness enthusiasts who live or play in the Capital-Saratoga Region, Adirondacks, Mohawk Valley and surrounding areas of New York State.

Adirondack Sports & Fitness readers are affluent consumers who frequently purchase sports equipment, apparel, accessories, and health and fitness services. They travel to destinations and special events to enjoy outdoor sports, and spend money on lodging, restaurants, shopping, and cultural activities.

EDITORIAL PROFILE

Adirondack Sports & Fitness is a unique monthly – print and online – magazine covering sports and fitness throughout the Capital-Saratoga Region, Adirondacks, Mohawk Valley and surrounding areas. It is the essential guide for information on individual aerobic sports, health and fitness in eastern upstate New York.

Adirondack Sports & Fitness articles explore year-round sports including hiking, bicycling, running, paddling, skiing, climbing, skating; as well as featured destinations and races. Regular columns include the Calendar of Events, News Briefs, Athlete Profiles, Race Results, Nutrition, and Health & Fitness.



Contact Information

Adirondack Sports & Fitness, LLC
15 Coventry Drive
Clifton Park, NY 12065-1747

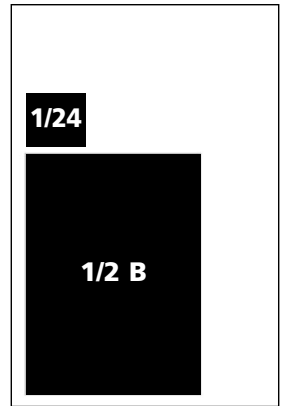
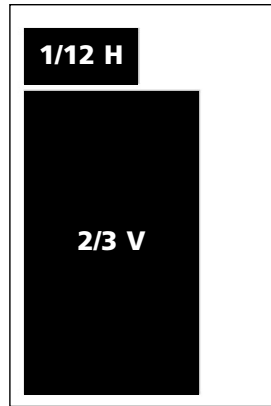
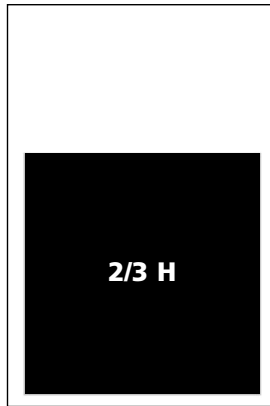
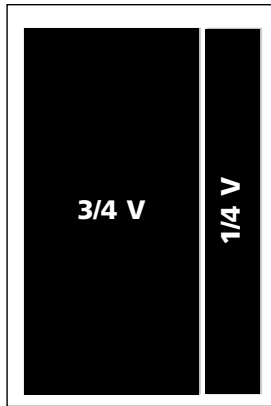
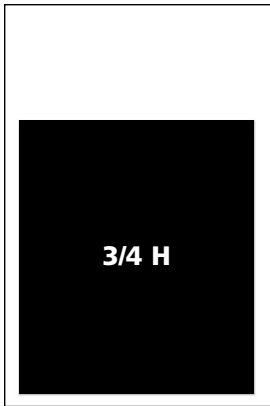
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ADVERTISING RATE CARD #6



ADIRONDACK

SPORTS & FITNESS

GENERAL ADVERTISING

FULL COLOR RATES

Frequency	1-2x	3-5x	6-11x	12x
Discount		5%	10%	15%
Full Page	\$1,360	\$1,290	\$1,225	\$1,155
3/4	1,085	1,030	975	920
2/3	925	880	830	785
1/2	755	715	680	640
1/3	535	510	480	455
1/4	430	410	385	365
1/6	340	325	305	290
1/8	270	255	245	230
1/12	185	175	165	160
1/24	100	95	90	85

BLACK & WHITE RATES

Frequency	1-2x	3-5x	6-11x	12x
Discount		5%	10%	15%
Full Page	\$1,135	\$1,080	\$1,020	\$965
3/4	900	855	810	765
2/3	770	730	695	655
1/2	625	595	565	535
1/3	445	420	400	380
1/4	360	340	320	305
1/6	285	270	255	240
1/8	225	215	205	190
1/12	155	145	140	130
1/24	85	80	75	70

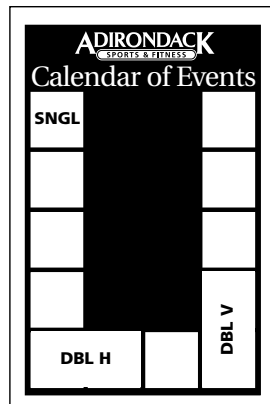
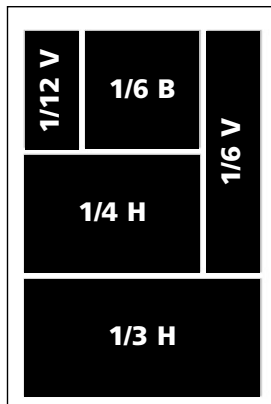
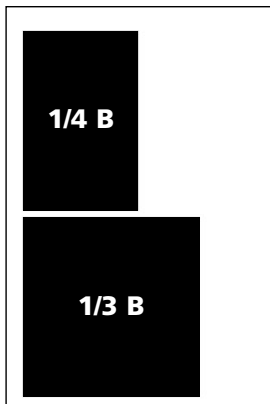
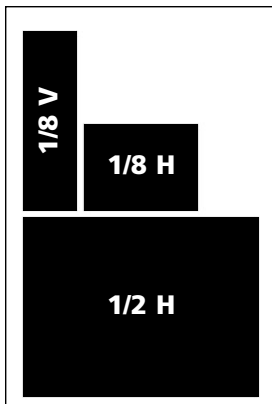
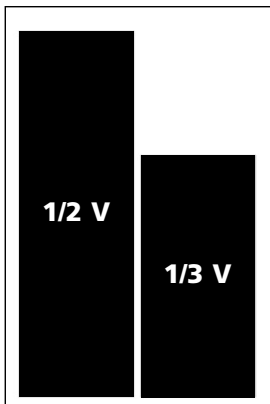
CLOSING & PUBLICATION DATES

Issue	Space/Ad Closing	Issue Publish
JANUARY	Dec 20	Jan 1
FEBRUARY	Jan 20	Feb 1
MARCH	Feb 20	Mar 1
APRIL	Mar 20	Apr 1
MAY	Apr 20	May 1
JUNE	May 20	Jun 1
JULY	Jun 20	Jul 1
AUGUST	Jul 20	Aug 1
SEPTEMBER	Aug 20	Sep 1
OCTOBER	Sep 20	Oct 1
NOVEMBER	Oct 20	Nov 1
DECEMBER	Nov 20	Dec 1

SIZES

	Orientation	Width	Height
Full Page		10"	15 1/2"
3/4	Vertical	7 7/16"	15 1/2"
	Horizontal	10"	11 5/8"
2/3	Vertical	7 7/16"	12 7/8"
	Horizontal	10"	10 1/4"
1/2	Vertical	4 7/8"	15 1/2"
	Horizontal	10"	7 5/8"
	Box	7 7/16"	10 1/4"
1/3	Vertical	4 7/8"	10 1/4"
	Horizontal	10"	5"
	Box	7 7/16"	7 5/8"
1/4	Vertical	2 5/16"	15 1/2"
	Horizontal	7 7/16"	5"
	Box	4 7/8"	7 5/8"
1/6	Vertical	2 5/16"	10 1/4"
	Box	4 7/8"	5"
1/8	Vertical	2 5/16"	7 5/8"
	Horizontal	4 7/8"	3 11/16"
1/12	Vertical	2 5/16"	5"
1/24	Horizontal	4 7/8"	2 3/8"
		2 5/16"	2 3/8"

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ADIRONDACK

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CALENDAR OF EVENTS ADVERTISING

RATES

Frequency	1-2x	3-5x	6-11x	12x
Discount		5%	10%	15%
Double	\$175	\$165	\$160	\$150
Single	95	90	85	80

SIZES

	Orientation	Width	Height
Double	Horizontal	4 1/16"	2 3/8"
Double	Vertical	2 1/4"	4 15/16"
Single		2 1/4"	2 3/8"

BUSINESS DIRECTORY ADVERTISING

RATES

Frequency	1-2x	3-5x	6-11x	12x
Discount		5%	10%	15%
Business Dir.	\$70	\$65	\$60	\$55

SIZES

	Orientation	Width	Height
Business Dir.	Horizontal	3 1/2"	2"
Business Dir.	Vertical	2"	3 1/2"

CLASSIFIED ADVERTISING

Businesses & Individuals \$.50 per word
(minimum 25 words)

All Advertisers Receive a Free Link to Their Web Site from AdkSports.com

Frequency Rates: 1-2, 3-5, 6-11, or 12 time rates are available upon completion of signed ad contract listing specific insertion dates, or available as earned during a 12 month period. Guaranteed placement requests are 10% premium over earned rate (1/4 Page or larger). Advertising agencies receive 15% discount off earned rate. Non-profit organizations receive 10% discount off earned rate.

Payment Terms: All accounts are due within 30 days of invoice date. Invoice date is the beginning of each month. For multiple insertions, subsequent ads will be invoiced within one week following each publication date. Advertisers will be short-rated if they do not use the number of insertions upon which their rate has been based. Supplied inserts, business reply cards, and other special units: \$995 base rate plus additional postage/distribution costs if applicable.

Printing & Production: Web offset, tabloid style 11.375" x 17" page size on 35lb premium newsprint. Full-color front and back covers, and selected interior pages; other pages black & white. Output: 100-lines per inch.

Advertising Specifications: Preferred electronic files are press-optimized PDF, EPS or TIFF format. All color ads must be CMYK. RGB is not accepted. Image resolution should be 200 dpi or higher. Email to: info@AdkSports.com.

Advertising Design Service: We can create a quality ad for you, make alterations to an existing ad, or perform necessary file work. *Billed to advertiser at discounted rate of \$30 per hour. Free quotes are available.*

Conditions: No cancellations accepted after space closing date. Publisher reserves the right to reject or cancel any advertising for any reason at any time, and all orders are subject to publisher approval. Advertiser upon written notice can cancel an ad or ad contract by the closing date of an issue. Agreement to run ad via email or telephone constitutes a contract. All ads not received by the closing date permit publisher to repeat the last published ad.

ADIRONDACK

SPORTS & FITNESS

CIRCULATION

Circulation: 20,000 copies including 500 paid subscribers.

Readership: 50,000 (2.5 pass-along circulation)

Distribution: Distributed FREE at 400 locations (99% pick up rate).

- Capital-Saratoga 65%
- Adirondacks 25%
- Mohawk Valley 5%
- Hudson Valley, Catskills, Berkshires & Western Vermont 5%

Note: Percentages vary slightly by season

Frequency: Published monthly – 12 times per year – at the beginning of each month.

Locations: Wherever sports & fitness-minded people are likely to go: Health clubs, sporting goods stores, races/events, bicycle shops, ski shops, outfitters, alpine & cross-country ski areas, paddling shops, visitor information centers, hotels, sports medicine clinics, home fitness equipment stores, health food stores, bagel & coffee shops, colleges, bookstores, rafting companies, brew pubs, libraries, and other selected places.

Subscriptions: \$17.95 for twelve issues.

AUDIENCE PROFILE

Demographics			Sports and Fitness Participation			
Sex			Occupation			
Male	56%		Professional/Technical	38%	Running	71%
Female	44%		Management/Executive	15%	Hiking	66%
Education			Teacher/Professor	8%	Cross-Country Skiing	60%
High School	20%		Sales/Marketing	11%	Bicycling	55%
College Graduate	53%		Student	7%	Kayaking/Canoeing	52%
Post-Graduate Degree	17%		Marital Status			
Professional/Doctorate	10%		Married	55%	Mountain Biking	46%
Age			Single	45%	Alpine Skiing/Snowboarding	45%
17 and under	2%		Household Income			
18-29 years old	15%		Under \$25,000	8%	Weight Training	40%
30-39 years old	33%		\$25,000-\$49,000	19%	Snowshoeing	35%
40-49 years old	32%		\$50,000-\$74,000	27%	Swimming	33%
50-59 years old	14%		\$75,000-\$99,000	26%	Camping	28%
60 and over	4%		\$100,000 and over	10%	Triathlon	27%
					Backpacking	26%
					Aerobics/Fitness Classes	19%
					Golf	16%
					Rock/Ice Climbing	15%
					Tennis	14%
					Inline Skating	12%
					Telemark/Backcountry Skiing	10%

Note: Respondents could check all that apply

Source: 2006 Adirondack Sports & Fitness reader survey

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