

Outdoor **RETAILER**

LEARN IT. LIVE IT. LOVE IT.



MEDIA KIT

Powered by



MISSION

Outdoor Retailer Magazine embodies the people, culture and ideas that encompass independent outdoor specialty retail. We believe that engaging in thoughtful, complex conversations about the business of retail, the people who make it work, and the outdoor experience energize the growth and evolution of the outdoor industry.

ABOUT

Published twice annually, *Outdoor Retailer Magazine* delivers timely and timeless editorial about the business of retail as the outdoor buying windows open. There is a desire for the in-depth conversations that print delivers.

PILLARS

These pillars support the philosophy and content of every issue of *Outdoor Retailer Magazine*: Creating Retail Success, Curating Personal Experience, Building Community, Promoting Environmental Stewardship, Developing Product Insight, Investigating Trends, and Analyzing Research

Outdoor
RETAILER
LAUNCHED BY SPENCER CORP.

OUTDOORRETAILER.COM/MAGAZINE

RATES

	1X RATE	2X RATE
Spread	\$6,750	\$6,500
Full Page	\$3,750	\$3,500
Half Page	\$2,500	\$2,250
Quarter Page	\$1,950	\$1,800
New Product Showcase	\$995	\$995

GATEFOLD SPECIALS

We also offer the opportunity for customized multi-page special advertising gatefolds that tell a larger brand story.

AD SCHEDULE

JULY 2020

AD CLOSE: Monday, June 15, 2020

MATERIALS DUE: Monday, June 22, 2020

ISSUE MAILS: Friday, July 10, 2020

DECEMBER 2020

AD CLOSE: Late November

MATERIALS DUE: Early December

ISSUE MAILS: Mid-December 2020

Outdoor
RETAILER

ISSUE # 100
OUTDOORRETAILER.COM/MAGAZINE

AD SPECS

	TRIM SIZE	LIVE MATTER	BLEED GUIDELINES
Full Page	9" x 10-7/8"	8-1/2" x 10-3/8"	9-1/4" x 11-1/8"
1/2 Page Vertical	4-1/4" x 10-7/8"	3-7/8" x 10"	4-5/8" x 11-1/8"
1/2 Page Horizontal	9" x 5-1/4"	7-7/8" x 4-7/8"	9-1/4" x 5-1/2"
1/4 Page Square	3-7/8" x 4-7/8"		

FULL PAGE



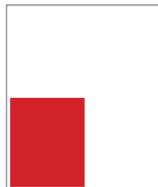
1/2 PAGE VERTICAL



1/2 PAGE HORIZONTAL



1/4 PAGE SQUARE



NEW PRODUCT SHOWCASE

SPECS:

3.93 inches wide x 3.20 inches high

IMAGES:

Must be high-resolution, SWOP-compliant, with a resolution of 300 dpi



MECHANICAL

- Binding: Perfect
- Trim size: 9" x 10-7/8"
- Pages: 2 columns: each column 3 7/8" wide; 3 columns: each column 2 7/16" wide
- Trim/Bleed: Allow 1/8" trim at top, foot and outside, plus 1/8" in the gutter
- Images: Must be high-resolution, SWOP-compliant, with a resolution of 300 dpi
- Keep text and live matter 3/8" from trim edges
- Allowance for gutter trim is 1/8"
- On spreads allow for 1/4"
- Foot trim on inserts is 1/8"
- Please ensure all ads are converted to CMYK

Ads can be emailed to: laurie.stiglitz@outdoorretailer.com

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DIGITAL

DIGITAL EDITION

The *Outdoor Retailer Magazine* digital edition is delivered to industry professionals around the world.



DIGITAL EDITION SPONSORSHIP: \$5,250

Includes exclusive branding on the email sent to more than 120,000 industry professionals around the world.

INCREASED EXPOSURE

While print is key to serious journalism and ideas, the digital space is where those ideas get passed around and discussed. When we publish *Outdoor Retailer Magazine* features and departments online, we expand the reach of the magazine and bring new thoughts into the discussion.

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MARKET RESEARCH GROUP

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PRINT

Readers trust print over clickbait. They hold on to it. They display it on coffee tables and counters. Print media has real value.

READER

We speak to the outdoor specialty retailer. They are active and engaged in the outdoor market. They are as passionate about the outdoors as they are about their businesses.

DISTRIBUTION

15,600



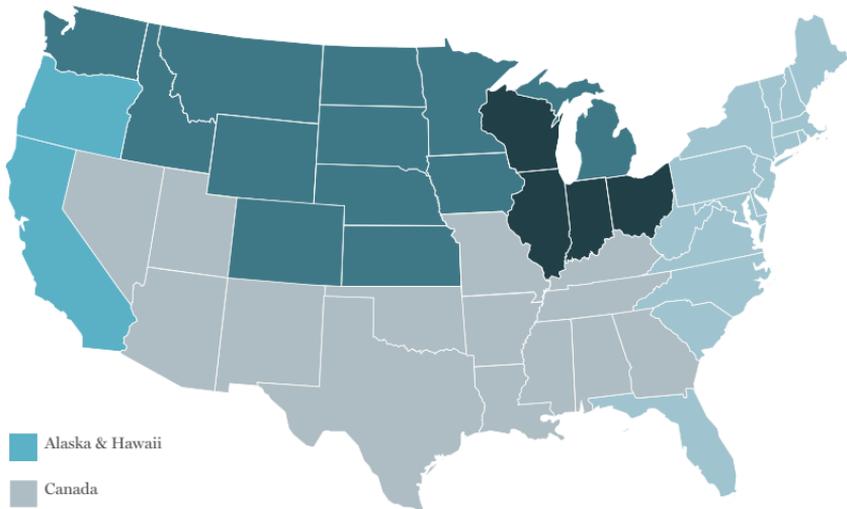
**event distribution for Winter 2021 issue.*

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Canada

International



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