

A full-page background image showing two cross-country skiers in black and yellow gear skiing on a groomed snowy trail. The trail is flanked by snow-covered evergreen trees and leads towards a mountain range under a clear blue sky with a bright sun.

# CROSS COUNTRY SKIER

THE JOURNAL OF NORDIC SKIING

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MEDIA GUIDE

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# ABOUT CROSS COUNTRY SKIER

## OUR READERS

As the Journal of Nordic Skiing, *Cross Country Skier* provides the most contemporary information and insights into all aspects of the sport, with content accessible and appropriate for all, from the casual touring skier to the hardened citizen racer.

Our readers are enthusiasts; they take their skiing seriously. They not only read about the sport, they live it, embracing the active Nordic skiing lifestyle and a passion for winter, athletic activity and fitness, nature and the environment, and good clean fun.

And they're active year 'round, participating in a host of other outdoor activities. It's a fact: Outdoor Industry Association research shows that Nordic skiers have the highest crossover rate to other outdoor activities than any other segment.

Quite simply, our readers are ready and willing consumers with the right attitude and all the right attributes.

## OUR PRODUCTS

In today's rapidly changing media frontier, *Cross Country Skier* strives to stay at the forefront. Not only do we publish the most attractive and informative Nordic ski print publication on the market, we have embraced the rapidly changing contemporary media technologies.

Our website, [www.crosscountry skier.com](http://www.crosscountry skier.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 is a leading member of the online cross country ski information community.

## EDITORIAL CONTENT

Our diverse editorial line-up includes something for everyone who enjoys cross country skiing.

**Our knowledgeable and insightful columns include:**

**First Tracks** *Editorial op-ed*

**Technique & Training** *Tips to help make you a better skier*

**Nordic Family** *Skiing with kids*

**Competitive Edge** *Look at U.S. and international competition*

**Off Track** *Humorous perspective on our sport*

**Special department features include:**

**Fireside** *Personality profiles*

**Club Feature** *Clubs across the country*

**Nordic Nation** *Latest news from the world of nordic skiing*

**Feature articles** include a diverse array of topics including history, equipment, health, training, events, nature, high-performance and racing.

**Destination features** take readers across the continent and around the world.

## OUR COMMITMENT

Our staff are cross country skiers; we share the passion our readers hold for the sport. We identify with the products, events and destinations our advertisers represent. We are committed to presenting the highest quality Nordic ski information products of their kind and providing the best opportunities possible for our advertisers to reach their customers.



TO RECEIVE A COPY OF OUR CURRENT EDITORIAL CALENDAR PLEASE CONTACT THE PUBLISHER OR VISIT OUR WEBSITE [CROSSCOUNTRYSKIER.COM](http://CROSSCOUNTRYSKIER.COM).

# POLICIES • INFO • DEMOGRAPHICS

## ADVERTISING POLICIES

Advertising subject to the publisher's approval. None known to be fraudulent or misleading will be accepted. That which simulates editorial content must carry the label "Advertising" set in at least 10-point type at the top of each page on which the advertisement appears. 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. All advertising purchases shall be regarded as confirmed by the issuance of an insertion order.

## AGENCY DISCOUNTS

15% off gross rate to recognized advertising agencies when paid within 30 days of proof of performance.

## CIRCULATION PROFILE

Advertising rates are based upon average readership of 20,000. Sources include but are not limited to readership derived from paid subscription, online edition visits, retail sales at ski and outdoor shops, national specialty retailers, book stores, newsstands and mass merchandisers, and promotional copies distributed at resorts and Nordic centers, trade shows, outdoor expos, special events and races.

## RETAIL & SUBSCRIPTION SALES

**Cover price** | \$4.49

**Subscription Rate**

U.S. one year (two issues) \$9.25, two years (four issues) \$17.50

**Canadian** add \$6 | **Other Foreign** add \$10 per year.



## DEMOGRAPHICS

**MEDIAN AGE** 52.5

**GENDER**

Female 31.5%

Male 68.5%

**MARITAL STATUS**

Married 75%

**MEDIAN HOUSEHOLD INCOME**

\$90,815

**OCCUPATION**

Professional

Managerial

## ACTIVITIES

25.0% alpine ski

34.9% backpack

49.1% camping

34.4% canoe

8.5% climb

76.9% hike

22.2% in-line skate

45.3% mountain bike

61.3% road bike

23.1% roller ski

42.0% run

21.2% sea kayak

65.1% walk

6.1% whitewater kayak



# GENERAL ADVERTISING RATES

## FOUR COLOR

	1x	2x
Full Page _____	\$3,000	\$2,750
2/3 Page _____	2,390	2,076
1/2 Page _____	1,857	1,615
1/3 Page _____	1,317	1,255
1/4 Page _____	1,100	1,050
1/6 Page _____	860	740
1/8 Page _____	688	590
2-Page Spread _____	5,000	4,750

## COVERS

	1x	2x
Back Cover _____	\$3,750	\$3,500
Inside Front _____	3,500	3,250
Inside Back _____	3,250	3,000

## GUARANTEED POSITION

Charged additional 10%.

## BLACK & WHITE

	1x	2x
Full Page _____	\$2,205	\$2,100
2/3 Page _____	1,591	1,518
1/2 Page _____	1,236	1,179
1/3 Page _____	881	848
1/4 Page _____	711	687
1/6 Page _____	575	549
1/10 Page _____	400	383

SECOND COLOR add 10%

## EVENT RATES

	4 color	B&W
Full Page _____	\$2,500	\$1,875
2/3 Page _____	1,700	1,275
1/2 Page _____	1,500	995
1/3 Page _____	1,150	750
1/4 Page _____	850	625
1/6 Page _____	580	495
1/8 Page _____	450	350

Ads must be 100% event related.  
Frequency discounts do not apply. All rates net.

INSERTS Consult publisher for information.

## CCS DESTINATION GUIDE

	1x	2x
1/10 Page _____	\$350	\$325

3.6875 x 1.875 inch, color photo plus 50 words of copy. Layout included.

## CCS PRODUCT GUIDE

	1x	2x
1/10 Page _____	\$385	\$360

3.6875 x 1.875 inch, color photo plus 50 words of copy. Layout included.

## CCS MARKETPLACE

	1x	2x
1/6 Page _____	\$485	\$454
1/12 Page _____	243	227
Column Inch _____	129	121

Black & white only.

## TRACKS TO TRY Print & Web

	1x	2x
_____	\$270	\$260

Text only, 75 words of copy in print edition and web site with link.



# MECHANICAL DATA

## AD SIZES

INCHES	WIDTH	HEIGHT
Full Page _____	7.5	10.25
2/3 Page-vertical _____	4.75	10.25
1/2 Page-horizontal _____	7.5	4.875
1/2 Page-vertical _____	3.5	10.25
1/3 Page-square _____	4.75	4.875
1/3 Page-vertical _____	2.25	10.25
1/3 Page-horizontal _____	7.5	3.375
1/4 Page-square _____	3.75	5.125
1/4 Page-vertical _____	2.5	7.75
1/4 Page-horizontal _____	7.5	2.5
1/6 Page-vertical _____	2.25	4.875
1/6 Page-horizontal _____	4.75	2.25
1/8 Page _____	2.25	3.75
1/10 Page _____	3.6875	1.875

## BLEED AD SIZES

INCHES	WIDTH	HEIGHT
2 Page Spread _____	16.25	11
Full Page _____	8.25	11
<i>Live Space is 7.5 x 10.25</i>		
Half Page-vertical _____	4.125	11
<i>Live Space is 3.5 x 10.25</i>		
Half Page-horizontal _____	8.25	5.5
<i>Live Space is 7.5 x 4.75</i>		

**LIVE SPACE** is the "safe area" to guarantee content visibility (see illustration).

**TRIM SIZE** is 8 inches wide by 10.75 inches high (see illustration).

**PRINT/BINDING** web offset, saddle stitched on high-quality coated stock.

## DIGITAL ARTWORK

- ▶ All advertising artwork must be supplied in a digital format and provided on CD, via e-mail or FTP. E-mailed files larger than 10 MB should be compressed.
- ▶ Ads should be supplied in Mac-compatible format.
- ▶ Please include ALL fonts, images and graphic files.
- ▶ We support Adobe InDesign, Quark, Illustrator, Photoshop and Acrobat. MS Publisher is NOT supported. PDF, EPS, TIF are best. JPG or GIF NOT recommended for print.
- ▶ Convert colors to CMYK. Minimum resolution of 300 dpi.
- ▶ Please provide a laser/color proof if possible.

## DEADLINES

NOV/DEC 2015	.....	JAN/FEB 2016
Space 9/18		Space 11/13
Materials 9/30		Materials 11/30
On Sale 11/16		On Sale 1/15

## BLEED SIZE

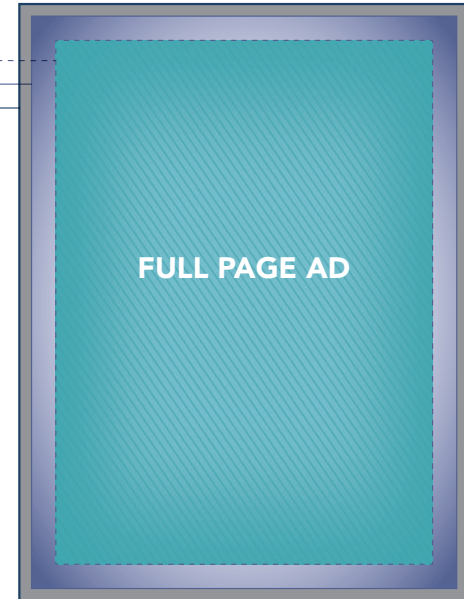
8.25 (w) x 11 (h) inches

## TRIM SIZE

8 (w) x 10.75 (h) inches

## LIVE SPACE

7.5 (w) x 10.25 (h) inches



## ON THE WEB

### MORE THAN JUST A MIRROR OF THE PRINT MAGAZINE, CCS IS THE PORTAL TO NORDIC SKIING!

Providing year-round exposure for advertisers with regularly updated material and more!

- ▶ ONLINE EDITIONS
- ▶ TRAINING TIPS
- ▶ PHOTO GALLERIES
- ▶ WEB-ONLY FEATURES
- ▶ PRINT MAGAZINE HIGHLIGHTS
- ▶ NORDIC NATION
- ▶ BLAST FROM THE PAST
- ▶ ARCHIVED FEATURE HIGHLIGHTS
- ▶ TRAIL DIRECTORY
- ▶ GIFT GALLERY

### BANNER ADS

SIZE	MONTHLY	6 MO.	12 MO.
<b>390 x 80 pixels</b> <i>Position: upper half of page</i>	\$250	\$1,000	\$1,500
<b>190 x 80 pixels</b> <i>Position: mid-page</i>	\$200	\$900	\$1,200
<b>155 x 310 pixels</b> <i>Position: left column under menu</i>	\$250	\$1,000	\$1,500
<b>155 x 155 pixels</b> <i>Position: left column under menu</i>	\$150	\$750	\$1,000
<b>155 x 80 pixels</b> <i>Position: left column under menu</i>	\$100	\$500	\$800

- ▶ Formats: Flash, RichMedia, GIF files, animated GIF files, or JPG files (preferred).
- ▶ Animated ads add 15%.
- ▶ Banners run in rotation and change every time a page is refreshed or a new page is visited.

### WEBSITE TRAFFIC IN-SEASON

Unique Visits: 12,000 per month  
Sessions: 15,000 per month  
Page Views: 40,000 per month

# CROSS COUNTRY SKIERS

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