

# 2018 MEDIA PLANNER



## INSIGHT. BEYOND ONSITE.

### OUTDOOR RETAILER + SNOW SHOW

**JAN**  
PRE-SHOW ISSUE  
**FEB**  
SHOW ISSUE



### OUTDOOR RETAILER SUMMER MARKET

**JUL**  
PRE-SHOW ISSUE  
**AUG**  
SHOW ISSUE



### OUTDOOR RETAILER WINTER MARKET

**NOV**  
SHOW ISSUE



**Five issues. Timed Right.** Outdoor Insight is the one publication that delivers fresh content and visibility for advertisers before, during and after the winter and summer markets. Outdoor Insight readers can review the latest trends while they are planning their travels. Our show issue is packed with new products to help shop the shows.

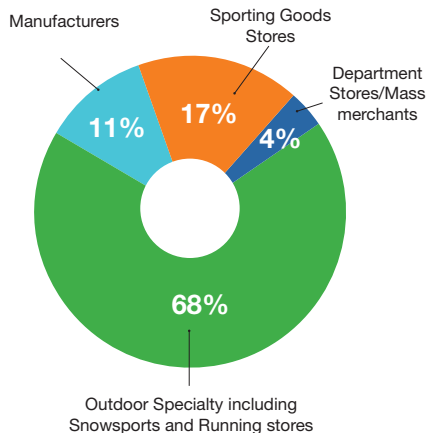
## REACHING THE RETAIL STORES THAT DRIVE THE BUSINESS IN THE OUTDOOR CATEGORY.

**DISTRIBUTION: 9,500**

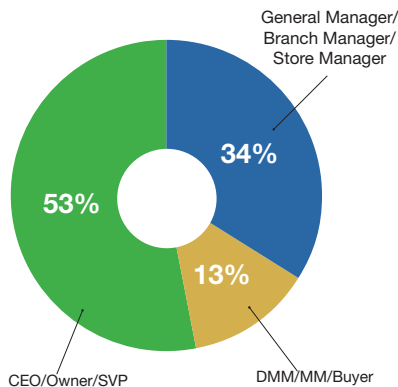
**MAILED: 7,500**

**SHOW DISTRIBUTION: 2,000**

#### WHO



#### WHAT



#### WHERE

