

American Hiker Magazine

2009 advertisement rates

The official magazine of American Hiking Society, *American Hiker*, provides resources and information on trails and trail issues to more than 25,000 hikers, trail stewards, advocates and professional recreation leaders. American Hiker tells the story behind trails and those of the unique people and partnerships that conserve them. A full-color, quarterly publication, American Hiker includes:

- **Feature articles** that explore various aspects of hiking and the hiking experience, examining how trails link people and strengthen communities, discussing the role hiking plays in personal wellness and addressing the value of trail conservation and stewardship
- **Outdoor Skills**, which provides information, instructions and tools to learn more about hiking, gear care and every aspect of being safe and having fun on the trail
- **National Voice for Hikers**, a policy report from the nation's capital, detailing American Hiking Society's efforts to promote and protect the hiking experience and support legislation that protects and preserves trails and open spaces

American Hiking in Action, a review of American Hiking Society programs, recent accomplishments and news, updating readers on our achievements in establishing and protecting the country's trail systems for hikers everywhere

American Hiker (readership 25,000) reaches a core group of outdoorspeople:



Yearly Income	Age	Other Activities
23% earn \$100,000+	1.5% - <24 9.5% - 25-35	52% Car camp 52% Canoe
23.4% earn \$70,000-\$99,000	24.1% - 36-49 51.5% - 50-64	37% Bike 36% Bird watch
21.3% earn \$50,000-\$69,000	13.4% - 65+	27% Ski 25% Fish

Don't miss this opportunity to reach a dedicated group of outdoor recreation consumers. Refer to the following production schedule for deadlines and submit an insertion notice via email to Margie Cohen at MCohen@AmericanHiking.org or call (404) 873-0403.

American Hiker 2009 Production Schedule

(Subject to change)

ISSUE	INSERTION ORDER DUE	MATERIAL DUE	ISSUE MAILS
Spring	January 4	January 11	February 15
Summer	March 29	April 11	May 2
Fall	June 13	July 1	August 15
Winter	September 12	October 3	November 7

2009 Ad costs and Specifications

Description	Size	One Issue	2-3 Issues	4 Issues
All ads are in color	In Inches			

Premium Space

Cost per ad

Full page inside front (with bleed)	9 x 11.5 <i>Image area 7.5 x 10</i>	3,200	3,000	2,800
Full page inside front (no bleed)	7.5 x 10	3,000	2,800	2,600
Full page inside back (with bleed)	9 x 11.5 <i>Image area 7.5 x 10</i>	3,025	2,825	2,625
Full back inside back (no bleed)	7.5 x 10	2,750	2,550	2,250
2/3 page back cover (bleed)	8.5 x 7.25 <i>(Image area 7.5 x 7.25)</i>	3,200	3,000	2,800

Standard inside

Cost per ad

Full page	7.25 x 9.625	1,600	1,400	1,200
2/3 page	4.75 x 9.625	1,200	1,050	900
1/2 page	7.25 x 4.685	900	785	675
1/3 page	2.25 x 9.625	650	570	485
1/6 page	2.25 x 4.685	450	400	345

Current American Hiking Society corporate partners and sponsors will receive a 10% discount on ad placements

Digital File Requirements

Please contact Margie Cohen, Director of Marketing and Development, for details about file format or design software, at MCohen@AmericanHiking.org or (404) 873-0403.

Ordering

Orders can be placed directly by calling or emailing Margie Cohen, Director of Marketing and Development, at MCohen@AmericanHiking.org or (404) 873-0403. You may also complete the form below and fax to (301) 565-6714, Attn: Margie Cohen/ADS.

Company:

Contact person:

Email:

Mailing address:

City/State/Zip:

Phone:

Fax:

To charge your order to a credit card (Visa or Mastercard), please complete the following:

Name:

Card number:

Expiration date:

Signature:

American Hiker is a quarterly publication mailed primarily to American Hiking Society members. It is not sold commercially. All agreements are subject to labor disputes, accidents, fires or other contingencies beyond the publisher's control. The publisher shall not be liable for damages of for any reason s/he fails to publish an advertisement. American Hiking respectfully requests that ad content and messaging pertain to foot trails or the hiking experience. All advertising materials subject to American Hiking Society approval. American Hiking Society reserves the right to determine suitability of all ads submitted for publication or distribution and to reject advertising that does not meet editorial or production criteria. Each advertiser will receive a complimentary copy of the issue in which they advertise. Ad copy not received by submission date may be held for the following issue.

Signature:

Date: