

Recreation News Media Group

- Recreation News
- RecreationNews.com
- The Weekend Update Weekly opt-in eblast
- Weekly Broadcast/Podcast



IN PRINT

Of our 100,000 print circulation, 70% is delivered directly to the desks of government employees. *Recreation News* readers find significant value in its content, and they can read both the current and back issues online, making the shelf-life virtually eternal!



ONLINE

RecreationNews.com

RecreationNews.com features the e-edition in pdf format for easy viewing, special deals,

friendly links and expanded editorial content. All print ads appear on RecreationNews.com, and print ads 1/4 page or larger receive a FREE hot link.



Weekend Update

Each Wednesday approximately 50,000 subscribers receive our Weekend Update, the only eblast allowed through the

RecGov servers. It is full of top weekend events, travel specials, hot links and more.



Like us on Facebook, where we highlight weekly specials and events for our readers.



Web Video Showcase your destination by having your web video available to our audience for viewing.



ON THE AIR

You may be featured on our expanded weekly Travel and

Leisure broadcast/podcast on WFED Federal News Radio in federal buildings.

Affluent & Active. 53% female/47% male... **upscale, primarily government workers... secure jobs and comfortable incomes...** 50% have been readers 10+ years!

Highly educated, with 30% holding advanced degrees:

- 4.6% have a Ph.D.
- 23.5% have a Graduate Degree
- 28.8% have a Bachelors Degree
- 15+% have an Associate Degree or certification.

Average \$92,500 HHI. Hard workers with the discretionary income to play hard.

Many are upwardly mobile managers and employees with an average of 15 years on the job, and annual earnings of:

- 32.6% at more than \$100,000
- 23.7% at \$75,001 - \$100,000
- 23.7% at \$50,001 - \$75,000

With time to live, play and do!

86.7% use Recreation News to plan their leisure and travel time, and annually average:

- 47 days off... not including weekends
- 11 leisure trips
- 3 full-week trips
- 7 overnight or longer trips

As the official publication

of our government's Recreation Associations, *Recreation News* is the largest monthly travel and leisure tabloid in the Mid-Atlantic region. Our **quarter million readers** are doers, not dreamers. They turn to *Recreation News* as their most complete source for multi-state event listings, vacation planning, activities, getaways and weekend guide all in one. **We reach them every way you can: in print, online and on the air.**

Recreation News delivers an audience on the GO!

Recreation News Media Group

Your *Recreation News* ad reaches readers employed in virtually recession-proof positions that allow them the time and money to enjoy the better things in life. If you want your message to reach this highly targeted, travel-oriented, affluent audience, *Recreation News* delivers! We partner with destinations to deliver their message with a multi-media approach. Ask about creating special co-op sections for your area.

major sponsor

- **Full page** \$3,000 – 10.25" wide x 14" tall
- Free upgrade to 4 color
- Free ad design
- Large editorial feature story* plus photos
- Free insertion in both the Baltimore and online editions
- Free online web page hotlink

gold sponsor

- **1/2 page** \$1,500 – 10.25" wide x 7" tall
- Upgrade to 4 color for \$199
- Free ad design
- Medium-sized editorial feature story* plus photos
- Free insertion in both the Baltimore and online editions
- Free online web page hotlink

silver sponsor

- **1/4 page** \$869 – 5" wide x 7" tall
- Upgrade to 4 color for \$99
- Free ad design
- Direct editorial coverage* plus photos
- Free insertion in both the Baltimore and online editions
- Free online web page hotlink

* Regardless of sponsorship level, our editorial staff and writers work directly with each destination to ensure complete and accurate coverage

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"Recreation News is a valued and trusted marketing partner of ours that we rely on to reach our visitors who reside within the Washington D.C. and Baltimore corridor."

– Scott Thomas,
Executive Director of
Southern Delaware Tourism

"The West Virginia Division of Tourism has enjoyed a great partnership with Rec News for many years. Not only does the team provide timely and intriguing editorial coverage, they are always supportive of promotional efforts by the State and our businesses."

– Betty Carver,
West Virginia Commissioner of Tourism

"They are receptive to my story pitches, digging deep into why Maryland is such a great travel destination. You can almost feel the ocean breezes, taste the steamed crabs and see the tattered wool of the Civil War soldiers' uniforms."

– Connie Yingling,
Public Relations Coordinator
Maryland Office of Tourism
Development

bronze sponsor

- **1/5 page** \$621 – 5" wide x 5" tall
Upgrade to 4 color for \$49, or
- **1/6 page** \$579 – 3.25" wide x 7" tall
Upgrade to 4 color for \$49, or
- **1/8 page** \$621 – 3.25" wide x 5" tall
Upgrade to 4 color for \$49, or
- **1/10 page** \$331 – 3.25" wide x 4" tall
Upgrade to 4 color for \$49
- Free ad design
- Free insertion in both the Baltimore and online editions