

February

ADVERTISING SPOTLIGHT:
Interior Alaska

ANNUAL TRAVEL ISSUE:
Features content specific to Travel in Alaska. A great opportunity to reach Alaska readers who turn to this issue when planning a trip to and in Alaska.

SPACE DEADLINE: 11/18/10

MATERIALS DUE: 11/24/10

ON NEWSSTANDS: 1/18/11

March

ADVERTISING SPOTLIGHT:
Southeast Alaska

ALASKA INSIDE—SPRING

SPACE DEADLINE: 12/16/10

MATERIALS DUE: 12/22/10

NEWSSTAND: 2/15/11

April

ADVERTISING SPOTLIGHT:
Kenai Peninsula

ANNUAL FISHING ISSUE:
In addition to featured content, this issue of Alaska highlights the year ahead in Alaska angling: seasonal guidelines & expectations, species information, Run predictions, Fishing guides, outfitters, lodges, and more. Additional distribution to qualified fisherman.

SPACE DEADLINE: 1/20/11

MATERIALS DUE: 1/26/11

NEWSSTAND: 3/22/11

May

ADVERTISING SPOTLIGHT:
Camping and Adventure

SPACE DEADLINE: 2/17/11

MATERIALS DUE: 2/23/11

ON NEWSSTANDS: 4/19/11

June

ADVERTISING SPOTLIGHT:
Southcentral Alaska—Anchorage, Mat-Su Valley and Talkeetna

ALASKA INSIDE—SUMMER

SPACE DEADLINE: 3/17/11

MATERIALS DUE: 3/23/11

ON NEWSSTANDS: 5/17/11

July/August

ADVERTISING SPOTLIGHT:
North to Alaska

SPACE DEADLINE: 4/21/11

MATERIALS DUE: 4/27/11

ON NEWSSTANDS: 6/21/11

September

ADVERTISING SPOTLIGHT:
Arts, Culture and Alaska Food

ALASKA INSIDE—FALL

SPACE DEADLINE: 6/23/11

MATERIALS DUE: 6/29/11

NEWSSTAND: 8/23/11



October

ADVERTISING SPOTLIGHT:
Southwest Alaska and Hunting

SPACE DEADLINE: 7/22/11

MATERIALS DUE: 7/29/11

ON NEWSSTANDS: 9/20/11

November

ADVERTISING SPOTLIGHT:
Holiday Gift Guide and Cruising

SPACE DEADLINE: 8/18/11

MATERIALS DUE: 8/24/11

ON NEWSSTANDS: 10/18/11

December/January 2012

ADVERTISING SPOTLIGHT:
Prince William Sound

ALASKA INSIDE—WINTER

SPACE DEADLINE: 9/22/11

MATERIALS DUE: 9/28/11

ON NEWSSTANDS: 11/15/11

Quick Facts:

- Reach over 276,000 active readers in Alaska, the Lower 48 and Canada

- Alaska magazine readers have an average household income of \$100,900 and average net worth of \$696,600

- Alaska magazine readers are active travelers and outdoor enthusiasts

- 53% of Alaska magazine readers plan to visit Alaska in the next 3 years

- Alaska subscribers are 4 times more likely to go fishing and average 13.8 days fishing per year

- 91% of Alaska subscribers ordered something by mail or phone in the past 12 months

- Circulation: 120,000

- Readers per copy: 2.3

(all statistics: 2010 Alaska magazine Subscriber Study, GfK MRI Market Solutions)

The Alaskan Sportsman 2011 Hunting Edition



Space Reservations
June 2, 2011

Materials Due **On Sale Date**
June 9, 2011 August 18, 2011

*On Sales Date in Alaska is one week later than dates listed. Alaska Inside features an additional 30,000 copies distributed in-state, for a total of 50,000 in-state magazines delivered.

Reserve your space now! Contact your Account Executive.

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