

OutThere

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2015 // INLAND NW GUIDE TO OUTDOOR ADVENTURE, TRAVEL AND THE OUTDOOR LIFESTYLE

DON'T WASTE IMPRESSIONS ON COUCH POTATOES

OTM Readers:

- ✳ **Loyal Readership: 85,000 (monthly)**
 - ✳ **Target readers: active adults, 24-65**
 - ✳ **Average age: 47**
 - ✳ **Gender: 52% male; 48% female**
 - ✳ **College Educated: 88%**
 - ✳ **Average reader income: \$78K**
 - ✳ **Home owners: 73%**
- (Demographic info: The Media Audit 2013 Report)

“Not only is Out There Monthly directly connected to our audience, the publishers regularly interact with us to stay on top of relevant topics. They are more dedicated to our industry than any other media partner – they’re actually skiers and riders.” - Kristin Whitaker, Mountain Services and Marketing Manager, Mt. Spokane Ski & Snowboard Park

When you advertise with Out There Monthly magazine, you get results by targeting tens of thousands of active adults in the greater Spokane region each month. (28,000 monthly circulation, 10x per year)

For over 11 years, Out There Monthly has been the Inland Pacific Northwest’s guide to outdoor adventure, travel and the outdoor lifestyle. Through our monthly print magazine and website, we help our advertisers focus their advertising dollars on people who are passionate about outdoor recreation, travel, sporting events, and arts and cultural activities.

Our creative, authentic content inspires our readers to spend more time with each issue and your advertising message.

“The benefits of advertising with Out There Monthly were immediate and better than we could have ever dreamed. We consistently receive four to six serious inquiries per month from our ad, with many resulting in sales to new customers. We are proof that readers of OTM appreciate good design and support local business.” - Bart Templeman, Owner, Dare Designs





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Cut Through the Clutter!
 Reach Your Customers!

INLAND NW GUIDE TO OUTDOOR ADVENTURE, TRAVEL AND THE OUTDOOR LIFESTYLE // WWW.OUTTHEREMONTHLY.COM

PRINT ADVERTISING RATES

INSERTIONS	1	2-3	4-9	10-12+	Extras:
1/8 pg.	\$189	\$175	\$165	\$155	Guaranteed Prime Placement: 15%
1/4 pg.	\$373	\$355	\$335	\$325	
1/2 pg.	\$675	\$629	\$608	\$565	Front Cover Circle: \$350 (2" diameter color circle)
Full pg.	\$1295	\$1249	\$1129	\$1083	Ask us about our Print/Web packages to send your message out further.
Inside Covers	\$1689	\$1615	\$1479	\$1399	
Back Cover	\$1975	\$1889	\$1785	\$1679	

DIGITAL RATES

The beautifully designed site makes accessing our print stories online and through social media possible from anywhere. Complimented with additional exclusive web only stories, unique columns that feature inspiring voices from the local outdoors community, and informative articles, OutThereMonthly.com is the best, most affordable forum for reaching thousands of viewers each month with your online ad.

MONTHLY	1	2-6	7-12+	OTM Events Calendar:
Leader Header (728px x 90px)	\$200	\$150	\$125	Let us help you get the word out about your event! Reserve a guaranteed, highlighted placement for just \$25 to make sure your event will be included and seen in the print calendar. Calendar Ads (bw or color) 2.5" w x 1.5" h. \$50
Leader Footer (728px x 90px)	\$100	\$75	\$50	
Large Rectangle (300px x 250px)	\$100	\$75	\$50	
Secondary Pages (300px x 150px)	\$25	\$20	\$15	
Small Rectangle (300px x 150px)	\$50	\$35	\$25	

OTHER ADVERTISING OPPORTUNITIES

Custom Event/Travel Articles (Sponsored Content):

Create your own 100-500 word article highlighting an event that will be featured on our home page events or travel section, including social media promotion: \$200-\$500.

Backcountry Booty:

We regularly feature our advertisers' products and services as prizes for our popular Backcountry Booty scavenger hunt contest. This new OutThere Monthly contest *has participants searching regional parks, trail systems and resorts year round following clues released via social media and made available online to find a hidden gift certificate package* that includes outdoor gear, lift tickets, and other products and services. We also have opportunities to feature your brand or event as part of our OutThere Monthly booth displays at regional trade shows and events. Ask us how to participate.

Guaranteed Print Calendar Listing:

Our popular, free outdoor calendar fills up fast, meaning your event may not make it into the print calendar every month (our online calendar does not have the same space limitations). **Guarantee your event will be bolded and included in every print issue leading up to the date of your event** (\$25 per month).

AD SPECIFICATIONS & DEADLINES

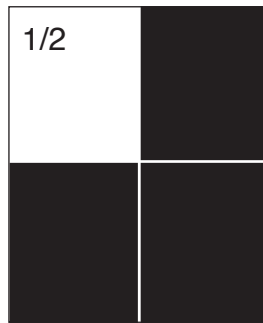
- Press releases can be sent in most word processing formats.
- Ad artwork must be in PDF or JPG formats. All ads should be in CMYK.
- OutThere Monthly is printed on tab-size newsprint with an 85 line screen. Photos need to be at least 200dpi.
- We can design ¼ page or larger ads and some smaller ads for local small businesses and non-profits at no cost. Your ad assets (images, graphics, copy, and direction) must be submitted on time in the proper format. A PDF proof will be sent out for your approval (please reply within 24 hours). No proofs are sent for ads OTM does not design.

OutThere Monthly is published and distributed on or before the 1st of each month. Please reserve your ad space by the 15th of the month prior to publication. If we are designing your ad, all ad assets must also be submitted by the 15th unless prior arrangements have been made. To help meet our printing and publication deadlines, please have your final ad artwork to us before the 18th. Some ads may be accepted up until the 20th, although placement after the 18th cannot be guaranteed. All calendar submissions must be posted on our web calendar at OutThereMonthly.com no later than the 20th to be considered for limited space in our monthly print calendar. E-mail your ad materials or questions to: derrick@outtheremonthly.com.

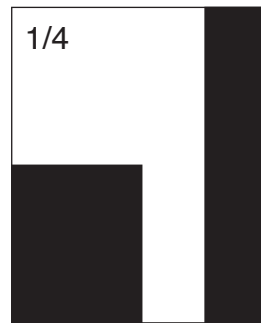
Display ad sizes (inches)



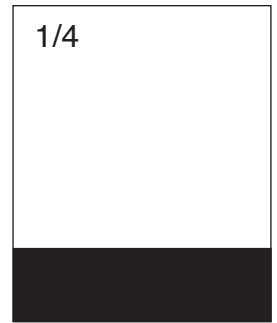
10.25w x 12.25h



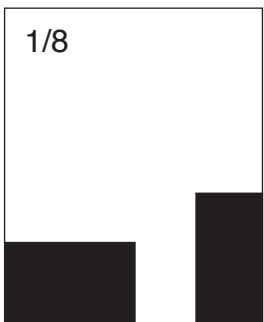
10.25w x 6.125h
 5.125w x 12.25h



5.125w x 6.125h
 2.5625w x 12.25h



10.25w x 3.0625h



5w x 3h
 2.5625w x 6.125h

DEADLINES:

- Ad space reservation: **15th of the month** (sometimes earlier during holidays)
- Calendar listing (for print): **20th of the month**
- Ad graphics: **18th of the month** (sometimes earlier during holidays)
- Ad graphics/materials/assets for OTM to design your ad: **15th of the month**

FULL PAGE BLEED SPECS:

- Live area: 10.25" w x 12.25" h
- Trim: 10 3/4" w x 13" h
- Bleed: Add 1/2" all around on trim size

Expanded, More Effective Circulation

We have expanded and honed our circulation strategy to make sure Out There Monthly is prominently available in more of the places where your active, adult audience spends time and money. Readers are finding us in more outdoor retailers, breweries, bike shops, pubs, grocery stores, ski resorts, coffee shops, and other local businesses in Spokane, Coeur d'Alene, Sandpoint, Pullman, Moscow, Tri-Cities, and in smaller communities throughout the Inland Northwest.

-Monthly circulation = 28,000

-300 prime locations in over 25 cities and small towns in four states and B.C.

Out There Monthly - In ALL the Right Places

Find Out There Monthly at these and many other outdoor retailers, breweries, bike shops, pubs, grocery stores, ski resorts, coffee shops, and other local businesses throughout the Inland Northwest. To be added to our distribution list, contact derrick@outtheremonthly.com

Spokane

Fred Meyer (3 locations)
Yokes (2 locations)
Atticus Coffee and Gifts
Aunties Book Store
Bike Hub (2 locations)
Saranac Public House
Elk Public House
Manito Tap House
EWU Rec Building/EPIC Outdoors
Huckleberry's Natural Market
Main Market
Fitness Fanatics
Fleet Feet (2 locations)
Runners Soul (2 locations)
Gonzaga Outdoors
Mountain Gear
Winco/Safeway (5 locations)
North Division Bicycle Shop
The North Face Spokane
Sports Outlet
Wintersport
Sports Creel
Wheel Sport (3 locations)
This Bike Life
Alpine House
Swede's Fly Shop
REI
No-Li BrewHouse
Title Nine
Rockwood Bakery
Spokane Club (2 locations)
Wild Walls
Central Food
Pappa Murphies (several locations)
YMCA (three locations)
Mt. Spokane Ski & Snowboard Park

Coeur d'Alene/Hayden Lk.

Black Sheep
Pilgrims Market
Hastings
Coeur d'Alene Bike Company
Vertical Earth
CDA Paddleboard Company
Orvis
Bicycle Sales and Service
Tri-State Outfitters
Ski Shack
The Porch
Capone's

Sandpoint

Winter Ridge Natural Foods Market
Greasy Fingers Bike Shop
Sandpoint Sports
Alpine Shop
Outdoor Experience
Monarch Mountain Coffee
Evans Brothers Coffee
Sandpoint Visitors Center
Eichardt's Pub
Finnan McDonald
Laughing Dog Brewery
Old Icehouse Pizzeria (Hope)

Silver Valley

Silver Mtn. Resort (multiple locations)
City Limits Pub
Wallace Brewing
Wallace Inn
Fainting Goat Wine Bar
Wallace Visitors Center
Lookout Pass Ski & Recreation Area
Excelsior Cycle
1313 Club

Greater Inland NW

Moscow: Moscow Food Co-op, Starbucks, Tri-State Outfitters, University of Idaho Bookstore

Pullman: B and L Bikes, Daily Grind

Colville/Kettle Falls/Chewelah: Colville Chamber, Northern Ales Brewery, Meyers Falls Market, 49 Degrees North Mountain Resort

Republic: Republic Brewing

Tri-Cities: REI

Walla Walla: Allegro Cyclery

Joseph/Enterprise: Terminal Gravity Brewery

Bonnars Ferry: Kootenai River Brewing

Rossland, B.C.: Revolution Cycles

Leavenworth: Icicle Brewing

Twisp: Twisp River Pub

2015 OTM EDITORIAL CALENDAR

Out There Monthly is published 10 times per year.

January 6 - February 29: *Winter Adventure Guide* (alpine skiing & riding/wintersports/travel)

March: *Spring Fever:* Skiing, Hiking, Mtn Biking, Trail Running

April: *Running Issue* + Spring/Summer Family Outdoors Guide

May: *River Issue* (whitewater/paddling/camping/hiking/ biking)

June: *Summer Adventure Guide* (outdoor fun/adventure/travel)

July: *Going to the Lake Issue* (paddling/boat sports/camping/fishing/hiking)

August: *Backcountry Issue* (hiking/biking/secnic drives/camping/fishing)

September: *Fall Travel* + cycling/fishing/climbing

October/November: *Fall Hiking* + *Winter Sports Preview* + *Family Winter Sports Guide*

December: *Deep Winter* (skiing & riding/Nordic/winter sports/ ski lifestyle + Holiday Gift Guide)

