



AMERICAN WHITEWATER

2012 MEDIA KIT

AW's readers are dedicated paddlers who have the **income to support river stewardship and your business.**

Please consider advertising with AW to reach your customers and to **help us save rivers.**

READERSHIP

Readers of the Journal are active members of the whitewater community. Both in the US, and abroad.

- 6,000+ - Readership in the US
- 73% - Hold bachelor degree or higher
- 34 - Average age of readership

WHITEWATER RECREATION

Our readers are a diverse group of paddlers on various crafts and difficulties of rivers.

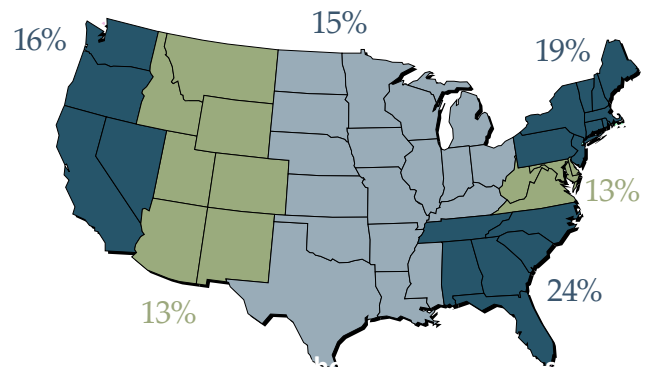
- 46% - Prefer to paddle Class IV
- 30% - Prefer to paddle Class III
- 88% - Paddle kayaks
- 24% - Paddle cataracts
- 18% - Paddle canoes
- 25% - Volunteer for river related causes

ADDITIONAL HOBBIES

AW members also enjoy many other human powered hobbies.





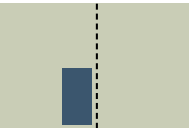
- 71% - Participate in hiking
- 56% - Participate in mountain biking
- 56% - Participate in backpacking

REGIONAL DISTRIBUTION



AD PRICES & SPECIFICATIONS

You're not just buying ads, you're helping us save rivers!

| | Quantity | Per Ad Price | Layout | Size | Bleed |
|--|----------|--------------|---|-----------------|--------|
| Spread (2 pages) | 6 | \$2,299 |  | 16.75 x 10.875" | 0.125" |
| | 3 | \$2,599 | | | |
| | 1 | \$2,899 | | | |
| Full Page <small>Back Cover +35% Inside Cover +20%</small> | 6 | \$1,199 |  | 8.375 x 10.875" | 0.125" |
| | 3 | \$1,399 | | | |
| | 1 | \$1,599 | | | |
| Half Page | 6 | \$699 |  | 7.375 x 4.875" | - |
| | 3 | \$799 | | | |
| | 1 | \$899 | | | |
| Third Page | 6 | \$499 |  | 2.375 x 9.625" | - |
| | 3 | \$599 | | | |
| | 1 | \$699 | | | |
| Sixth Page | 6 | \$299 |  | 2.375 x 4.875" | - |
| | 3 | \$349 | | | |
| | 1 | \$399 | | | |

DEADLINES

| Year | Issue | Artwork Due Date |
|------|-------------------|------------------|
| 2012 | January-February | December 1, 2011 |
| 2012 | March-April | February 1, 2012 |
| 2012 | May-June | April 1, 2012 |
| 2012 | July-August | June 1, 2012 |
| 2012 | September-October | August 1, 2012 |
| 2012 | November-December | October 1, 2012 |

FORMAT

- 300 dpi resolution
- CMYK colors
- PDF (include bleed for full, spread ads)

DELIVERY

- Email to: jeff@americanwhitewater.org



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