



**OutThere** OUTDOORS  
**2025 Media Kit**

# readership

## Reach 100,000 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 6x a year. We connect our clients with our digital audience at [OutThereOutdoors.com](http://OutThereOutdoors.com), through our social media pages, and in our bi-monthly Adventure E-mails. And we sponsor contests and produce an outdoor recreation expo and an outdoor adventure festival and other events where you can engage with our loyal readers, followers, and friends directly.

### BY THE NUMBERS

**Per-issue Circulation:** 32,000 - 35,000

**Total Print Reach:** 100,000

**Shelf Life:** 2 months

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

**Social:** 20,000

**Email:** 10,000 subscribers

### 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!

#### CONTACT

**Derrick Knowles**

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

**509. 822.0123**

**[derrick@OutThereMonthly.com](mailto:derrick@OutThereMonthly.com)**



## distribution

Out There Outdoors 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).)



# PRINT **rate card**

| INSERTIONS               | 1x     | 2-3x   | 4-6x   |
|--------------------------|--------|--------|--------|
| 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  |
| 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

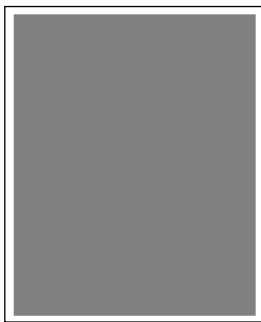
**Ad design fee \$85.**  
(includes two revisions,  
\$25 per additional revision)

## NON-PROFIT DISCOUNT

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



## SPECS (INCHES)



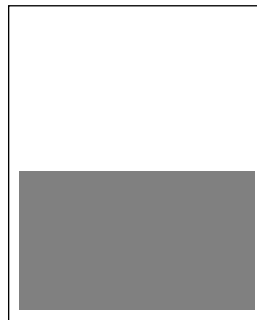
**Full Page no bleed**  
9.25"w x 11.125"h

### Full Page with Bleed Specs:

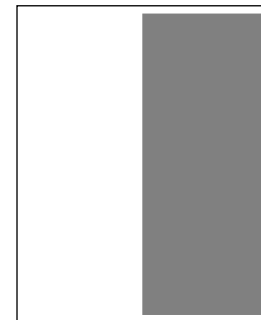
·**LIVE AREA:** 9.25"w x 11.125"h  
the area where text is safe

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

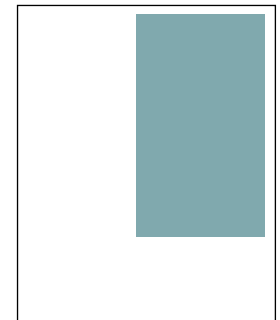
·**ADD BLEED:** .1875" to trim size  
extending off the page to ensure  
color goes to the edge



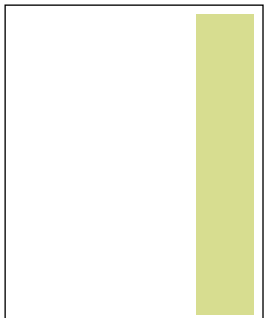
**1/2 Horizontal (wide)**  
9.25"w x 5.48"h



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



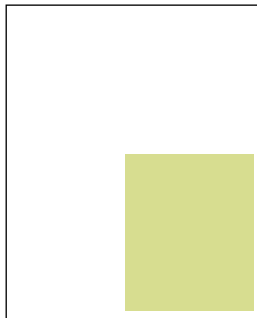
**1/4 PLUS**  
4.54"w x 8.3"h



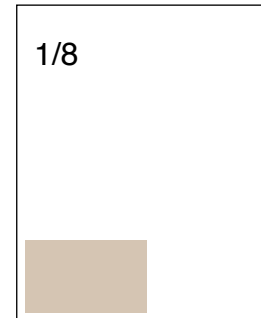
**1/4 Vertical (tall)**  
2.185" w x 11.125"h



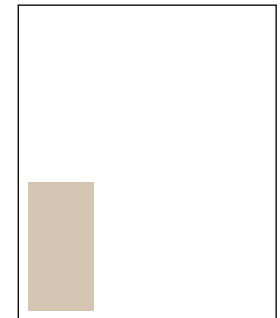
**1/4 Horizontal (wide)**  
9.25"w x 2.654"h



**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 ADVERTISING

## OUTTHEREOUTDOORS.COM

Our website is the go-to resource for Inland NW Outdoor enthusiasts looking for things to do outside, places to play, and Northwest lifestyle inspiration. 10-20K pageviews per month.

## SPONSORED ONLINE ARTICLE:

Tell your story with a sponsored article including links to boost your search ratings on OutThereOutdoors.com. Cost: \$200 (with article and images provided by you). \$100 fee for us to write your article.

## DIGITAL DISPLAY ADS:

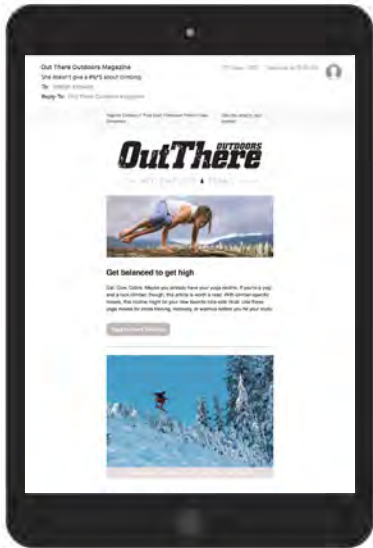
Run-of-site digital display ad on OutThereOutdoors.com (10-20K pageviews).

**Header ad:** \$275 per month (1-3x); \$200 per month (4-12x)

**SPECS:** desktop, 728 px wide x 90 px tall; mobile, 320 px wide x 50 px tall

**Large Rectangle ad:** \$225 per month (1-3x); \$150 per month (4-12x)

**SPECS:** 300 px wide x 250 px tall



## EMAIL MARKETING

Reach our 10,000 Spokane-area outdoorsy email subscribers (30% open rate).

**HIGHLIGHT** in one of our emails (includes other content): \$275

**DEDICATED** email that only features your destination, event, or business: \$675

**DISPLAY AD** in one of our weekly emails to 10K subscribers (564x150px): \$225 per email



## PNW SKIER/OUTDOOR ENTHUSIAST EMAIL LIST

Get featured in an e-blast to 28K Pacific NW (Seattle, Portland, Spokane) skiers and outdoor enthusiasts: \$900 per email send (5-10% open rate)

## SOCIAL MEDIA

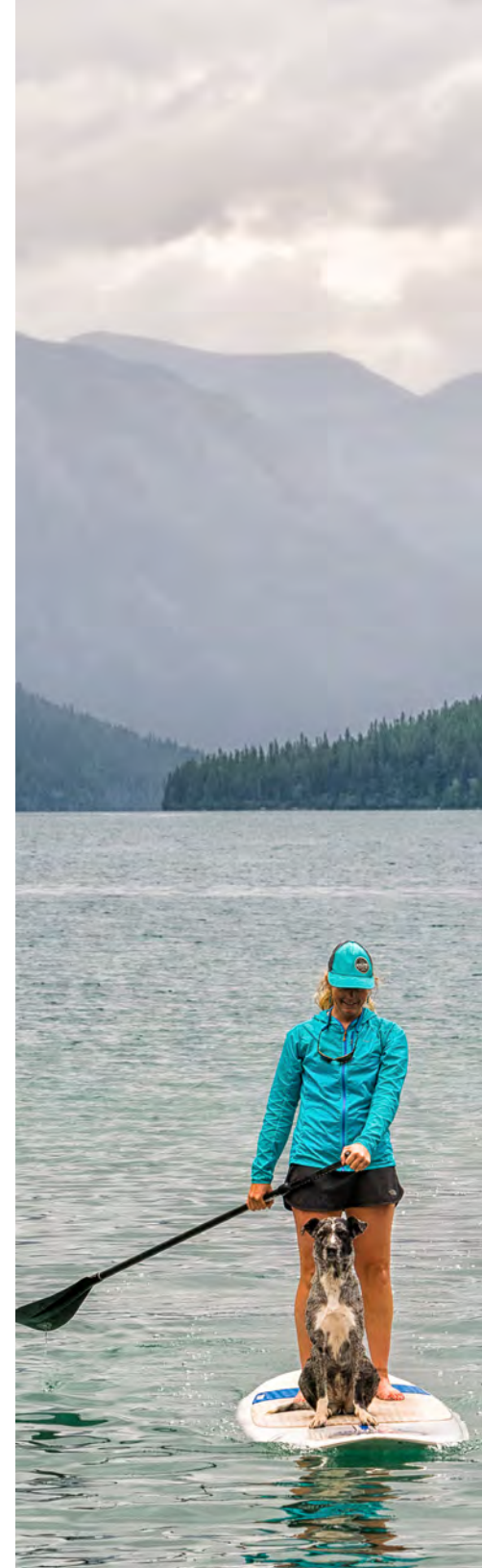
Reach our 19K social followers on our five pages with boosted content.

**PHOTO OR VIDEO POST** on FB and Instagram: \$175 (includes \$50 boost)

**CUSTOM INSTAGRAM REEL:** Starting at \$500 (includes shooting video at your Spokane-area business).

## DIGITAL PACKAGE

Tell your story and drive traffic with a sponsored online article at OutThereOutdoors.com, highlights in two of our emails, and boosted post on our Instagram and Facebook pages (includes \$50 boost). Package cost: \$750 (save \$100 by providing your own article).



## 2025 OTO PRINT EDITORIAL CALENDAR

Out There Outdoors is published 6 times per year.

Please make ad reservations by the 15th of the month prior to publication (for example, April 15 for the May/June edition). Artwork is due by the 20th. Find more Special Sections & Sponsored Content details on page 6 of this media kit.

### January-February

*Winter Adventure Issue*  
Skiing/snowboarding +  
other winter sports and destinations

Special Sections:

- Spokane Great Outdoors Expo Guide

- Out There Snow skiing, snowboarding, and winter sports.

- Health & Fitness Guide (ads come with matching sponsored content).

Ad reservation: Dec. 15

Artwork Due: Dec. 18

### March-April

*Spring Fever Issue*  
Hiking, biking, spring skiing, running, climbing, whitewater sports, races and rides.

Special Sections:

- Inland NW Race, Ride, & Event Guide

- Out There Snow skiing, snowboarding, and winter sports.

Ad reservation: Feb. 15

Artwork Due: Feb. 20

### May-June

*Summer Adventure & Biking Issue*  
Travel, hiking, biking, camping, water sports, fishing, NW culture, history, and events.

Special Sections:

- Summer Adventure Guide (editorial inclusion in guide with ad)

- Adventure Kids Guide (ads come with matching sponsored content)

- BC Summer Adventure Guide (ads come with matching sponsored content)

Ad reservation: April 15

Artwork Due: April 20

### July-August

*Lakes, Rivers, & Backcountry Issue*  
Boating, paddling, rafting, fishing, water sports, hiking, backpacking, biking, camping, climbing.

Special Section:

- Inland NW Lakes, Rivers, and Watersports Guide (ads come with matching sponsored content)

Ad reservation: June 15

Artwork Due: June 20

### September-October

*Public Lands & Conservation, Fall Travel, & Out There's 20th Anniversary Issue*

Special Sections:

- Out There's 20th Anniversary (special retro pricing)

- Public Lands Guide (editorial inclusion in guide with ad)
- Fall Weekend Road Trips (ads come with matching sponsored content)

- Wine & Wanderlust Special Section (ads come with matching sponsored content)

Ad reservation: Aug. 15

Artwork Due: Aug 20

### November-December

*Winter Sports Season Kickoff*

Special Sections:

- Out There Snow skiing, snowboarding, and winter sports.

- BC Ski & Winter Travel Guide (ads come with matching sponsored content)

- Inland NW Family Winter Sports Guide (ads come with matching sponsored content)

Ad reservation: Oct 15

Artwork Due: Oct 20

# special sections

## Out There Special Sections and Sponsored Content 2025

### OUT THERE SNOW

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

**(Nov/Dec; Jan/Feb; March/April):** We publish three 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. 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.

### RACES / RIDES / EVENTS

**Inland NW Race, Ride, & Event Guide (March/April):** 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 (Jan/Feb):**

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 (May/June):** We present our readers with a bucket list of fun and adventurous summer activities for all ages and abilities. All advertisers offering “summer adventures” in the Inland Northwest get special editorial inclusion in the guide plus special photo consideration.

**Biking in the Inland NW (May/June):** 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!

**Inland NW Lakes, Rivers, and Watersports Guide with Sponsored Content (July/Aug):** Our chance to spotlight stories and adventure ideas on our region’s lakes and streams, from boating and paddling to destinations, watersports, fishing, waterway wildlife and conservation, history, and more water-inspired content. Advertise your boat rental or dealership, lodge, resort, tour provider, outfitter, campground, boating/paddling gear and other water-related product, service, business, organization, or event. \*Matching-sized sponsored article included with each ad in this special section at no extra cost upon approval with ad rep.

# special sections

## Out There Special Sections and Sponsored Content 2025, *continued*

### FAMILY ADVENTURE & TRAVEL

**Adventure Kids Guide w/ Sponsored Content (May/June):** 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 (Nov/Dec):** 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 (30,000 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 (Sept/Oct):** 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 (May/June):** 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 (Nov/Dec):** 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.



# special sections

## Out There Special Sections and Sponsored Content 2025, *continued*

### FALL TRAVEL / WINE TOURISM

**Fall Weekend Road Trips w/ Sponsored Content (Sept/Oct):** Showcase your travel destination, community, event, or fall road trip attraction anywhere in the Northwest with an ad and matching sponsored article. In years past we've covered a wide range of hiking, watersports, and biking activities; scenic drives; interpretive tours; cultural attractions; wildlife viewing and 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 (Sept/Oct):** 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, April 10 for the May/June 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, June 15 for the July/Aug 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).



# more MARKETING SERVICES

## The SPOKANE Great Outdoors Expo

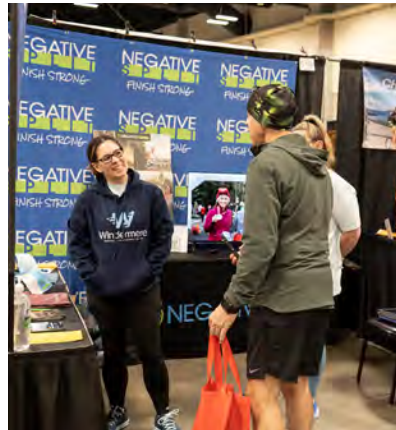
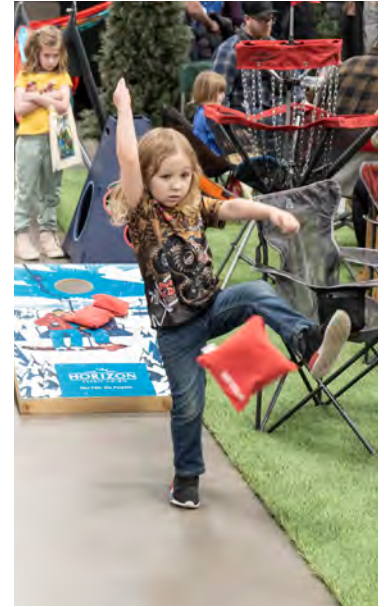
### SPOKANE GREAT OUTDOORS EXPO

February 22-23 2025  
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  
[Derrick@OutThereMonthly.com](mailto:Derrick@OutThereMonthly.com)  
or 509-822-0123



### ENLIST US TO TELL YOUR STORY

Let our creative, authentic writers and photographers help you tell your story or promote your travel destination, business, event, or product in your print or digital marketing materials or on your website starting at \$300.