



2016-2017

CROSS COUNTRY SKIER

VOLUME 36 MEDIA GUIDE

THE JOURNAL OF NORDIC SKIING

Our Culture

Height of Land Publications, publisher of *Backcountry* and *Alpinist* magazines, has acquired *Cross Country Skier Magazine (XCS)*. The new magazine will bring together stories from every corner of the Nordic skiing world: Loppet races, ski factories, gear, snow-cats, technique tips and Andy Newell's Triumph Bonneville will all be in play. And that's just the beginning. Yeah, we're changing the recipe a bit, but the goal of the magazine is the same: to, as the late Allan Bard put it, bring a high degree of "stoke-um" to the sport. Our goal is to depict the soul of cross country: From weekend touring-center warriors, to those who get their kicks out the back door, to a World Cup racer's dinner, to metal-edged backcountry skiing, we'll cover it all. *Cross Country Skier* will bring the finest photography and journalism in the sport to each issue. It will inspire readers to travel to beautiful locations around the world and provide an insight into the personalities and lives of some of our sport's most interesting characters. Want the latest on cutting edge gear? *XCS* will publish its first-ever gear guide in Fall, 2016. We hope that reading each issue ignites your passion for skiing as much as it has fueled ours.

Our Commitment

Like our readers, we are cross country skiers. We identify with the products, events and destinations our advertisers represent. We are committed to presenting the highest quality Nordic ski information and providing the best opportunities possible for our advertisers to reach their customers.

Our website, www.crosscountryskier.com, sees significant traffic throughout the season. With web-only features plus highlights from the print magazine and frequent news items posted throughout the year, the site will be a leading member of the online cross country ski information community.





CROSS COUNTRY
SKIER
THE JOURNAL OF NORDIC SKIING

Circulation Profile

Advertising rates are based upon circulation of 15,000 copies. In 2015/16 7,000 copies were printed per issue, however we are confident that with aggressive marketing and newsstand sales we can more than double this. Distribution at races, events and tradeshow in our first year will put the magazine in the hands of thousands of new readers. This will also lead to growth at specialty retailers as buyers become more familiar with the product.

In addition to the trade shows we will actively work to have *Cross Country Skier* positioned in as many outdoor centers and lodges as possible. Similarly, we will partner with key events that cater to dedicated participants and offer a subscription with registration in order to grow our number of subscribers.

Retail & Subscription Rates

Cover price | **\$5.99**

U.S. Subscription Rate
(two issues) **\$9.99**, (four issues) **\$12.99**

Canadian Subscription Rate
(two issues) **\$14.99**, (four issues) **\$19.99**

Overseas Subscription Rate
(two issues) **\$19.99**, (four issues) **\$24.99**

Demographics

(courtesy of Snowsports Industries of America)

Age: 40% are over the age of 35

Gender: 53% male, 47% female

Household Income: 60% have an income of \$75,000 or higher

Advertising Policies

Advertising is subject to the publisher's approval. None known to be fraudulent or misleading will be accepted. We believe strongly in journalistic integrity and will, under no circumstances, accept ads that simulate editorial content. If artwork or other instructions for contracted ads are not received by the closing date, the publisher reserves the right to repeat a previous ad of the same size.

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AD RATES

Size	4-color
Spread	\$ 5,856
Cover 2	\$ 4,160
Cover 3	\$ 4,000
Cover 4	\$ 4,544
Full Page	\$ 3,200
Half Page	\$ 2,000
Marketplace	\$ 500
Online Display Ads	\$ 18 CPM

PRINT SPECS

AD SIZE	TRIM	BLEED
Spread	18" x 10.875"	18.25" x 11.125"
Full Page	9" x 10.875"	9.25" x 11.125"
Marketplace	3.4" x 3.4"	NO BLEED

TRIM:

The size your ad will be trimmed to the edge of the page.

BLEED:

The area that extends off the page and will be trimmed.

LIVE AREA: (1/4" INSIDE TRIM)

Safety area for text inside trim edge to insure no important information gets trimmed off.

DIGITAL SPECS (include URL)

AD SIZE	DIMENSIONS
Banner 1	300x250px
Banner 2	160x600px
Banner 3	728x90px

DEADLINES:

FALL 2016	WINTER 2016/2017
Space 7/15	Space 10/13
Materials 7/20	Materials 10/20
On Sale 9/13	On Sale 12/13

PRINT PRODUCTION INFORMATION

- NO RGB OR PANTONE COLOR SPACES
- Preferred formats for all ads are: PDF, EPS, or TIFF.
- Source files accepted: InDesign / Illustrator / Photoshop
- Advertisement materials that do not meet requirements will be converted to specifications at the advertiser's expense. *Cross Country Skier* reserves the right to make any corrections necessary to proceed with production.
- On all submissions please include: Contact name, email address, and phone number, Issue/month for intended placement.

FTP INSTRUCTIONS - USING FTP SOFTWARE:

- ftp host address: ftp.holpub.com
- User ID: backcountry@holpub.com
- Password: telemark

TERMS AND CONDITIONS:

- New advertisers are required to pre-pay for the first insertion. Subsequent advertising is invoiced net 30 days upon approved credit and is payable in U.S. dollars. Overdue accounts will be assessed a 2% per month (24% annum) finance charge. Past due accounts will forfeit all frequency and agency discounts.
- Positioning of advertising is at the discretion of the Publisher, except where special positioning is guaranteed by contract.
 - Verbal commitments to advertise are legally binding.
 - No cancellations will be accepted after the space-closing date for each issue.
 - The advertiser and its agency assume full liability for all content, including text and/or illustration of any advertisement printed, and will assume full responsibility for any claims made against the publication.
 - All advertising material subject to Height of Land Publications approval.

Competitor Marlon Shepard rights himself in the 2011 US Adaptive XC Ski Championship at Black Mountain in Rumford, Maine. **STEVE FULLER**



Grand Targee Tesort, Wyoming. **JEFF DIENER**



Big Sky, Montana. **JEFF DIENER**

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