

Adirondack Life

Media Kit 2025

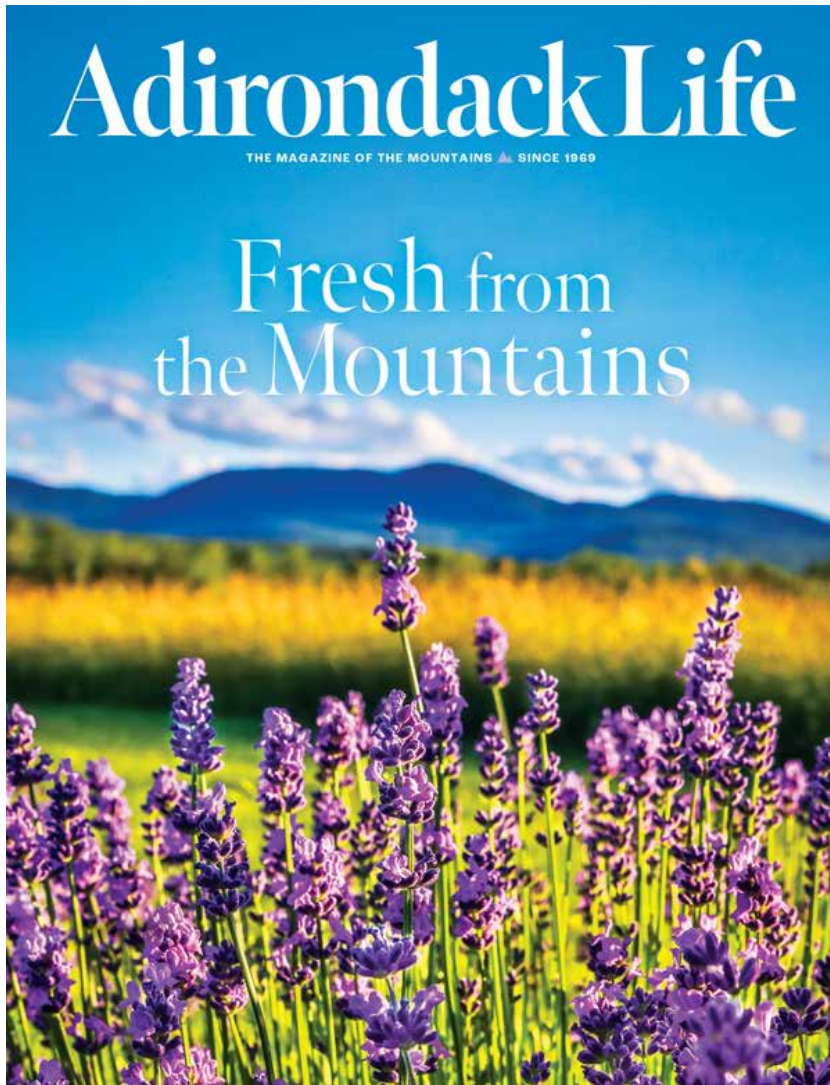


*Chronicling
life in the
Adirondacks
for more
than 50 years*

Reach people passionate about the Adirondacks
through *Adirondack Life* magazine and adirondacklife.com.

Adirondack Life

Since 1969



Advertising in Adirondack Life is an excellent way to showcase your services and products, your destination or property. We deliver the most targeted and loyal audience of the Adirondacks' regional media.

Adirondack Life magazine reflects the exceptional beauty of the Adirondack Park and provides readers with valuable information about special places, fascinating people, wildlife, park history, distinctive architecture, local businesses, social and environmental issues and recreational opportunities. In eight issues every year, readers learn what to do and where to go through in-depth articles and attractive advertising.

The magazine reaches more than 114,730 avid readers—far more than any other publication in the region—through home subscriptions, waiting rooms and affinity programs. **Adirondack Life** has a newsstand presence throughout the Northeast. Adirondacklife.com attracts more than 238,000 views every year.

Since 1969 the magazine, based in Jay, New York, has earned awards for stunning photography, elegant design and exceptional writing. In 2004, 2008, 2011 and 2023 **Adirondack Life** was named Magazine of the Year (and was a Finalist in 2017, 2019, 2022 and 2024) by the International Regional Media Association (IRMA), a consortium of regional titles that includes *Arizona Highways*, *DownEast*, *Cottage Life* and *Texas Highways*, among others.

Our longtime focus on the region has established our brand and made the magazine the trusted source for information about the Adirondack Park. We know the Adirondacks' every peak and valley, and how to keep our readers engaged. Readers spend an average of two hours looking through an issue of **Adirondack Life**; most subscribers treasure issues for three years or more. The photographs and articles are timeless, adding value to any advertising in our pages or on our website.

Why advertise with us?

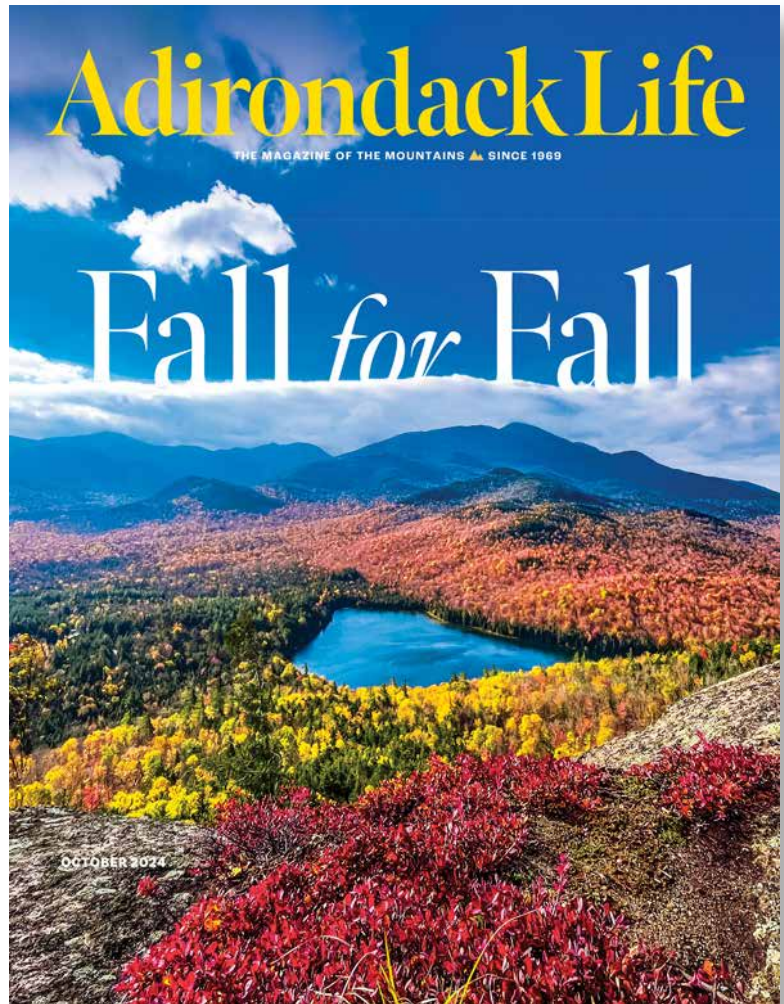
Why advertise in magazines?

- In the age of the Internet, people still read magazines. In fact, magazine readership has increased over the last five years. There are now nearly 220 million magazine subscribers.
- 91% of people owning iPads or other e-readers read magazines. They say print magazines relax them, make them think and give them good ideas.
- Magazines remain the #1 medium for driving purchase intent and action.
- Readers retain print information far better than radio, television or other media.
- Print ads rank #1 in driving traffic to your website.

Why advertise with *Adirondack Life*?

- Advertisers reach 114,730 readers who read the magazine, including subscribers and newsstand buyers in all 50 states.
- Readers average 1.9 hours reading articles and advertisements in each issue.
- 85% of readers say their primary source of information about the region comes from **Adirondack Life**.
- 81% say they have taken action in the past 12 months as a result of articles and 70% have taken action as a result of advertising in the magazine.
- Your ad will be showcased with beautiful photographs and award-winning stories up to eight times a year.
- Ad production is available at no additional charge.

Our readers—an affluent, well-educated group—are an ideal audience for your business. What better way to reach them than having them see your message while engrossed in their favorite magazine?



Don't take our word for it. Hear what our advertisers have to say:

"We've made several multi-million-dollar real-estate sales as a result of advertising in **Adirondack Life**. We love you guys!"

*Merrill L. Thomas, Inc. Real Estate
Lake Placid, NY*

"**Adirondack Life** has been an incredibly efficient method of reaching our target audience. We find our return on ad spend with **Adirondack Life** surpasses that of digital targeting and we're excited to be working with a local business to do it."

Adirondack Field, Daniel Kelleher

"Displaying our architecture and interior design ads in **Adirondack Life** has been an effective tool for branding awareness in the Adirondacks through the years ... we hold their readership in high regard and find their content extremely relevant."

Phinney Design, Saratoga Springs, NY

Demographics at a glance

Circulation:

Pass-along readership, according to Readex Inc., is 114,730.

No other publication covering the region reaches as many people as **Adirondack Life**. Each year we build our subscriber base by direct-mail and social media campaigns, affinity programs with leading nonprofit groups, a public places program, and are actively pursuing new readers through innovative partnerships.

Adirondack Life is purchased in newsstands, bookstores, supermarkets, museums, resorts, retail shops and online; when people buy the magazine they invest in the content in ways that free periodicals can't touch.

Audience: Based on the most recent outside surveys, readers are typically 50- to 60-year-old married individuals. We know our readers and their interests through independent surveys. No other North Country periodical takes this step to understand who readers are and what they enjoy. This research helps advertisers promote specific products and services while assisting editors in selecting topics, destinations and activities that will resonate with our core group.

Adirondack Life readers share each issue with at least two other adults in the household. They save issues an average of 3.1 years. Each year they spend 21.8 days visiting the region; 85% live outside the Adirondack Park.

Visibility: In a recent collaborative survey reaching more than 20,000 adults, 71% of respondents indicated that they read **Adirondack Life** to stay connected with Adirondack issues and 53% say it provides information on new destinations to explore and activities to try. They regard the magazine as a trusted source; no other regional publication earns this level of engagement. **Adirondack Life** is a well-known institution in the region, appreciated for its depth of coverage and authoritative voice on subjects of local interest.

Adirondack Life readers are well educated.

- * 71% are college graduates
- * 50% have post-graduate education

Adirondack Life readers are professionals.

- * 18% are doctors, attorneys, accountants and teachers
- * 11% are executives or managers
- * 9% own businesses

Our readers attain a high level of income and asset accumulation.

- * average annual income is \$152,000
- * average value of primary residence is \$417,000
- * average net worth is \$1.17 million
- * 33% own vacation homes valued at an average of \$441,000

In an independent survey readers stated they own or plan to buy

- * books and maps about the Adirondacks
- * camping gear
- * Adirondack-style furniture
- * outdoor sportswear
- * garden/yard equipment
- * sports equipment

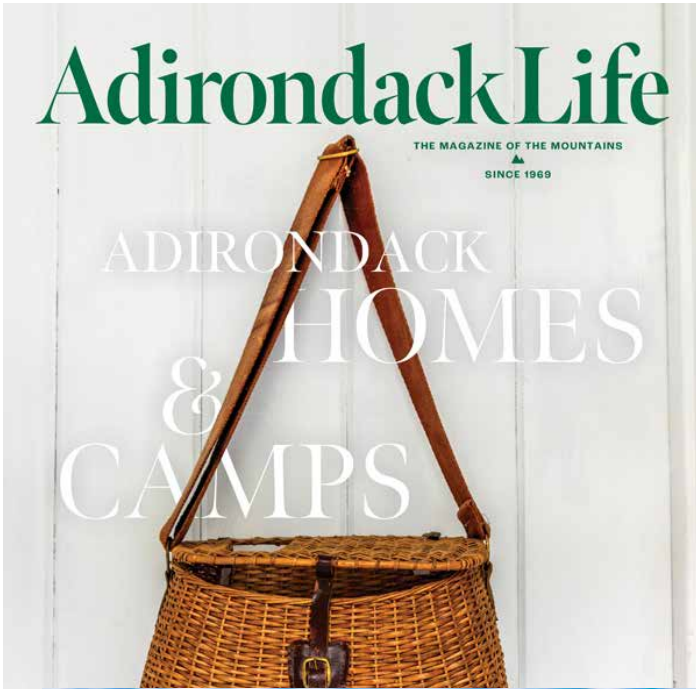
Adirondack Life readers are very active.

- * 59% hike
- * 54% garden
- * 44% swim
- * 43% canoe or kayak
- * 36% bicycle
- * 23% cross-country ski
- * 19% downhill ski

Planning calendar and ad deadlines

Issue	Deadline	Available	Highlights	
	March-April	12/15/2025	mid-February	Issue with highest response to advertising! Winners of Adk Life’s Annual Photography Contest. Bobsleds through the Ages. Downhill Skiing. Artist Frank Owen, of Keene Valley. Celebrating Mount Marcy, our State’s Loftiest Peak. Adirondack Roads of the Past and Present. And More!
	May-June	2/18/2025	mid-April	Summer planning issue: Great Blue Herons. Native Plants and Where to Get Them. A New Exhibit at Adirondack Experience, in Blue Mountain Lake. Gar Wood Boats, in Brant Lake. Courageous Rescues. BUGS! Meet Your Neighbors Exploring the Northville-Placid Trail. And More!
	GUIDE TO THE GREAT OUTDOORS	3/24/2025	mid-May	SPECIAL ISSUE: Guide to the Great Outdoors: Hiking and More Hiking: Where to Go and What to Do. Park Insiders’ Ultimate Adventures. Exploring the Northern Forest Canoe Trail. Design Your Perfect Park Day. And MORE!
	July-August	4/28/2025	mid-June	Issue with the highest newsstand sales Steamboats and Sailboats. The Adirondack Council Exploring Speculator. Meet Ticonderoga’s Movers and Shakers. The Ag Scene at the Essex County Fair. Adirondack Store, in Tupper Lake. And MORE!
	September-October	6/30/2025	mid-August	Fall planning Corn Mazes! Harvest Festivals. Lake George’s Fish to Table. Why Fall? Foliage, Foliage, Foliage. And MORE!
	ADIRONDACK HOMES & CAMPS: A SPECIAL ISSUE	8/4/2025	mid-September	Newsstand copies on sale through the end of the year Celebrating the Adirondacks’ signature style—homes, decor, furniture, art and everything in between.
	November-December	9/02/2025	early-November	Holiday Gift Guide! A COMFY MOUNTAIN HOLIDAY! Celebrating at the Whiteface Lodge, in Lake Placid; a park-inspired gift guide, including Adirondack Field shirts and other favorites; Adirondack comfort food; how to make mountain memories; and more!
	January-February	10/20/2025	mid-December	How to Winter: the Essential Guide BEARS! Gore Mtn Ski Patrol. Photographs by Carl Heilman II. The Mill, in Westport. Rockwell Kent Versus Whiteface Mountain. Remembering an Old Forge Dynamo. Carnivals and Other Seasonal Events. Snowshoeing and Skiing: Where to Go in Winter

Advertising rates



General Advertising

Four Color	1x	3x	6x	8x
Full	3,195	2,950	2,720	2,680
2/3	2,550	2,360	2,175	2,155
1/2	2,385	2,205	2,025	2,015
1/3	1,520	1,365	1,250	1,235
1/6	955	875	815	810
1/12	520	445	420	415

Covers/Premium Pages

Back Outside	3,995	3,815	3,765	3,740
Front Inside	3,870	3,650	3,605	3,570
Back inside	3,395	3,140	2,900	2,875
Pg 1 or 2	3,670	3,385	3,320	3,265
Spread	6,000	5,570	5,305	5,255

Call your sales representative regarding other special rates and discounts

Ad sizes and specifications

Digital Ad Submissions

Electronic files up to 25 MB may be emailed to mkilburn@adirondacklife.com. If sending files larger than 25 MB, file-sharing service such as YouSendIt.com, wetransfer.com or Google Cloud Drive can be used.

File Format: We accept Adobe Photoshop files, Adobe Illustrator files and Adobe Acrobat PDF files with all fonts embedded (X 1-A Compliant). Please include all EPS files, TIFF files and other graphic files linked to the document. All photographic or tonal images should be in CMYK or grayscale and at least 300 dpi when used at 100% of original file size. All line art or bitmap images should be at least 1,000 dpi when used at 100% of original file size. All ads must have fonts supplied in Mac format; embedded fonts or fonts converted to curves/line art are also acceptable. **Ads must be supplied as CMYK or grayscale, not RGB, spot or Pantone colors—including any embedded image files.**

Ads not submitted to specifications could cause a variety of printer anomalies. **Adirondack Life** is not responsible for any color variances.

Ad Creation and Production Charges

Adirondack Life does not charge for standard ad design or production services. Advertisers will be provided an e-mail proof of their ad for approval. Custom artwork (image manipulation, special effects, multiple ad variations or changes) will be billed at the rate of \$50/hour. Advertisers must provide images, photos or drawings, logos and ad copy to be used in ads.

Adirondack Life reserves the right to reject, approve or remove any ad for any reason, at our sole discretion.

All submitted materials will be returned upon request only.

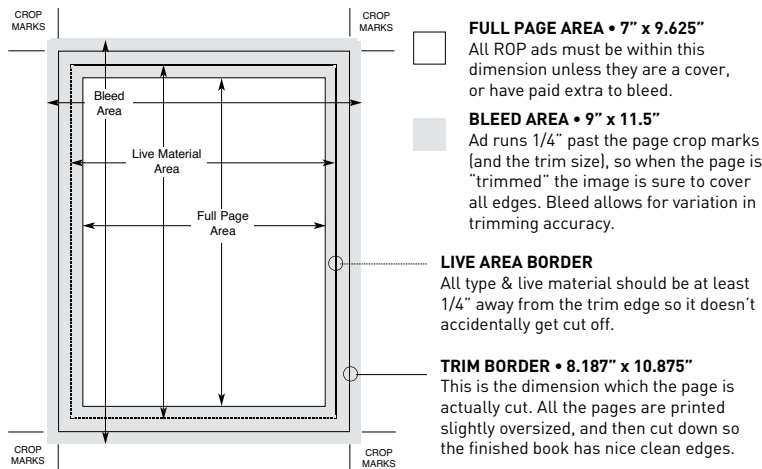
You can email your ad and accompanying files to:

mkilburn@adirondacklife.com

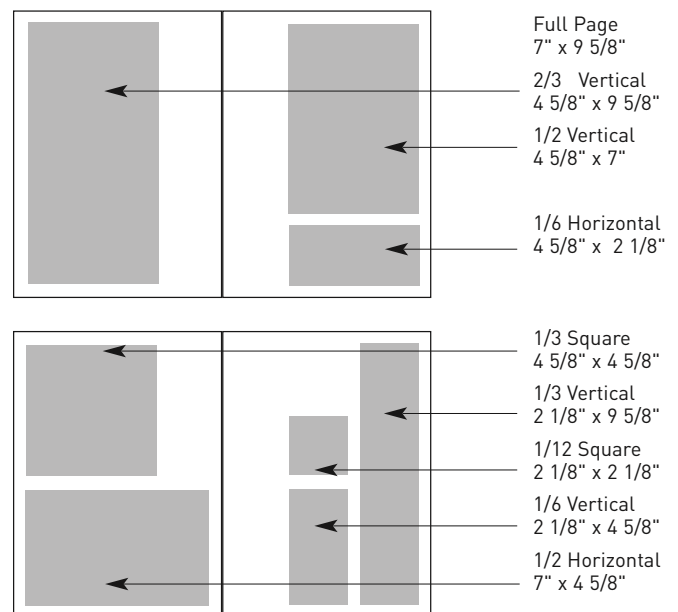
Full Page and Full Page With Bleed

Trim - 8 3/16" x 10 7/8" Bleed - 9" x 11 1/2"

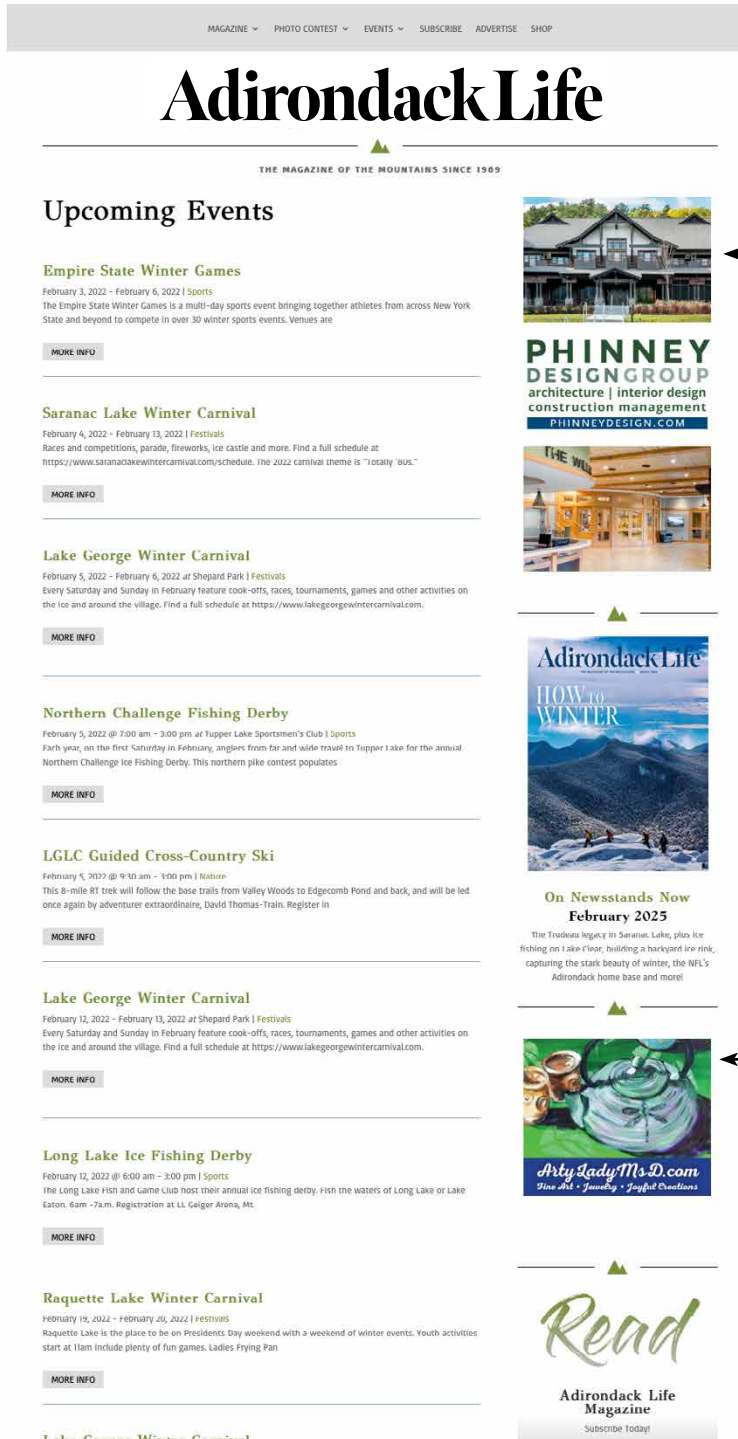
Keep live material at least 3/8" in on all sides from trim dimensions.



Three Column Format - (ROP)



Print & digital bundled advertising



ADIRONDACK LIFE Website Advertising

Skyscraper Ads

300 x 600 Pixels

Formats:

- Jpg - 60-90% optimized
- Gif - progressive, interlaced (only vector art)
- Embed color profiles
- No flash or PNG files

Your ad will share the page with **ADIRONDACK LIFE** content including featured articles from our archive, calendar of events, videos and select content from the current issue.

Button Ads

300 x 250 Pixels

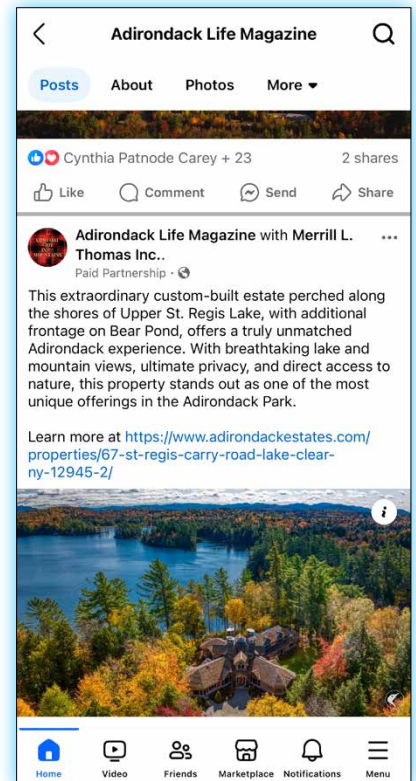
Formats:

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Our Instagram Page Client to provide:

- Static photo or video
- Short caption
- Link to website



Our Facebook Page Client to provide:

- Hi-res image or short video
- Short caption
- Link to website

