

2012

MEDIA PLANNER



Alaska[®]

THE MAGAZINE OF LIFE ON THE LAST FRONTIER



Fast Facts & Demographics

Published:	10x per year
Audience:	260,000
Rate Base:	108,000
Hotel & Public Copies:	6,800
Women:	33%
Men:	67%
Married:	72%
College:	72.3%
Own Home:	93%
Average HHI:	\$100,900
Net Worth:	\$696,600
Average Time Spent Reading Each Issue:	1 hour 28 minutes
In-state Readers:	12%
Out-of-state Readers:	88%

All statistics: 2010 Alaska magazine Subscriber Study, GfK MRI Market Solutions

Alaska magazine is the leader and trusted source for information on all things Alaskan.

Alaska magazine readers are active outdoor enthusiasts who look forward to reading about natural wonders, wildlife, people, modern life and the colorful history of Alaska. The mystique and allure of the Last Frontier makes us a regional travel and lifestyle magazine that enjoys a largely national readership.

Alaska magazine Attracts Alaska Travelers

Alaska-bound travelers use *Alaska* magazine to plan their trips, in fact:

- **over 64%** are planning to visit Alaska
- **52.6%** in the next three to four years
- **49%** of *Alaska* magazine subscribers have traveled in or to the state of Alaska within the last three years, spending an average of **\$2,700** per trip
- The average *Alaska* magazine reader travels to Alaska **1.5 times** per year.

Modes of Travel

- **53,000** readers visited or traveled by cruise ship while in Alaska in the past three years
- **39,000** readers plan to take a cruise in the next three years.
- They are **3 times more likely** to take a cruise in Alaska than the average U.S. adult
- **87,000** readers traveled by highway in the last three years
- **21,000** of *Alaska* readers traveled in an RV in Alaska the last three years



Buying Habits

→ **84%** of *Alaska* magazine subscribers ordered something by mail or by phone within the past 12 months (nearly 2 times more than the U.S. average, spending an average of \$937

→ **69%** of subscribers ordered through the internet in the last 12 months

→ Average subscriber spends **\$2,700** per trip to Alaska

Our readers consider *Alaska* magazine the authority on the ultimate adventure destination.

Alaska Sportsman

Alaska subscribers are:

- **4 times** more likely to go fishing
- **7 times** more likely to hunt
- Spend an average of **13.8** days fishing per year, with **49.6%** fishing a minimum of 10 days
- **66%** own fishing equipment
- **71%** own hunting equipment
- **44.7%** are sport hunters

Outdoor Adventure

Alaska subscribers are:

- **2 times** more likely to camp
- Almost **3 times** more likely to backpack and hike
- Nearly **12 times** more likely to birdwatch
- **6 times** more likely to order camping, hunting and fishing equipment by mail, phone or internet
- **12 times** more likely to own a powerboat
- **88%** own outdoor equipment
- **78%** of readers travel to or around Alaska by air

All statistics: Compared to National average from 2010 Alaska magazine Subscriber Study, GfK MRI Market Solutions

Alaska magazine's digital advertising puts you in the hands of worldwide visitors.



Online Advertising

Sizes and Rates:

Leaderboard: \$200/month

728 pixels wide x 90 high

Medium Rectangle: \$250/month

300 pixels wide x 250 high

* Discounted rates available with frequency print advertising contract.

Maximum file size: 40K

Maximum animation length: 15 seconds

Email Blast Program

Benefits:

- Align your product with the *Alaska* brand
- Reach our readers with an email promoting your business
- Benefit from immediate response—your prospects are just one click away
- Limited blasts monthly

List details:

- **Cost: \$90 per 1,000 leads** (*list purchases less than the full list are subject to a \$75 surcharge per email blast*)
- List is approximately 19,000 opt-in subscribers
- Minimum buy is 4,000 leads
- *Alaska* magazine list consists of leads generated from website visitors who have signed up for our newsletter and entrants to our monthly contests
(*Ask your representative about custom contests*)

Items required for email blast placement:

- Email push file: HTML or JPG (under 100K in size). Maximum width of 700 pixels. Length is preferred to be under 800 pixels.
- URL for the email to link to.
- Subject line (50-75 characters. Avoid using words such as free, giveaway, etc.)
- If *Alaska* magazine is building the email file, we will need: logo, 1-3 images, 50-100 words of text, and a subject line of 50-75 characters.
- All materials are due at least 5 business days prior to the date of the push.

Terms and Conditions:

- Email blasts are limited to one advertiser per blast. Blasts promoting more than one business must receive approval from *Alaska* magazine.
- Production Charges: A \$75 design fee will apply for all files that *Alaska* magazine designs for a client or any files that do not meet the technical specifications and need to be redesigned by *Alaska* magazine.
- \$150 fee will apply to flash ad creation.

ROP and Travel Planner, Gross Rates (all rates shown are per insertion)

Four Color	1x	3x	6x	10x
Full page *	\$5,700	\$5,130	\$4,845	\$4,420
2/3 page	4,500	4,050	3,825	3,490
1/2 page	3,850	3,465	3,275	2,985
1/3 page	3,010	2,710	2,560	2,335
1/6 page	1,750	1,575	1,490	1,355

*Premium placement: 10%, Covers: 20% (when available).
Prices available upon request for inserts and BRC.

2012 Directory Advertising Rates

Sporting Travel: *Hunting/Fishing, Outfitters & Guides*

Outdoor Activities: *Photography, Birding, Camping, Hiking, Sightseeing, etc.*

Trading Post: *Fine Products Showcase*

Real Estate: *Fine Properties*

Four Color	1x	3x	6x	10x
Triple (3/9 page)	\$1,675	\$1,525	\$1,350	\$1,250
Double (2/9 page)	1,320	1,050	1,020	910
Standard (1/9 page)	760	580	520	480
Black & White	1x	3x	6x	10x
Triple (3/9 page)	\$1,450	\$1,250	\$1,100	\$1,000
Double (2/9 page)	1,030	900	770	710
Standard (1/9 page)	570	460	430	400

All rates shown are per insertion.

Advertising Sizes

Triple (3/9 page V)	2.22" x 9.5"
Triple (3/9 page H)	7" x 3.055"
Double (2/9 page V)	2.22" x 6.278"
Double (2/9 page H)	4.611" x 3.055"
Standard (1/9 page)	2.22" x 3.055"

2012 Classified Advertising Rates**Display Classified:**

Four Color	\$150/column inch
Black & White	\$100/column inch

Available Headings (at no charge):

Art	Employment	Outdoor Recreation
Auto	Fishing/Hunting	Real Estate
Books	Food	Services
Business Opportunities	For Sale	Tools/Equipment
Camping	Garden	Travel Vacation
Clothing	Gifts	Videos
Crafts	Health	Wanted
Dogs	Music	Misc/Other
Education		

• Other Headings: \$10.00

Payment and Terms

- Payment for *Alaska* magazine classified advertising must be made in advance for the full schedule. Agency discounts are not available.
- Non-profit pricing: 10% off 10x rate, this rate non-commissionable (only given to qualified non-profits).
- Agency discount: 15% commission to recognized advertising agencies.
- All rates are quoted as gross.
- Ad will bill at the end of the month previous to the issue.

File Formats

→ We accept pdf, jpeg, tiff or eps files.

→ **EPS files from PhotoShop, Illustrator or Freehand** must be a high-resolution, CMYK EPS file with layers flattened and fonts converted to outlines or paths. Embed all fonts. Include a 1/8" bleed on all sides for full page items.

→ **All files must be CMYK or grayscale** (Files with spot, RGB, pan-tone, trumatch or any other colors will be converted in-house and final color is not guaranteed to match your proof.)

→ **Photoshop files must be 300 ppi for photos** (150 line screen) and 600 ppi for line art, saved as EPS or TIFF files only. Images with clipping paths must be saved as EPS files (As a general rule, we do not enlarge an image more than 133% nor can we reduce an image more than 66%. Please be sure your artwork is within these specifications.)

→ **Density of four-color images is 285%**. Black shadow dot should not exceed 85%. Preview should be 8 bits/pixels; DCS should be OFF (single file only); encoding needs to be Binary.

→ **High-resolution (300 ppi) PDF (X-1a) files are also accepted.**

FTP

→ **All digital files not sent directly to production on CD or DVD**, should be transferred via FTP over the web or emailed to *Alaska* production (see address below). Applications for transferring files over the web via FTP are available for download online. Please use the following information carefully.

Host: mccnationmag.morris.com

User ID: nmagpub

Password: guest

Directory: (leave blank)

Advertising Sizes: General, Travel Planner

Magazine Trim 8 x 10.5

Bleed Size: 8.25 x 10.75

Ad Size	(WxH)
Full page	8 x 10.5
2/3 horizontal	7 x 7.083
2/3 vertical	4.611 x 9.5
1/2 horizontal	7 x 4.667
1/2 vertical	4.611 x 7.083
1/3 square	4.611 x 4.667
1/3 vertical	2.22 x 9.5
1/6 horizontal	4.611 x 2.25
1/6 vertical	2.22 x 4.667
1/12 square	2.22 x 2.25

NOTE: All full page bleed dimensions include a 1/8" bleed for trim on all sides. For full page ads that bleed, please keep live copy 1/4" away from the trim edge.

Advertising Sizes: Classified

2.22" x _____" (up to 3")

Advertising Sizes: Sporting Travel, Trading Post, Real Estate, Outdoor Activities

Ad Size	(WxH)
Triple (3/9 page V)	2.22" x 9.5"
Triple (3/9 page H)	7" x 3.055"
Double (2/9 page V)	2.22" x 6.278"
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February
ANNUAL TRAVEL ISSUE

Ad Close: 11/17/11
Ad Materials Close: 11/23/11
Newsstand: 1/18/12



July/August
HUNTING ISSUE

Ad Close: 4/19/12
Ad Materials Close: 4/25/12
Newsstand: 6/19/12



March
MUSHING ISSUE

Ad Close: 12/15/11
Ad Materials Close: 12/21/11
Newsstand: 2/14/12



September*
ANNUAL FOOD & PHOTO CONTEST ISSUE

Ad Close: 6/14/12
Ad Materials Close: 6/20/12
Newsstand: 8/21/12



April*
ANNUAL FISHING ISSUE

Ad Close: 1/19/12
Ad Materials Close: 1/25/12
Newsstand: 3/20/12



October
CRUISING ISSUE

Ad Close: 7/19/12
Ad Materials Close: 7/25/12
Newsstand: 9/18/12



May
OUTDOOR RECREATION & ADVENTURE

Ad Close: 2/16/12
Ad Materials Close: 2/22/12
Newsstand: 4/17/12



November
ALASKA FOR THE HOLIDAYS

Ad Close: 8/16/12
Ad Materials Close: 8/22/12
Newsstand: 10/23/12



June*
SOUTHCENTRAL ALASKA

Ad Close: 3/15/12
Ad Materials Close: 3/21/12
Newsstand: 5/15/12



December/January 2013*
WINTER IN ALASKA ISSUE

Ad Close: 9/20/12
Ad Materials Close: 9/26/12
Newsstand: 11/13/12

*Alaska Inside issue.

Go to alaskamagazine.com to view all our listings and more editorial features. It's all at your fingertips, 24/7. Copies are available in Alaska 1 week after newsstand date.



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