

editorial focus

Recreation News is the largest monthly travel and leisure tabloid in the Mid-Atlantic region. We provide our readers with a lively editorial mix of leisure, travel, and outdoor recreation features as well as a comprehensive multi-state events calendar. With columns devoted to music, food, culture, and videos, *Recreation News* is a vacation planner, activities calendar and weekend get-away guide all wrapped up on one!

circulation

Published monthly, *Recreation News* enjoys unique status as the official publication of many of our government's MWRs, Rec Associations, and travel offices. Of the 100,000 circulation, 80% is delivered directly to the desks of these employees. *Recreation News* realizes a long shelf life because its readers find significant value in its content.

RECREATION NEWS READERS DOERS, NOT DREAMERS!

- Take 4.3 day trips/year
- Take 3.3 weekend trips/year (2-3 days)
- Take 2.2 long weekend trips/year (3-4 days)
- Take 1.2 week-long trips/year
- Take .5 trips of 2 weeks or more

Average of 11.5 total trips per year per reader – collectively that's nearly 2.9 million trips/year by our readers!

READER HABITS

- 65.7% read it every month
- 86.7% use it to plan leisure & travel time
- 44% pass it along to others when finished

"Rec News advertising helped increase our bottom line each month beginning from the very first month of advertising. Advertising in Rec News is not an expense... it is a solid investment with a return each month!"

— John Frankenburg, The Tours Program

additional benefits

- All ads appear online. Ads 1/4 page or larger receive a hot link
- You may be featured on our weekly drive-time radio program
- Destination ads receive reader response card service at no cost
- State co-op opportunities available throughout the year with Virginia, West Virginia, Delaware, Maryland and Pennsylvania
- Special sections feature skiing, golfing, outdoor recreation, theme parks, romantic getaways and regional destinations

"Time and again Recreation News has proven to be an effective and efficient media for our local county travel destinations."

— Barbara Siegart, Queen Annes County Office of Tourism

advertising rates, sizes, specifications

INCH RATES	1x	3X	6X	12X
Washington	46.00	43.70	41.40	39.10
Baltimore	11.50	10.93	10.35	9.78
Combined	54.63	51.89	49.16	46.43

WASHINGTON ONLY				
Circulation: 90,745	1x	3X	6X	12X
Full	3,864.00	3,670.80	3,477.60	3,284.40
1/2	1,932.00	1,835.40	1,738.80	1,642.20
Junior	1,840.00	1,748.00	1,656.00	1,564.00
1/3	1,288.00	1,223.60	1,159.20	1,094.80
1/4	966.00	917.70	869.40	821.10
1/5	690.00	655.50	621.00	586.50
1/6	644.00	611.80	579.60	547.40
1/8	460.00	437.00	414.00	391.00
1/10	368.00	349.60	331.20	312.80
Travel Guide	325.00	308.75	292.50	276.25
Business Card	184.00	174.80	165.60	156.40

BALTIMORE ONLY				
Circulation: 15,377	1x	3X	6X	12X
Full	966.00	917.70	869.40	821.10
1/2	483.00	458.85	434.70	410.55
Junior	460.00	437.00	414.00	391.00
1/3	322.00	305.90	289.80	273.70
1/4	241.50	229.43	217.35	205.28
1/5	172.50	163.88	155.25	146.63
1/6	161.00	152.95	144.90	136.85
1/8	115.00	109.25	103.50	97.75
1/10	92.00	87.40	82.80	78.20
Travel Guide	81.25	77.19	73.13	69.06
Business Card	46.00	43.70	41.40	39.10

WASHINGTON AND BALTIMORE				
Circulation: 106,122	1x	3X	6X	12X
Full	4,588.50	4,359.08	4,129.65	3,900.23
1/2	2,294.25	2,179.54	2,064.83	1,950.11
Junior	2,185.00	2,075.75	1,966.50	1,857.25
1/3	1,529.50	1,453.03	1,376.55	1,300.08
1/4	1,147.13	1,089.77	1,032.41	975.06
1/5	819.38	778.41	737.44	696.47
1/6	764.75	726.51	688.28	650.04
1/8	546.25	518.94	491.63	464.31
1/10	437.00	415.15	393.30	371.45
Travel Guide	385.94	366.64	347.34	328.05
Business Card	218.50	207.58	196.65	185.73

specifications

Full page image area is 10.25" wide x 13.75" tall.

COLUMN WIDTHS

- 1 col = 1.5" or 9.5 picas
- 2 col = 3.25" or 20 picas
- 3 col = 5" or 30 picas
- 4 col = 6.75" or 41 picas
- 5 col = 8.5" or 52 picas
- 6 col = 10.25" or 62 picas

TRAVEL GUIDE BLOCK

2.25" wide X 4.25" tall

classified ads

Per 1" Block (Each block contains a 2-3 word headline and 25-35 words of text)

WASHINGTON 32.00

BALTIMORE 8.00

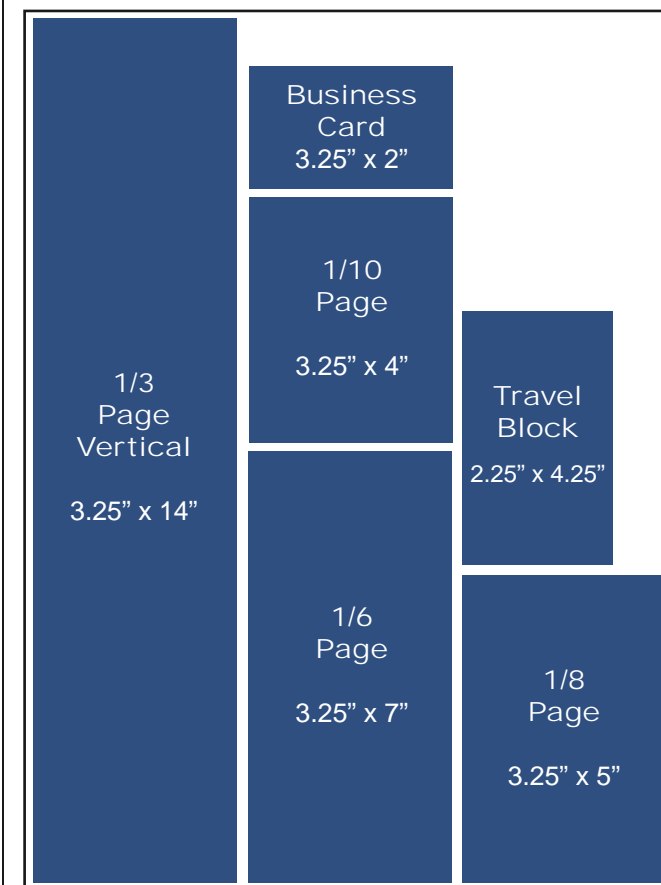
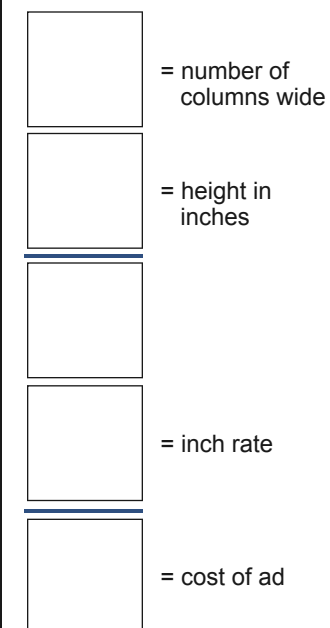
BOTH WASHINGTON AND BALTIMORE 38.00

COLOR

Display classified ads get free color with 6X contract.

ad worksheet

To price out any size ad use the inch rates and column widths at left. Simply select the number of columns wide and multiply by the height in inches. Then multiply again by the appropriate inch rate.



inserts*

QUANTITY	CPM
5,000 - 25,000	\$48.65
26,000 - 50,000	\$43.25
51,000 - 75,000	\$39.36
76,000 and up	\$36.00

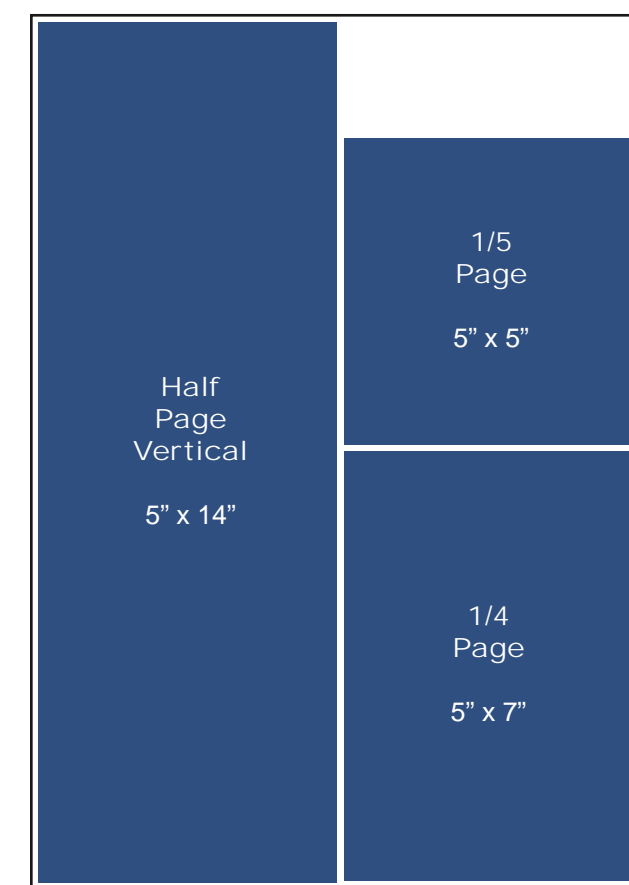
*Single sheet 8.5"x11". Minimum preprint quantity is 5,000 pieces. Call for quotes on other sizes (up to 11.5"x15"). All inserts must be pre-approved. Deliver to: Indiana Printing & Publishing, 899 Water Street, Indiana, PA 15701.

ad agencies

Recognized advertising agencies commissionable at 15% for securing the sale, providing camera-ready artwork, and guarantee of payment.

terms

Recreation News is not responsible for orders, cancellations, or corrections given over the telephone. The publisher shall not be liable for the omission of any advertisement. Liability for errors in ads shall in no event exceed the cost of the space occupied by the error. Credit for errors is allowed on the first insertion only. No adjustment will be made on errors that do not materially affect the value of the advertisement. Advertisers and/or their advertising agencies assume liability for all content of advertisements or inserts and agree to indemnify the publisher for all claims and lawsuits arising therefrom. Cancellations must be made by mail 30 days prior to the printing date for the edition. Invoices are payable upon receipt and a 1.5% per month service charge will be applied to overdue accounts. The authorizing agent agrees to pay for all expenses, including attorney's fees and court costs incurred in any collection proceedings instituted. In addition to the liability of the corporation, partnership or proprietorship as specified, if this entity refuses to pay the advertising charges, the authorizing agent shall be personally liable for the debt. Advertisers will be short-rated if, within the 12 month period from the date of their first advertising insertion, they do not use the amount of space or number of ads upon which their billings have been based. All bills are net 30 with approved credit.



deadlines

FRONT COVER and editorial partnering based on availability. Minimum 2 months lead time

SPACE 10th of month prior to cover date

COPY 12th of month prior to cover date if we design, 15th of month prior to cover date if camera-ready.

INSERTS 19th of month prior to cover date

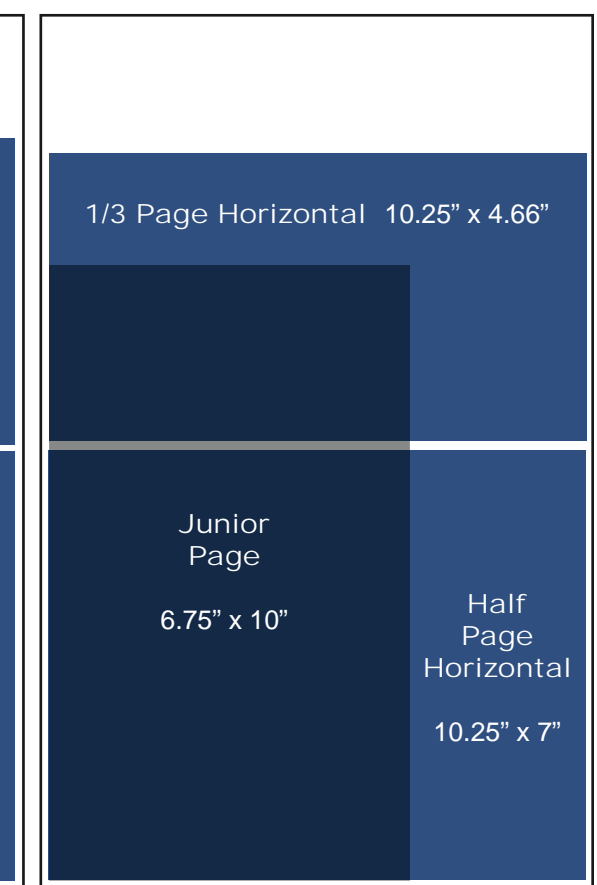
IN-HOME dates are typically the 26th - 28th of the month prior to the cover date

camera-ready art

Please post ads larger than 2 megabytes to our FTP site. For information on this secure site contact our production department at 724-465-5555, ext. 290 or 288. Email smaller ads to publisher@recreationnews.com. Please confirm receipt. PDF is the preferred format, although we accept all common ad programs and file types for commercial art (TIFF, JPG, EPS, etc.) and ads designed in *Quark*, *Photoshop*, *Illustrator*, *InDesign* and *PageMaker*. NOTE: Please embed all fonts and provide all artwork if sending native files. Flatten images for smaller file sizes. Use 200 DPI resolution for B&W and 300 DPI for process color. Please distill PDF files in *Adobe Acrobat*, if possible.

radio & web

Your advertisement may appear on our Recreation News website, and on our weekly radio broadcast on WFED, Federal News Radio, 1050AM and our weekly webcast at federalnewsradio.com. Ask about our website banners and other opportunities!



our readers are doers... not dreamers

Recreation News readers are doers, not dreamers! They love to live, play, and do. And they turn to *Recreation News* as their most complete source for multi-state event listings, vacation planning, activities, and weekend guide all in one. Your *Recreation News* ad reaches readers employed in nearly recession-proof positions that allow them the time (average of 43 days per year) and money to enjoy the better things in life. If you want your message to reach this highly targeted, travel-oriented audience, *Recreation News* delivers 12 times a year!

demographics

In partnership with our advertisers and tourism agencies, *Recreation News* presents the latest travel and recreation adventures to the active, educated, affluent audience you want to reach:

- Average of 43 days off per year
- 53% female / 47% male
- 30% have advanced degrees
- Upscale, primarily government workers with secure jobs and comfortable household incomes averaging \$92,500 annually
- Upwardly mobile managers and employees with an average of 15 years on the job

income

With an average \$92,500 household income, *Recreation News* readers work hard and have the discretionary income to play hard, as portrayed by these figures:

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

education

Recreation News readers are highly educated – 30% hold advanced degrees.

- 4.6% have a Ph.D.
- 23.5% have a Graduate Degree
- 28.8% have a Bachelors Degree
- 15.1% have an Associate Degree or certification program

NOT JUST DREAMERS... DOERS!

- With an average of 43 days off per year, *Recreation News* readers average 11 pleasure trips annually
- They use *Recreation News* to help with their travel decisions
- They interact with *Recreation News* and our advertisers through reader response cards, contests and internet queries



Recreation News



recreationnews.com



Discovering travel and leisure adventures for federal employees and readers throughout the Washington DC Metropolitan Area since 1982.

Now in the Baltimore Metropolitan Area and Maryland Suburbs as well!

in print. online. on the air.

1713 Grafton Ridge Court
Forest Hill, Maryland 21050
PH: 410-638-6901 FAX: 410-638-6902

recreationnews.com



play.



do.

rate card



live.

Recreation News