

2019 MEDIA PLANNER

OUTDOOR INSIGHT®

Five Issues. Timed Right.

**OUTDOOR RETAILER
SNOW SHOW**

JAN
SHOW ISSUE



**OUTDOOR RETAILER
SUMMER MARKET**

MAY
PRE-SHOW ISSUE

JUNE
SHOW ISSUE




**OUTDOOR RETAILER
WINTER MARKET**

OCT
PRE-SHOW ISSUE

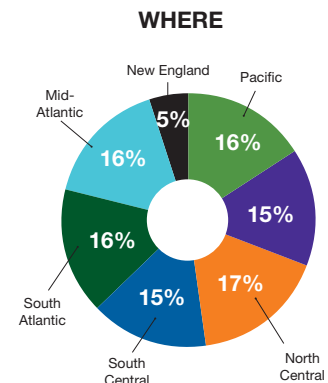
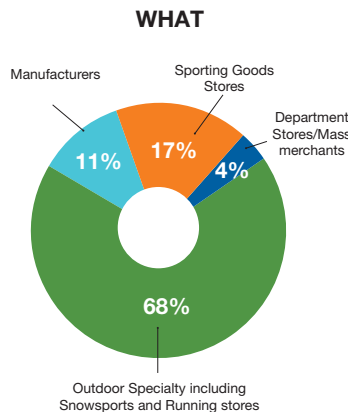
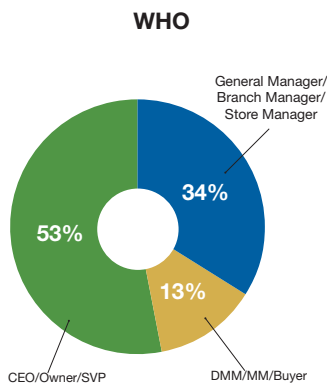
NOV
SHOW ISSUE




Insight. Beyond Onsite. 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.

MAILED: 7,000 / SHOW DISTRIBUTION: 1,500



OR SNOW SHOW

January 2019 Distributed at Outdoor Snow Show

COVER STORY	CATEGORY COVERAGE		CLOSE	MATERIAL
Snow Sports <i>New Product Coverage:</i> Apparel, Footwear and Cold Weather Gear	Winter Camping Base Layers Trail Running Hosiery	Nutrition Packs Sunglasses & Goggles Insoles	12/21/18	1/4/18

OR SUMMER MARKET

May 2019 Delivered Week of June 3, 2019

COVER STORY	CATEGORY COVERAGE		CLOSE	MATERIAL
The Great 8 In Outdoors	Apparel Footwear Fly Fishing Camping Nutrition	Cutlery Paddle Sports	4/26/19	5/3/19

June 2019 Distributed at Outdoor Retailer Summer Market

COVER STORY	CATEGORY COVERAGE		CLOSE	MATERIAL
Show Issue <i>New Product Coverage:</i> Apparel, Footwear and Gear	Hosiery Hydration Amphibious Footwear Paddle Sports SUPs Racks Packs Trail Running & Hiking	Electronics Pet Products Outdoor Lifestyle Skin Care Sunglasses Sandals	5/17/19	5/24/19

OR WINTER MARKET

October 2019 Delivered Week of October 21, 2019

COVER STORY	CATEGORY COVERAGE		CLOSE	MATERIAL
Pre-Show Issue Trends in: Apparel, Footwear and Gear	Apparel Footwear Cold Weather Gear Winter Camping	Nutrition Packs Cutlery	9/20/19	9/27/19

November 2019 Distributed at Outdoor Retailer Winter Market

COVER STORY	CATEGORY COVERAGE		CLOSE	MATERIAL
Show Issue New Product Coverage: Apparel, Footwear and Gear	Hosiery Hydration Skis & Snowboards Racks Trail Running & Hiking Electronics	Skin Care Apré Ski Lifestyle Sunglasses Base Layers	10/4/19	10/11/19

In Every Issue

GRASSROOTS PERSPECTIVES

An editorial series sharing Grassroots Outdoor Alliance retail members' stories, challenges and inspirations.



Contact Information

Cara Griffin, Editorial Director
914-309-6100
cgriffin@formula4media.com

Jeff Nott, Publisher
516-305-4711
jnott@formula4media.com

Jeff Gruenhut
404-849-4156
jgruenhut@formula4media.com

Katie O'Donohue
828-244-3043
kodonohue@formula4media.com

Sam Selvaggio
212-398-5021
sselvaggio@formula4media.com

Production Specifications:
www.formula4media.com/production.html

2019 Rate Card #11 (NET)

Outdoor Insight Magazine

Ad Size	1X	2X Package May & Jun	2X Package Oct & Nov	4X Package	5X Package
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

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Ad Size	3 month min
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Banner (728 x 90 px)	\$500

Email Blast

Ad Size	per issue
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Banner (728x90) px	\$500