

Recreation News



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publisher@recreationnews.com

Circulation: 106,000
Metropolitan Washington DC area, Maryland and Virginia

Editorial Focus: *Recreation News* covers stories on regional parks, fishing, travel, food and wine, style, culture, and sports. Each issue includes multi-state calendars of activities and events.

West Virginia will be featured in the January issue focused on skiing.

Key Demographics:

| | |
|------------------|----------|
| Male | 46.7% |
| Female | 53.3% |
| Median Age | 47 |
| Married | 72% |
| Median HH Income | \$92,500 |

Advertising Opportunity: **January 2010 - Winter Getaways**

Costs:

| | |
|---------|---------|
| \$850 | 1/4 B/W |
| \$750 | 1/4 4-C |
| \$925 | 1/2 B/W |
| \$1,500 | 1/2 4-C |

Added Value:

- Baltimore edition
- Full page of editorial to match
- Front cover mention
- Recreation News contest for readers
- In-book reader response
- Feature on Recreation News radio show
- Hot links on Recreation News web

**ALL SPACE RESERVATIONS AND MATERIALS MUST BE RECEIVED NO LATER THAN
DECEMBER 1, 2009 TO:**

Allison McCarty
Charles Ryan Associates
300 Summers Street, Suite 1100
Charleston, WV 25301
Phone: 304-556-9142
Fax: 304-342-1941
amccarty@charlesryan.com

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CO-OP INSERTION ORDER

Advertiser : _____

Contact: _____

Address: _____

City/State/Zip: _____

Web Address: _____ Phone: _____

Cost: \$850 1/4 B/W
 \$750 1/4 4-C
 \$925 1/2 B/W
 \$1,500 1/2 4-C

Authorized By: _____ Date: _____

E-Mail: _____

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