

Advertise Effectively with **ADIRONDACK** SPORTS

Adirondack Sports & Fitness, LLC
(518) 877-8788 ■ info@AdkSports.com
15 Coventry Drive ■ Clifton Park NY 12065
AdkSports.com ■ [Facebook.com/AdirondackSports](https://www.facebook.com/AdirondackSports)
[Instagram.com/AdirondackSports](https://www.instagram.com/AdirondackSports)

Promote Your Message to 60,000 Sports, Fitness and Travel Enthusiasts

PRINT MAGAZINE

25,000 copies monthly distributed free at 600 locations across eastern upstate New York.

DIGITAL MAGAZINE

Complete flipbook issue available at AdkSports.com.

E-NEWS BLASTS

Popular *Weekly* emailed to 20,000 subscribers with 40% open rate with articles, ads, digital issue, and events. Custom campaigns can also be arranged.

SOCIAL MEDIA

Events, articles, ads, *Weekly* and digital issue shared on Facebook and Instagram.



AUDIENCE PROFILE

Adirondack Sports magazine readers are active outdoor sports and fitness enthusiasts who live or play in upstate New York.

EDITORIAL PROFILE

Established in 2000, *Adirondack Sports* is the essential guide for lifelong aerobic sports, health, fitness and travel in upstate New York.

PRINT CIRCULATION

Circulation: 25,000 copies.

Readership: 60,000 (2.4 pass-along circulation plus online views)

Distribution: Distributed free at 600 locations (95% pickup rate).

- **60%** Greater Capital Region, Saratoga Springs & Glens Falls
- **20%** Adirondacks & North Country
- **10%** Hudson Valley, Catskills, New York City & surrounding areas
- **10%** Mohawk Valley, Central & Western New York

Frequency: Published monthly at the beginning of each month.

Locations: Wherever sports and fitness-minded people are likely to go.

Subscriptions: 1 year for \$19.95

• 2 years for \$36.95 • 3 years for \$49.95

DEMOGRAPHICS

Sex

Male: 51%, Female: 49%

Education

High School: 15%, College Graduate: 58%, Post-Graduate Degree: 27%

Age

18-39: 25%, 40-59: 50%, 60+: 25%

Household Income

\$35,000-\$59,000: 15%, \$60,000-\$99,000: 25%, \$100,000-\$149,000: 40%, \$150,000+: 20%

Participation

Running: 71%, Hiking: 66%, Bicycling: 55%, Kayaking/Canoeing/SUP: 52%, Cross-Country Skiing: 50%, Alpine Skiing/Riding: 45%, Mountain Biking: 44%, Snowshoeing: 35%, Triathlon: 34%, Swimming: 33%, Weight Training: 30%, Camping: 28%, Backpacking: 24%, Fitness Classes: 19%, Rock/Ice Climbing: 18%, Golf: 16%, Tennis: 14%, Backcountry Skiing: 12%, Inline Skating: 10%

CONSUMER EXPOS

61st Annual
ADIRONDACK
SPORTS
WINTER
EXPO

Sat-Sun, Nov. 2-3, 2024

Albany Capital Center, Albany
200 exhibitors • 10,000 attendees

AdkSports.com/winter-expo

19th Annual
ADIRONDACK
SPORTS
SUMMER
EXPO

Sat-Sun, March 22-23, 2025

Saratoga City Center, Saratoga Springs
200 exhibitors • 10,000 attendees

AdkSports.com/summer-expo

AD RATES AND SPECS

RATES

Frequency	1-2x	3-5x	6-11x	12x
Discount		5%	10%	15%
Full Page	\$825	\$785	\$745	\$695
3/4	590	555	530	495
1/2	430	410	390	370
1/3	345	330	310	295
1/4	260	250	230	220
1/6	210	200	190	175
1/8	145	135	130	125
1/16	85	80	75	70

SIZES

	Orientation	Width	Height
Full Page	Box	9.50	9.75
3/4	Horizontal	9.50	7.25
	Vertical	7.06	9.75
1/2	Horizontal	9.50	4.75
	Vertical	4.63	9.75
1/3	Horizontal	7.06	4.75
	Vertical	4.63	7.25
1/4	Box	4.63	4.75
1/6	Horizontal	4.63	3.50
1/8	Horizontal	4.63	2.25
	Vertical	2.19	4.75
1/16	Box	2.19	2.25

Deadlines: Space/ad closing is the 20th of each month for the following month's issue. Issue will publish and distribute around the first of each month.

Frequency Rates & Discounts: 1-2, 3-5, 6-11, or 12 time rates are available upon commitment to insertion dates, or as earned during a 12 month period.

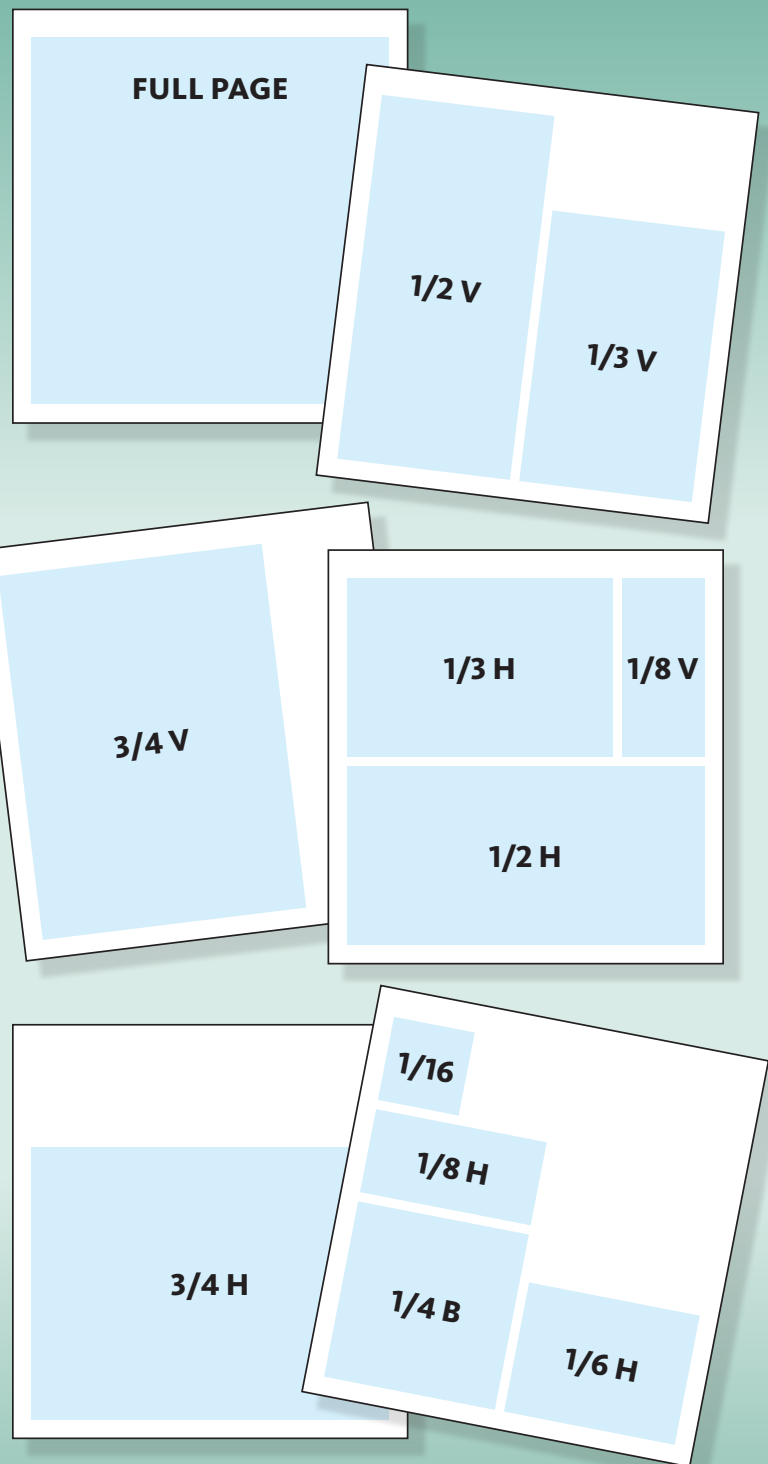
Payment Terms: All accounts are due within 30 days of invoice date. After 90 days, we reserve the right to use credit/debit card on file to fulfill all or part of balance owed.

Printing & Production: Web offset, tabloid style 10.5" x 11" page size on 35lb premium high-bright newsprint. Full-color throughout. Output: 100-lpi.

Advertising Specifications: Preferred electronic files are press-optimized PDF, EPS or TIFF in CMYK format to exact size with no bleed. Image resolution should be 200 dpi or higher. No four-color black type. 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 \$45 per hour. Free quotes.

Conditions: No cancellations accepted after space closing date. Publisher reserves the right to reject or cancel any advertising for any reason at any time.



"WEEKLY" E-NEWS ADVERTISING

Our *Weekly* newsletter blasts keep our loyal readers connected with upcoming events and adventures, original *Adirondack Sports* content, promos and ad messages. A limited number of *Weekly* ads ensures that your marketing message is seen prominently by our readers. Total opt-in subscribers: 20,000.

RATES & SIZES

Frequency (Based on print)	1-2x	3-5x	6-11x	12x
Discount		5%	10%	15%
Banner 1500 pixels w x 500 h RGB jpg or png	\$65	\$60	\$55	\$50