



***OutThere*** OUTDOORS  
**2025-2026** Media Kit



# OutThere OUTDOORS

## PRINT / DIGITAL / EVENTS

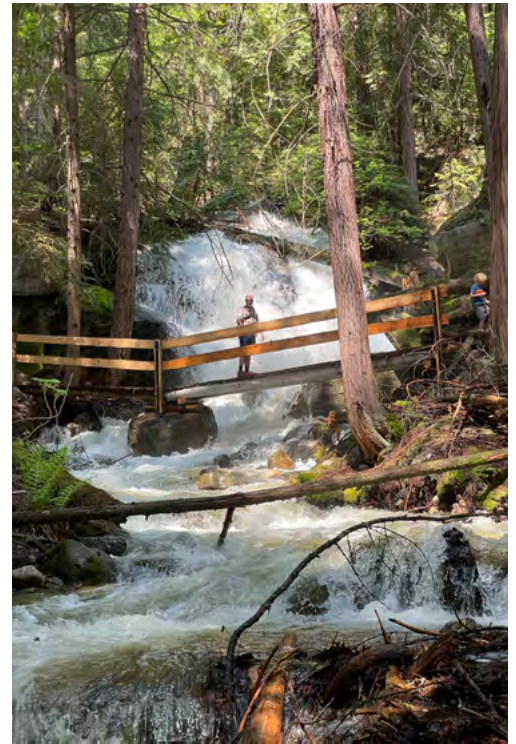
Reach 150,000 Active Inland Northwest Adults

### OUT THERE OUTDOORS

We are a *print and digital media & events company* that publishes a free outdoor recreation and Northwest lifestyle **print magazine** 4x a year, one for each season. We connect our clients with our digital audience at **OutThereOutdoors.com**, through our **social media pages**, and in our **weekly Adventure E-mails**. We **sponsor contests** and produce an **outdoor recreation expo** and other events where you can engage with our loyal readers, followers, and friends directly.

### OUR READERS // FOLLOWERS

We are an active bunch, from millennials to boomers, who don't let grass grow under our feet. We are hikers and backpackers, paved-path bike riders and mountain bike racers, tent and RV campers, lake lovers and river runners, history buffs and luxury lodge nuts, dog walkers and 5k sprinters, six-figure professionals and ski bums. We are passionate about exploring the greater Northwest's trails, small towns, lakes and rivers, lodges, sporting events, historical sites, and arts and cultural attractions.



**Engage us to talk about your marketing needs!**  
**Our goal is to help you succeed.**





# print

## OUT THERE OUTDOORS MAGAZINE

For over 20 years, Out There has been the go-to source for outdoor adventure, travel, and outdoor lifestyle inspiration in the Inland Pacific NW. Based in Spokane, Wash., we publish four seasonally-driven print issues a year that are filled with original, creative content for a range of interests, age and skill level. We cover the trails, lakes, mountains, small towns, events and amenities of Eastern Washington, North Idaho, SE British Columbia, Eastern

Oregon, Western Montana and beyond.

## THE POWER OF PRINT

As more active outdoor enthusiasts disengage from social media and tune out and scroll past the barrage of digital marketing, an authentic print magazine like Out There with ads and content that are relevant to readers is a powerful and affordable way to reach your target audience.

# distribution

Each free print edition is distributed at over 400 outdoor retailers, bike shops, grocery stores, restaurants, coffee shops, ski resorts and shops, healthcare centers, and at other businesses around Spokane, Coeur d'Alene, Sandpoint, Tri-Cities, Moscow & Pullman and other communities around the greater Pacific Northwest.

([www.OutThereMonthly.com/distribution\\_locations](http://www.OutThereMonthly.com/distribution_locations).)

## BY THE NUMBERS

**Per-issue Circulation:** 35,000

**Print Editions Per Year:** 4

**Total Print Reach:** 100,000

**Shelf Life:** 3 months

**Year Founded:** 2004



## CONTACT

**Derrick Knowles**

**PO Box 5 / Spokane WA, 99210**

**509. 822.0123**

**derrick@OutThereMonthly.com**



# print rates

INSERTIONS	1 time	2 times	3 OR MORE
1/8 page	\$278	\$261	\$225
1/4 page square	\$575	\$530	\$505
1/4 page (vert or horiz)	\$631	\$606	\$567
1/4 PLUS	\$759	\$709	\$665
1/2 page	\$962	\$874	\$830
3/4 page	\$1362	\$1249	\$1121
Full page	\$1924	\$1851	\$1674
Double Page Spread	\$3200	\$2981	\$2742
Inside Cover & pg. 3	\$3437	\$2499	\$2287
Back Cover	\$3754	\$3581	\$3373
Front Cover Circle	\$524		

## AD SPECIFICATIONS

Ad artwork must be in PDF or JPG formats. All ads should be in CMYK.

Out There Outdoors is printed on hi-bright with an 85 line screen. Ads need to be 300 DPI minimum.

## DESIGN

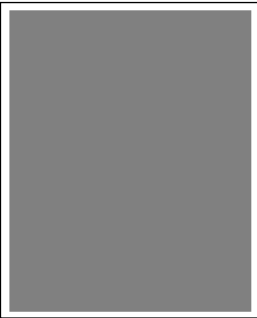
Ad design fee \$85.  
(includes two revisions,  
\$25 per additional revision)

## NON-PROFIT DISCOUNT

we always offer a 20% discount to non-profits and government agencies.



## SPECS (INCHES)



### FULL PAGE NO BLEED

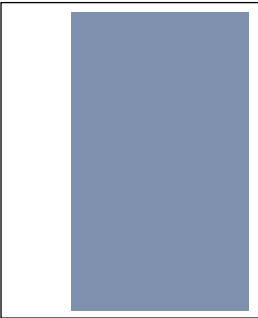
9.25"w x 11.125"h

### FULL PAGE WITH BLEED SPECS:

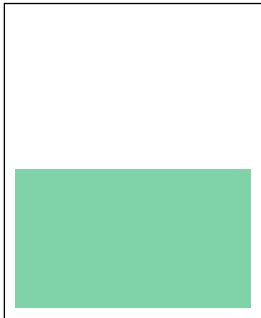
·LIVE AREA: 9.25"w x 11.125"h  
the area where text is safe

·TRIM: 10"w x 12"h  
page is cut to this size

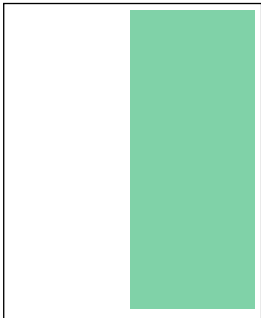
·ADD BLEED: .1875" to trim size  
extending off the page to ensure  
color goes to the edge



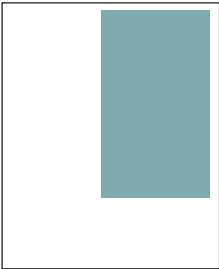
3/4 Page  
6.895"w x 11.125"h



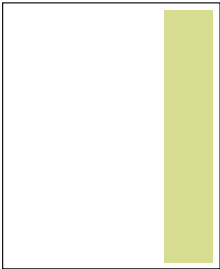
1/2 Horizontal (wide)  
9.25"w x 5.48"h



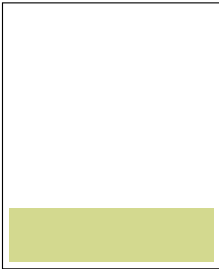
1/2 Vertical (tall)  
4.54"w x 11.125"h



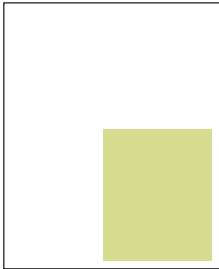
1/4 PLUS  
4.54"w x 8.3"h



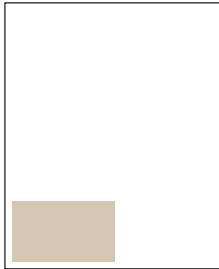
1/4 Vertical (tall)  
2.185" w x 11.125"h



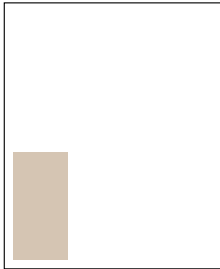
1/4 Horizontal (wide)  
9.25"w x 2.654"h



1/4 Square  
4.54" w x 5.48"h



1/8 Horizontal (wide)  
4.54"w x 2.654"h



1/8 Vertical (tall)  
2.185" w x 5.48"h



# digital

Out There Outdoors has an active, authentic, and engaging digital presence that includes Outthereoutdoors.com, social media, and email marketing. We offer both one-time and multi-month digital campaigns. Choose à la carte or package options.

20% NON-PROFIT DISCOUNT ON ALL DIGITAL ADVERTISING

## À LA CARTE DIGITAL PRICING & ASSET SPECS

### SPONSORED CONTENT & DIGITAL DISPLAY ADS

Our website OutThereOutdoors.com draws **12-20K pageviews** per month from active adults primarily in the greater Spokane area. We offer both **online sponsored stories** showcasing your event, destination, or brand and **run-of-site** digital display ads.

- **ONLINE SPONSORED CONTENT:** \$200 with assets provided by you or \$300 if we write your story.
- **DIGITAL DISPLAY ADS:** of-site digital display ads on Outthereoutdoors.com come in banner and large rectangle sizes.

DIGITAL AD SIZES, PRICING AND SPECS:

- **Banner Ad:** \$225 per month / Specs—desktop, 728 px wide x 90 px tall; mobile, 320 px wide x 50 px tall).
- **Large Rectangle Ad:** \$175 per month (specs—300 px wide x 250 px tall).

### EMAIL MARKETING

We offer email sends to our **11K Spokane region subscribers**, either as part of our weekly Out There Adventure Emails or as a dedicated e-blast with a **20-25%** open rate and **4-5% click-through** rate. We also offer dedicated e-blasts to a **40K** email list of PNW skiers and other outdoor enthusiasts (primarily Seattle and Portland areas plus several thousand Inland NW subscribers). The PNW list gets an average **11% open rate**.

- **Adventure Email:** Your content featured in one of our weekly emails: \$275 per send
- **Dedicated E-blast:** One-time send featuring only your destination, event, or brand: \$750
- **Email Display Ad:** Placements available in our weekly emails: \$175 per email (ad specs, 564x150px)
- **PNW Skier/Outdoor Adventure List:** \$1,300 per email send

### BY THE NUMBERS

**Website:** 10,000-20,000 per month

**Social:** 20,000

**Email:** 11,000 subscribers

### SOCIAL MEDIA

Engage with our followers in our authentic voice through paid social media posts or reels to our 20K followers on our 6 Facebook and Instagram pages. We also offer custom reel creation and engagement with our PNW Outdoor Influencer Network.

- **Social Media Posts/Reels:** \$150 per post with assets provided by you (plus any additional boost/ad amount)
- **Custom Social Media Reels:** Starting at \$500 (includes shooting video at your Spokane-region business, reel editing and posting on our pages)
- **Influencer Engagement (PNW Outdoor Influencer Network)**— Amplify your social media campaign by engaging our network of authentic Inland NW social media micro influencers. Our partner social media content creators are active in the outdoor adventure, travel and lifestyle space and will share and engage with your reels or posts to boost impact and get results (starting at \$500).

### CUSTOM CONTESTS:

We create, promote, and manage contests to drive brand or event awareness and to generate email leads, social media followers and buzz (starting at \$300).

### CONTENT CREATION:

Engage us to help you create compelling written, photo, or video content for your campaigns (starting at \$200).





# digital

Tell your story and drive traffic with one of our digital campaigns that include sponsored content, display ads, email marketing, and paid social media engagement.

20% NON-PROFIT DISCOUNT ON ALL DIGITAL ADVERTISING

## DIGITAL PACKAGES

### STANDARD DIGITAL PACKAGE

Great for smaller events, shop sales, brand or product news, and travel destinations. Package includes:

- Sponsored online article at OutThereOutdoors.com (save \$100 by providing your own article)
- Content highlights in two of our weekly Adventure Emails
- Two paid posts (Instagram and Facebook) (includes \$50 boost/ads).
- Package cost: \$700.

### EXTENDED REACH DIGITAL PACKAGE

Perfect for larger events, travel/adventure destinations and resorts, or consistent brand or business engagement. Package includes:

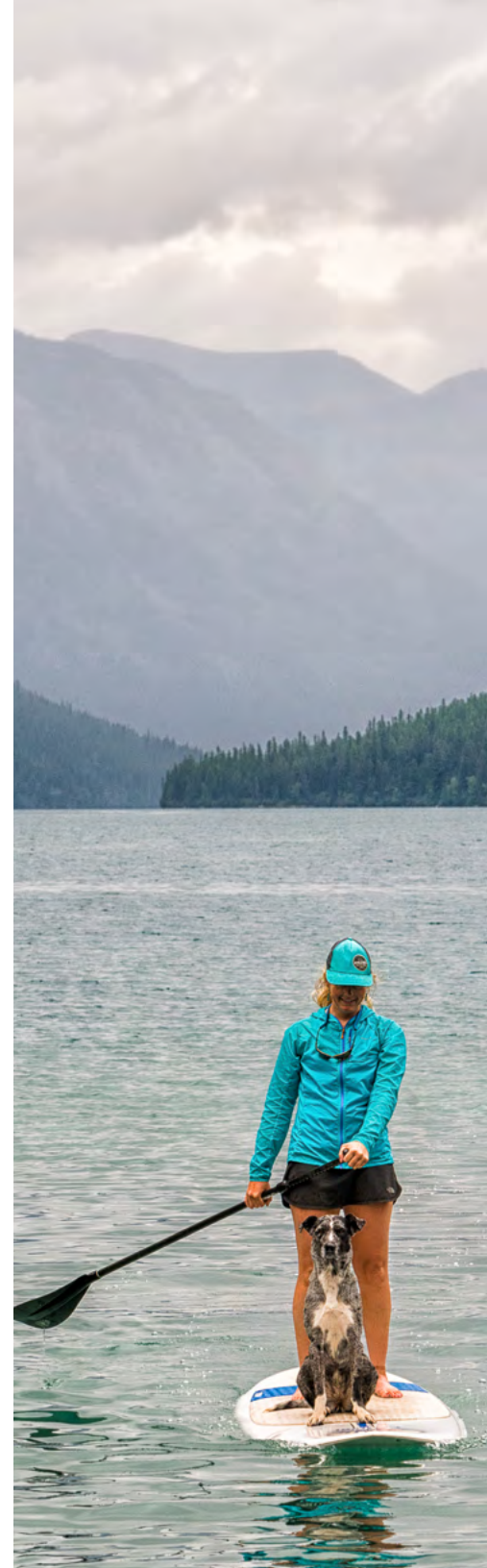
- Sponsored online article at OutThereOutdoors.com (save \$100 by providing your own article)
- Content highlights in three of our weekly Adventure Emails
- Four paid posts (Instagram and Facebook) (includes \$100 boost/ads).
- One dedicated e-blast to our Out There list.
- Package cost: \$1,400.



### FULL SERVICE DIGITAL CAMPAIGN

This full-service content creation and distribution package is ideal for larger, multi-month or seasonal marketing campaigns; a product or business launch; large events; and travel/adventure destinations and resorts. Package includes:

- Up to three sponsored online article(s) at OutThereOutdoors.com
- Full-service reel creation (includes video shooting/editing) for up to 10 reels (or professional photo shoot alternative option)
- Up to 10 paid reels or photo posts/shares on Out There's 6 Instagram and Facebook pages
- Boosted reel/post engagement with our PNW Outdoor Influencer Network of authentic micro-influencers in the outdoor adventure/lifestyle space
- Content highlights in four Out There Adventure Emails
- Two dedicated e-blasts to our Out There list
- Package cost: \$5,500





# editorial

## 2025 - 2026 OTO PRINT EDITORIAL CALENDAR

Out There Outdoors is published 4 times per year, Seasonally.

Please make ad reservations by the 15th of the month prior to publication (for example, Feb 15 for the SPRING edition).  
Artwork is due by the 18th. Find more Special Sections & Sponsored Content details on page 6 of this media kit.

### WINTER ISSUE // December - February

*Skiing, snowboarding, backcountry and Nordic skiing, fat biking, snowshoeing, & indoor fitness*

#### Special Sections:

- **Out There Snow skiing/snowboarding/winter sports**
- **Inland NW Family Winter Sports Guide**  
(free matching-size sponsored article with ad)
- **BC Ski & Winter Travel Guide featuring ski, snowboard, backcountry & Nordic, fat biking, snowshoeing, hot springs, and travel in SE British Columbia**  
(free matching-size sponsored article with ad)
- **Health & Fitness Guide**  
(free matching-size sponsored article with ad)

Ad reservation: Nov. 15

Artwork Due: Nov. 18

### SPRING // March - May

*Biking issue plus spring hiking, spring skiing/snowboarding, running, climbing, whitewater, paddling.*

#### Special Sections:

- **Inland NW Race, Ride, & Event Guide**  
(bonus editorial/photo inclusion w/ ad)
- **Out There Snow Spring Skiing/boarding Section**  
(bonus editorial/photo inclusion w/ ad)
- **Biking Special Section**  
(bonus editorial/photo inclusion w/ ad)
- **Spring Travel**  
(free matching-size sponsored article with ad)

Ad reservation: Feb. 15

Artwork Due: Feb. 18

### SUMMER // June - August

*Travel, camping, hiking, biking, water sports, fishing, food/drink, NW culture, history, events/festivals, and backcountry adventure.*

#### Special Sections:

- **Summer Adventure Guide featuring up to 100+ summer things to do in the Inland NW**  
(mini-article and image featuring your activity/destination/event in the feature included for free with ad)
- **BC Summer Adventure Guide featuring adventure travel in SE British Columbia**  
(free matching-size sponsored article with ad)
- **Adventure Kids Summer Guide**  
(free matching-size sponsored article with ad)

Ad reservation: May 15

Artwork Due: May 18

### FALL // September - November

*Fall road trips, public lands conservation/recreation, fall hiking, fishing, biking, history, ski/snowboard season kickoff.*

#### Special Sections:

- **Fall Weekend Road Trips**  
(free matching-size sponsored article with ad)
- **Public Lands Guide featuring non-profit conservation and outdoor recreation organizations and public lands agencies**  
(free matching-size sponsored article with ad)
- **Wine & Wanderlust Guide pairing Northwest outdoor recreation and wine tourism**  
(free matching-size sponsored article with ad)
- **Out There Snow skiing & snowboarding pre-season kickoff**  
(bonus editorial/photo inclusion w/ ad)

Ad reservation: Aug. 15

Artwork Due: Aug 18



# print special sections

## Out There Special Sections and Sponsored Content

### OUT THERE SNOW

**SKIING, SNOWBOARDING, SNOW SPORTS, TRAVEL**

**FALL / WINTER / SPRING ISSUES:** We publish ski, snowboard, and other winter sports sections covering happenings at regional resorts, gear, travel, skill building, mountain culture, backcountry, and other ski/snowboard topics plus Nordic skiing, snowshoeing, fat biking, and other snow-inspired activities in three print editions. Our advertisers include most regional ski resorts and ski shops, as well as travel destinations, events, and lodging and eating/drinking establishments. Added 20% currency discount to BC advertisers in this section.

### RACES / RIDES / EVENTS

**March-May (SPRING):** Reach racers, casual runners and walkers, group bike riders, multi-sport competitors, and other participants of outdoorsy and nature-inspired events. All event advertisers get listed in the event guide and priority for pitching us images and sidebar article topics. Special bonus deal: All races, rides, & event advertisers get 35% off any size ad!

### HEALTH / FITNESS / WELLNESS

**Health & Fitness Guide w/ Sponsored Content**

**(WINTER):** Promote your health, fitness, or wellness related business, product, service, or gym. \*Matching-sized sponsored article included with each ad in this special section at no extra cost upon approval with ad rep.

### SUMMER ADVENTURE / WATERSPORTS / BIKING

**Summer Adventure Guide w/ Sponsored Content**

**(SUMMER):** A bucket list of Inland NW adventures, events, and activities for all ages and abilities. Advertisers get a mini-article and image featuring their activity, destination or event in the feature for free with ad.

**Biking in the Inland NW (SPRING):** Our annual biking issue, we packed the pages with extra mountain, road, gravel, bikepacking, and paved-path and around-town biking-related content and a biking cover! Take advantage of the spring riding stoke to advertise your bike park, biking destination; bike shop; or biking-related product, service, tour, event, or organization. Special bonus deal: All biking-related advertisers get 25% off any size ad!



# print special sections

## Out There Special Sections and Sponsored Content, *continued*

### FAMILY ADVENTURE & TRAVEL

#### **Adventure Kids Guide w/ Sponsored Content (SUMMER):**

Summer camps, family-friendly adventure tours, nature schools, rafting/watersports outfitters, lodges and campgrounds, kids' healthcare providers, climbing gyms, trampoline and family-fun parks, museums, and kid-friendly events will find a highly targeted audience with our active family readers in this special section. \*Matching-sized sponsored article included with each ad in this special section at no extra cost upon approval with ad rep. Special bonus deal: All family or kids-related ads are 25% off in this section!

#### **Inland NW Family Winter Sports Guide w/ Sponsored**

**Content (WINTER):** Reach active skiing and snowboarding parents as well as parents looking into getting into winter sports. The guide features information and inspiration to help parents navigate the gear, lesson programs, beginner terrain, and other mountain wisdom to get their kids to love skiing, snowboarding, and other winter sports. The guide is published as part of the Nov/Dec issue of Out There (33,000 copies) as well as a stand-alone guide with an additional 4,000 circulation around the Inland NW including public schools, ski resorts, and family-friendly locations. \*Matching-sized sponsored article included with each ad in this special section at no extra cost upon approval with ad rep. Special bonus deal: All family or kids-related ads are 25% off in this section!

### PUBLIC LANDS / CONSERVATION

#### **Public Lands Guide w/ Sponsored Content (FALL):**

Honoring the treasured public lands, waterways, wildlife, trails, and access that make our outdoor adventures so special, this guide features stories about these places as well as information to help us better understand and appreciate them and guides to public lands and wildlife agencies and related non-profit organizations. All non-profit public lands-related agencies can take advantage of special 30% off any size ad and get preference for story and photo pitches. Matching size sponsored article included with an ad at no extra cost.

### BRITISH COLUMBIA / CANADA

#### **BC Summer Adventure Guide w/ Sponsored Content**

**(SUMMER):** Our annual warm-weather guide to hiking, biking, mountain sports, water activities, and urban cultural adventures and travel in southern British Columbia, Canada. \*Matching-sized sponsored article included with each ad in this special section at no extra cost upon approval with ad rep. Added 20% discount bonus to BC advertisers.

#### **BC Ski & Winter Travel Guide w/ Sponsored Content**

**(WINTER):** Our annual winter guide to skiing and snowboarding, backcountry, Nordic, snowshoeing, fat biking, and urban cultural adventures and travel in southern British Columbia, Canada. \*Matching-sized sponsored article included with each ad in this special section at no extra cost upon approval with ad rep. Added 20% discount bonus to BC advertisers.

### SPRING TRAVEL

**Spring Travel w/ Sponsored Content (SPRING):** Drive visits to your destination or events during the slower spring season by showcasing unique outdoors and cultural activities, events, history, geology, natural wonders, and other amenities. Matching size sponsored article included with each ad at no extra cost upon approval with ad rep. 20% currency exchange discount for BC advertisers.





# print special sections

Out There Special Sections and Sponsored Content, *continued.*

## FALL TRAVEL / WINE TOURISM

### **Fall Weekend Road Trips w/ Sponsored Content (FALL):**

Showcase your travel destination, community, event, or fall road trip attraction anywhere in the Northwest with an ad and matching sponsored article featuring hiking, watersports, and biking activities; scenic drives; interpretive tours; cultural attractions; wildlife viewing, fishing opportunities; fall festivals and more. \*Matching-sized sponsored article included with each ad in this special section at no extra cost upon approval with ad rep. Added 20% discount bonus to BC advertisers.

### **Wine & Wanderlust Section w/ Sponsored Content (FALL):**

Our guide to Pacific NW and British Columbia wine country pairs winery, tasting room, vineyard, and culinary and cultural destinations with nearby hiking, biking, paddling, fishing, and other outdoor recreation opportunities.

\*Matching-sized sponsored article included with each ad in this special section at no extra cost upon approval with ad rep. Added 20% discount bonus to BC advertisers.

## SPONSORED CONTENT DETAILS & DEADLINES

Sponsored content must be pre-approved by your sales rep and must fit with the theme of the special section. Article drafts, photos, and photo caption/credit info must be submitted by the 10th of the month before the issue publishes (for example, May 10 for the June-August SUMMER edition). Please note we may edit and/or copy edit your submitted article as needed to meet AP Style standards and the authentic style and quality of writing we strive for in Out There. All sponsored articles will also be noted as such at the bottom of each article. A final proof copy will be provided to you for approval. Article word lengths are 250-300 for a ¼ page, 450-500 for a half page, or 850-900 for a full page. We can also write the article for you too for an additional charge: \$100 for a ¼ page, \$150 for a half page, or \$200 for a full page. Please submit articles and photos to your ad rep or [derrick@outtheremonthly.com](mailto:derrick@outtheremonthly.com).

### **SPONSORED CONTENT EMAIL/SOCIAL ADD-ON**

Boost views of your sponsored article on OutThereOutdoors.com with story highlights in two of our Out There marketing emails to 10,000 active Spokane area adults and two boosted posts on our Facebook and Instagram pages. Discount package cost: \$500

### **SPECIAL SECTION AD SIZES**

We offer the following four ad sizes for our special sections. Ad reservations are due by the 15th of the month before an issue prints (for example, May 15 for the June-August SUMMER issue). Please submit ad artwork by the 20th of the month before the issue prints in PDF or JPG formats. All ads should be CMYK and 300 DPI minimum. We print on hi-bright newsprint with an 85 line screen.

**EIGHTH PAGE HORIZONTAL** (not offered in sponsored content special sections): 4.54" w x 2.654" h

**QUARTER PAGE SQUARE:** 4.54" w x 5.48" h

**HALF PAGE VERTICAL:** 4.54" w x 11.125" h

**FULL PAGE** (with or without full bleed): 9.25" w x 11.125" h (for full bleed add 0.875 to the 10" w x 12" h trim size).



# events



## SPOKANE GREAT OUTDOORS EXPO

**February 21-22, 2026  
Spokane Convention Center**

A two-day celebration of the awesome outdoor recreation and travel opportunities and the lifestyle in the Inland Pacific Northwest.

**[Spokaneoutdoorexpo.com](http://Spokaneoutdoorexpo.com)**

Contact Derrick Knowles  
for exhibitor or sponsorship  
opportunities at  
[Derrick@OutThereMonthly.com](mailto:Derrick@OutThereMonthly.com)  
or 509-822-0123



## OUT THERE MEMBER EVENTS

We host an annual fall party for our members and advertisers and we have other print issue release events in the works.

Reach out to Derrick at the email above or call 509-822-0123 for sponsorship or exhibitor opportunities at these events.

