



AMERICAN WHITEWATER

2013 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.

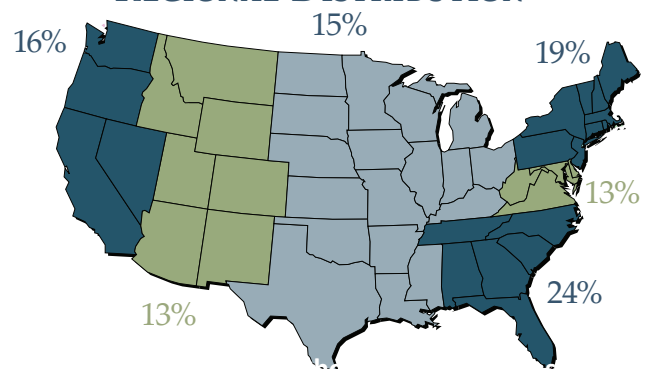
- 46% - Prefer to paddle Class IV
- 30% - Prefer to paddle Class III
- 88% - Paddle kayaks
- 24% - Paddle cataracts
- 18% - Paddle canoes
- 25% - Volunteer for river related causes

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	\$2,399		16.75 x 10.875"	0.125"
	3	\$2,699			
	1	\$2,999			
Full Page <small>Back Cover +35% Inside Cover +20%</small>	6	\$1,250		8.375 x 10.875"	0.125"
	3	\$1,450			
	1	\$1,699			
Half Page	6	\$750		7.375 x 4.875"	-
	3	\$850			
	1	\$950			
Third Page	6	\$550		2.375 x 9.625"	-
	3	\$650			
	1	\$750			
Sixth Page	6	\$325		2.375 x 4.875"	-
	3	\$375			
	1	\$425			

DEADLINES

Year	Issue	Artwork Due Date
2013	January-February	December 1, 2012
2013	March-April	February 1, 2013
2013	May-June	April 1, 2013
2013	July-August	June 1, 2013
2013	September-October	August 1, 2013
2013	November-December	October 1, 2013

FORMAT

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

DELIVERY

- Email to: jeff@americanwhitewater.org



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