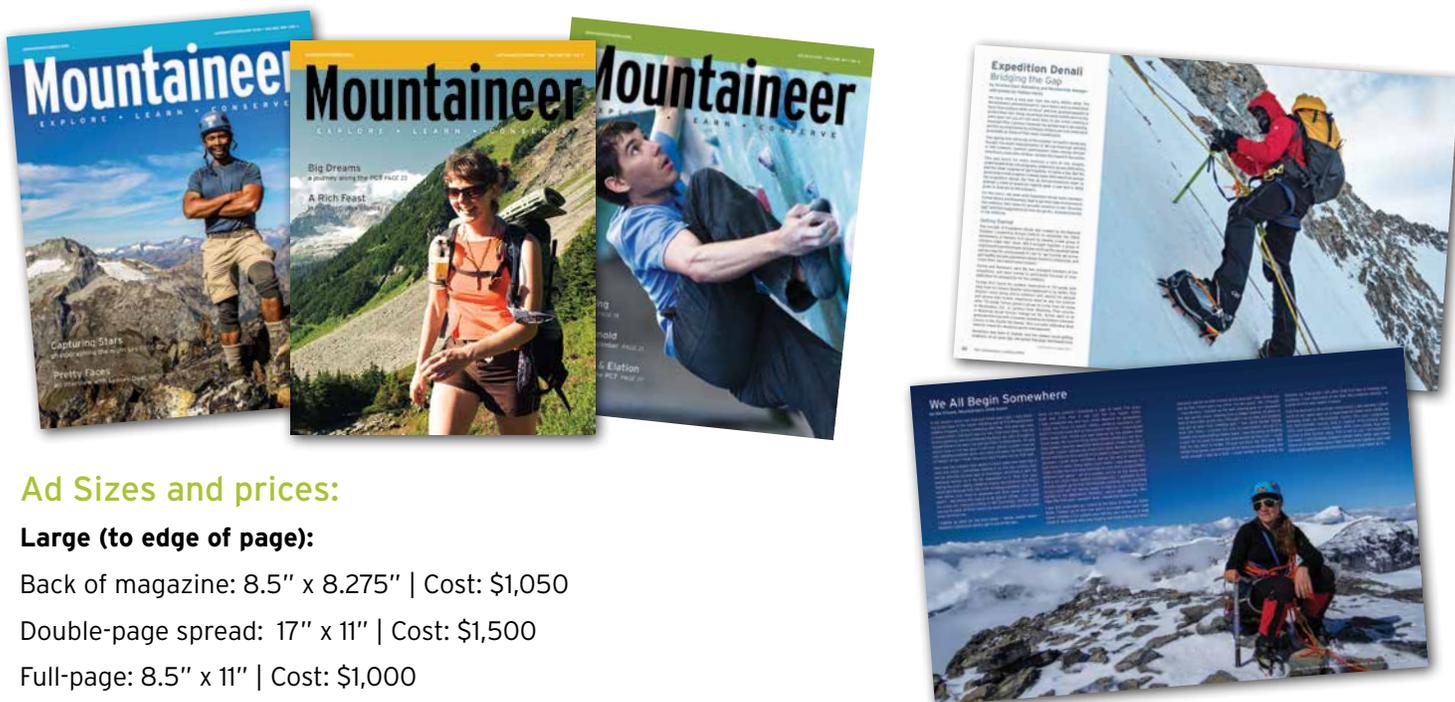


# The Mountaineers Magazine Media kit

The *Mountaineer* brings you news and updates from The Mountaineers and the greater outdoors community. Features include articles about notable climbers and achievements in the world of outdoor adventures. In addition, our regular columns provide insight on select topics of interest. Our *Conservation Currents* column keeps you updated on conservation issues that you may be able to help with as a responsible recreationist. Our *Trail Talk* column, written by famous guidebook author, Craig Romano brings up debatable issues from the trail. *Backcountry Bites* has fun recipes you may want to try on your next adventure. And there are many more.

## Advertising in the *Mountaineer*

A great way to promote your business is to advertise to the targeted outdoor community that reads The Mountaineers magazine. With a high readership rate and a printed circulation of over 8,500 copies per issue, you'll find your ads go a long way. We offer discounts for our partners, along with non-profits, small businesses and multiple-issue advertising.



## Ad Sizes and prices:

### Large (to edge of page):

Back of magazine: 8.5" x 8.275" | Cost: \$1,050

Double-page spread: 17" x 11" | Cost: \$1,500

Full-page: 8.5" x 11" | Cost: \$1,000

Half-page vertical: 4.375" x 11" | Cost: \$600

Half-page horizontal: 8.5" x 5.5" | Cost: \$600

Third-page horizontal: 8.5" x 3.665" | Cost: \$450

### Small (within text frames):

Quarter-page vertical: 3.5313" x 5" | Cost: \$300

Quarter-page horizontal: 7.25" x 2.25" | Cost: \$300

Sixth-page: 3.5313" x 3.333" | Cost: \$225

Eighth-page: 3.5313" x 2.25" | Cost: \$175

## Discounts offered:

Non-profit and small business: 20% off

Member Benefit partners: 25% off

Mountaineers Committee: 30% off

Multiple-issue advertising: 5% off with each additional issue advertised - and a discount of up to 20% per ad for four issues (cannot be applied on top of other discounts)



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