

MEDIA KIT ► 2011

TRAIL & TIMBERLINE



The official publication of The Colorado Mountain Club. Since 1918.

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OUR COMMITMENT

Trail & Timberline has been the official publication of The Colorado Mountain Club since 1918.

MISSION STATEMENT

The Colorado Mountain Club is organized to

- ▶ unite the energy, interest, and knowledge of the students, explorers, and lovers of the mountains of Colorado;
- ▶ collect and disseminate information regarding the Rocky Mountains on behalf of science, literature, art, and recreation;
- ▶ stimulate public interest in our mountain areas;
- ▶ encourage the preservation of forests, flowers, fauna, and natural scenery; and
- ▶ render readily accessible the alpine attractions of this region.

ENVIRONMENTAL STANCE

The Colorado Mountain Club has a long history of environmental protection and stewardship. Since its founding in 1912, the CMC has been instrumental in landmark achievements such as the designation of Rocky Mountain National Park, Dinosaur National Monument, and the passage of the Wilderness Act. Today, we continue this tradition by working with land managers, partners, politicians, and coalitions to protect our last wild places in Colorado.

Another long-standing tradition at the club has been the publishing of *Trail & Timberline* magazine. Since the magazine began over 90 years ago, we have reported on the latest conservation victories and challenges around the state. This news has become increasingly important for our readership of active outdoors people, and their personal commitment to the environment shows: every day, more of our readers choose to replace paper mailings with electronic communications. This saves money and paper, but also reduces our carbon footprint related to shipping and transport of materials.

By advertising in *Trail & Timberline*, you'll reach some of the most environmentally conscious readers in Colorado—readers who purchase not only high-end sports equipment and clothing, but also products that are green and make ecological sense.

Reach the customers on the cutting edge of the outdoors market in the Rockies: they are the readers of *Trail & Timberline*.

TRAIL & TIMBERLINE

**EDITOR,
DIRECTOR OF PHOTO & DESIGN**

Chris Case
editor@cmc.org

ADVERTISING SALES

Robin Commons
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THE COLORADO MOUNTAIN CLUB

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The CMC is a 501 (c)(3) charitable organization.

www.cmc.org

The Colorado Mountain Club thanks the Scientific and Cultural Facilities District for its continuing support.



Citizens of the
Scientific & Cultural
Facilities District

Making It Possible.

CIRCULATION

FREQUENCY	Quarterly (March, June, September, December)
SUBSCRIBERS	over 6,000 members, institutions, and libraries
SUBSCRIPTION RATE	\$20 for 4 issues (single copy \$5)

Trail & Timberline is the quarterly magazine of the Colorado Mountain Club, sent to our members and subscribers. The magazine contains news, announcements, trip reports, and feature articles, and has been published continuously since 1918.

In 2009, the landmark issue number 1001 was published.

OUR READERS

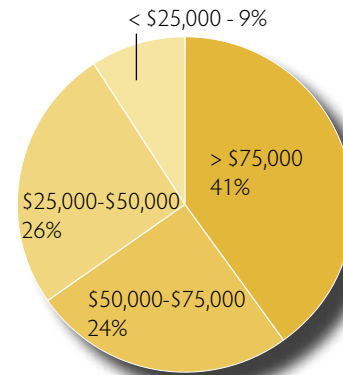
TOTAL READERSHIP	over 6,000
MALE/FEMALE	51/49%
AVERAGE AGE	49
HOUSEHOLD INCOME ▼	
	under \$25,000 8%
	\$25,000-50,000 26%
	\$50,000-75,000 26%
	over \$75,000 40%

THE OUTDOOR LIFESTYLE

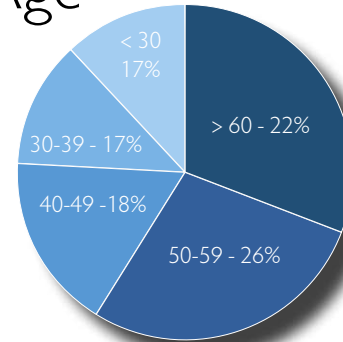
Trail & Timberline connects with affluent, educated people who love Colorado, and whose outdoor pursuits stand at the center of an active, adventurous lifestyle.

Published quarterly, *Trail & Timberline* features articles on trips and expeditions both in the state, in the Rocky Mountain West, and abroad. Conservation articles address issues facing Colorado's public lands, as well as our diverse array of flora and fauna. Articles on youth- and adult-education are also featured in the magazine.

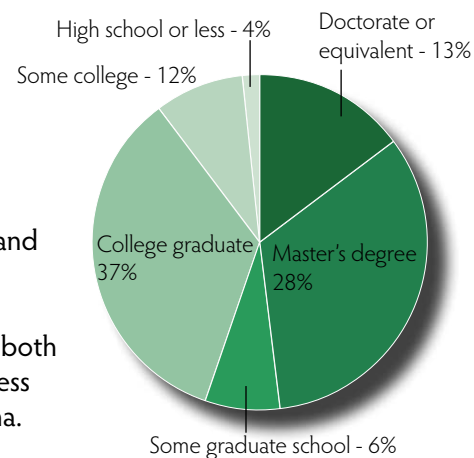
Income Level



Age



Education



ADVERTISING SPECIFICATIONS

DIMENSIONS

UNIT	TRIM SIZE	BLEED	LIVE MATERIAL
Spread	16.75 x 10.875	17.25 x 11.375*	15.75 x 9.875
Full page	8.375 x 10.875	8.625 x 11.375*	7.375 x 9.875
1/2 (horizontal)	8.375 x 5.4375	8.625 x 5.4375*	7.375 x 5.4375
1/2 (vertical)	4.3125 x 10.875	4.3125 x 11.375*	4.3125 x 9.875
1/4 (vertical)	n/a	n/a	3.625 x 4.625
1/6 (vertical)	n/a	n/a	2.375 x 4.625
1/6 (horizontal)	n/a	n/a	4.625 x 2.375

*Please center live material inside bleed.

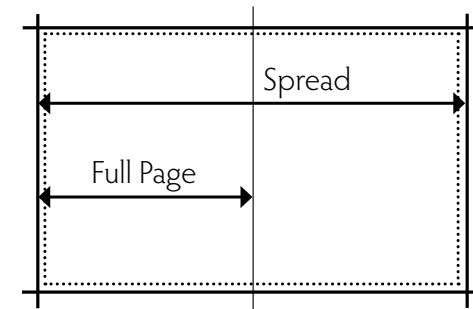
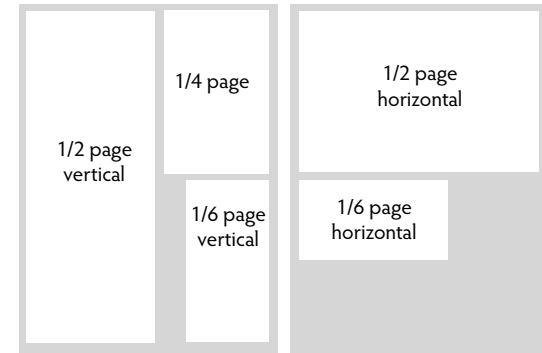
Magazine trim size: 8.375 x 10.875 inches

Bleed minimum: 0.25 inches

Safety margin between trim and live material: 0.5 inches

FILE REQUIREMENTS

- Color space must be CMYK or grayscale
- Image resolution must be a minimum of 300 dpi
- Submit PDF files by embedding all fonts and exporting at press quality



RATES (PER PLACEMENT)

SIZE	1x	2x	3x +
Spread	\$1,400	\$1,288	\$1,190
Back cover	\$1,000	\$920	\$850
Full page	\$800	\$736	\$680
1/2	\$425	\$391	\$361
1/4	\$290	\$267	\$247
1/6	\$240	\$221	\$204

CLOSING DATES

ISSUE	AD CLOSE	ART DUE	IN HOMES
March	Jan. 15	Jan. 22	March 1
June	April 16	April 23	June 1
Sept.	July 16	July 23	Sept. 1
Dec.	Oct. 15	Oct. 22	Dec. 1