



# AMERICAN WHITEWATER

## 2014 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.

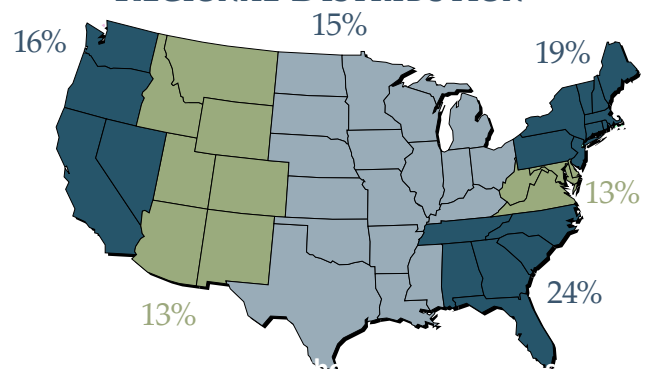
- 46% - Prefer to paddle Class IV
- 30% - Prefer to paddle Class III
- 88% - Paddle kayaks
- 24% - Paddle cataracts
- 18% - Paddle canoes
- 25% - Volunteer for river related causes

### ADDITIONAL HOBBIES

AW members also enjoy many other human powered hobbies.





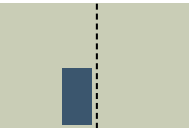
- 71% - Participate in hiking
- 56% - Participate in mountain biking
- 56% - Participate in backpacking

### REGIONAL DISTRIBUTION



# AD PRICES & SPECIFICATIONS

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

	Quantity	Per Ad Price	Layout	Size	Bleed
<b>Spread (2 pages)</b>	6	\$2,399		16.75 x 10.875"	0.125"
	3	\$2,699			
	1	\$2,999			
<b>Full Page</b> <small>Back Cover +35% Inside Cover +20%</small>	6	\$1,250		8.375 x 10.875"	0.125"
	3	\$1,450			
	1	\$1,699			
<b>Half Page</b>	6	\$750		7.375 x 4.875"	-
	3	\$850			
	1	\$950			
<b>Third Page</b>	6	\$550		2.375 x 9.625"	-
	3	\$650			
	1	\$750			
<b>Sixth Page</b>	6	\$325		2.375 x 4.875"	-
	3	\$375			
	1	\$425			

## DEADLINES

Year	Issue	Artwork Due Date
2014	January-February	December 1, 2013
2014	March-April	February 1, 2014
2014	May-June	April 1, 2014
2014	July-August	June 1, 2014
2014	September-October	August 1, 2014
2014	November-December	October 1, 2014

### FORMAT

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

### DELIVERY

- Email to: [jeff@americanwhitewater.org](mailto:jeff@americanwhitewater.org)



### CONTACT:

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