

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.

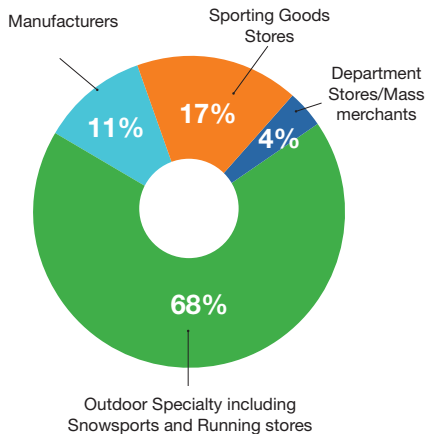
REACHING THE RETAIL STORES THAT DRIVE THE BUSINESS IN THE OUTDOOR CATEGORY.

DISTRIBUTION: 9,500

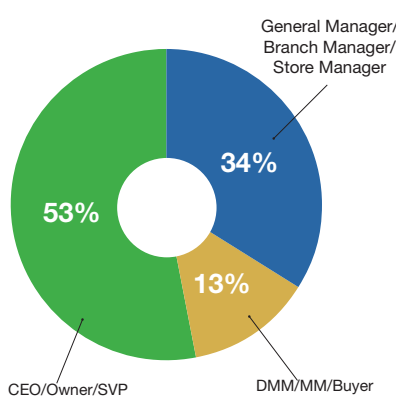
MAILED: 7,500

SHOW DISTRIBUTION: 2,000

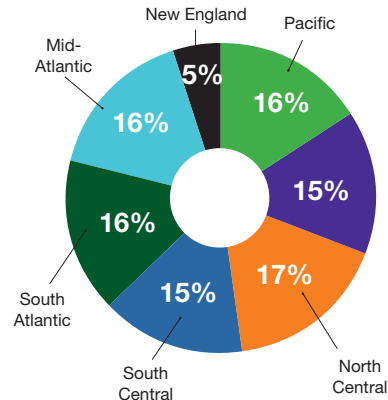
WHO



WHAT



WHERE



OUTDOOR INSIGHT[®]

OUTDOOR RETAILER + SNOW SHOW

January 2018

Delivered Week of January 3, 2018

COVER STORY	CATEGORY COVERAGE		
Trends in Outdoor & Snow Sports	Apparel	Nutrition	Ad Close
	Footwear	Packs	12/4/17
	Cold Weather Gear	Cutlery	Material Due
	Winter Camping		12/11/17

February 2018

Distributed at Outdoor Retailer + Snow Show

COVER STORY	CATEGORY COVERAGE		
Show Issue New Product Coverage: Apparel, Footwear and Gear	Hosiery	Optics	Ad Close
	Hydration	Skin Care	12/21/17
	Skis and Snowboards	Apré Ski Lifestyle	Material Due
	Racks	SPECIAL SECTION:	1/4/18
	Trail Running	<i>Deconstructing Textiles</i>	
	Watches/GPS		

OR SUMMER MARKET

July 2018

Delivered Week of July 3, 2018

COVER STORY	CATEGORY COVERAGE		
The Great 8 In Outdoors	Apparel	Skin Care	Ad Close
	Footwear	Watches/GPS	6/8/18
	Fly Fishing	Cutlery	Material Due
	Camping	Paddle Sports	6/15/18
	Nutrition		

August 2018

Distributed at Outdoor Retailer Summer Market

COVER STORY	CATEGORY COVERAGE		
Show Issue New Product Coverage: Apparel, Footwear and Gear	Hosiery	Watches/GPS	Ad Close
	Hydration	Optics	6/29/18
	Amphibious Footwear	Pet Products	Material Due
	Paddle Sports	Cutlery	7/9/18
	SUPs	Yoga	
	Racks	Outdoor Lifestyle Apparel	
	Packs	SPECIAL SECTION:	
	Trail Running	<i>Deconstructing Textiles</i>	

OR WINTER MARKET

November 2018

Distributed at Outdoor Retailer Winter Market

COVER STORY	CATEGORY COVERAGE		
Show Issue New Product Coverage: Apparel, Footwear and Gear	Apparel	Nutrition	Ad Close
	Footwear	Packs	10/19/18
	Cold Weather Gear	Cutlery	Material Due
	Winter Camping		10/26/18

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Ad Dimensions

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1/2 Page Vertical	4-3/8" x 12"
1/3 Square	5-5/8" x 5-7/8"
1/4 Page Square	4-3/8" x 5-7/8"
1/4 Page Horizontal	9" x 2-7/8"
Spread	20-1/4" x 26"


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2018 RATE CARD #10 (NET)

Outdoor Insight Magazine

Ad Size	1x	2 Issue Package		4 Issue Package	5 Issue Package
		Jan & Feb Outdoor Retailer + Snow Show	Jul & Aug Summer Market	Outdoor Retailer + Snow Show and Winter Market	Jan, Feb, Jul, Aug, Nov
Full Page	\$3,310	\$5,825	\$5,825	\$9,625	\$11,430
1/2 Page	\$2,155	\$3,795	\$3,795	\$6,050	\$7,185
1/3 Page	\$1,820	\$3,215	\$3,215	\$5,715	\$6,790
1/4 Page	\$1,325	\$2,350	\$2,350	\$3,785	\$4,270

outdoorinsightmag.com

Ad Size	3 month min
Side Box (300x250) px	\$350
Banner (728x90) px	\$500

Email Blast

Ad Size	per issue
Side Box (300x250) px	\$350
Banner (728x90) px	\$500