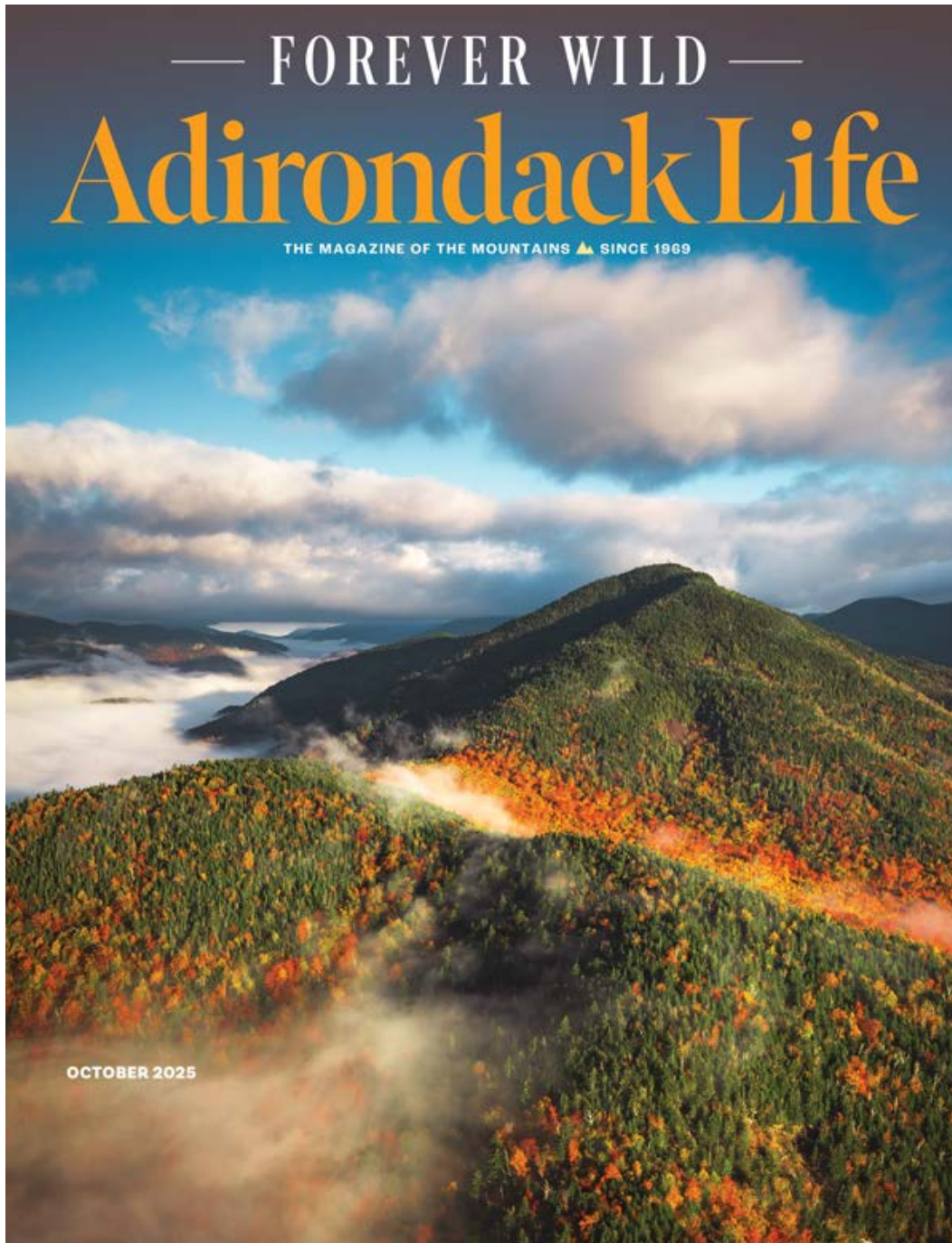


Adirondack Life

Media Kit 2026

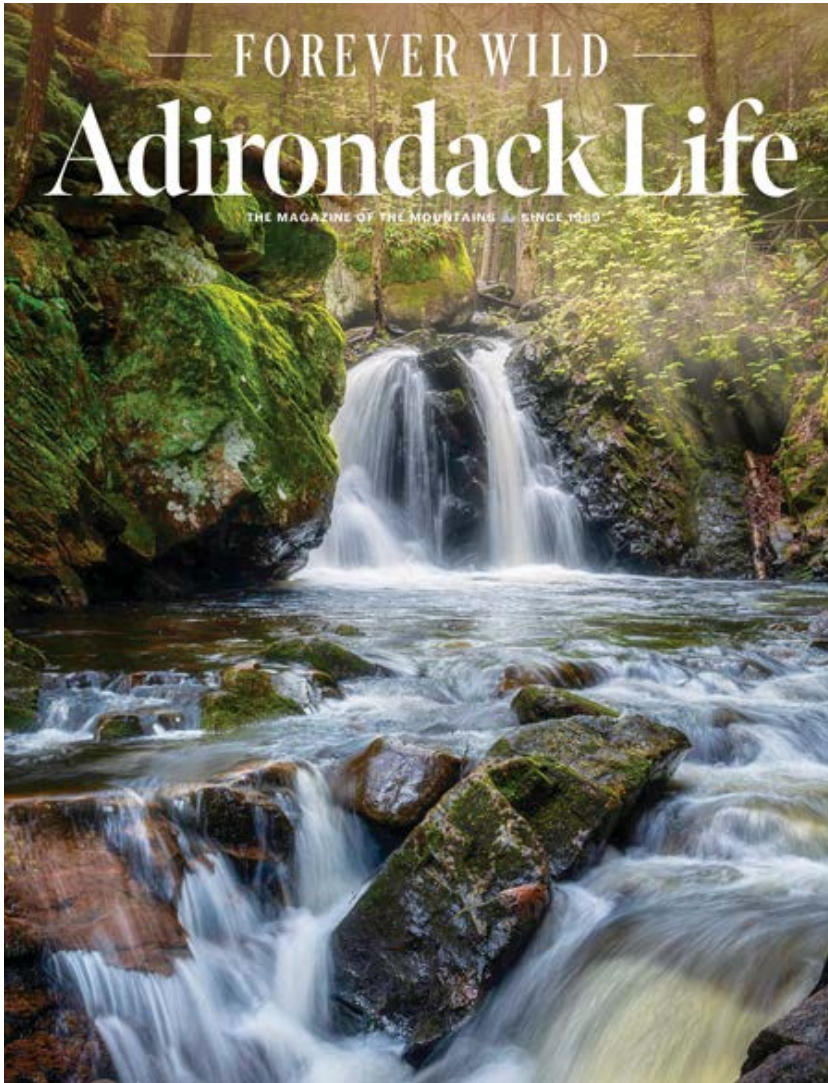


*Chronicling
life in the
Adirondacks
for more
than 50 years*

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 114,344 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.

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 been increasing and there are now nearly 223 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 114,344 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 114,344.

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 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

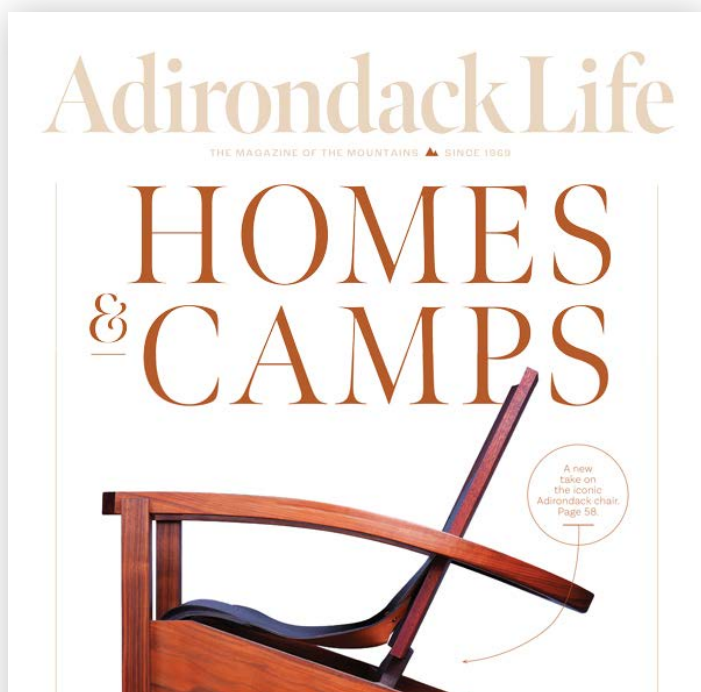
In an independent survey readers stated they own or plan to buy

- * 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

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.

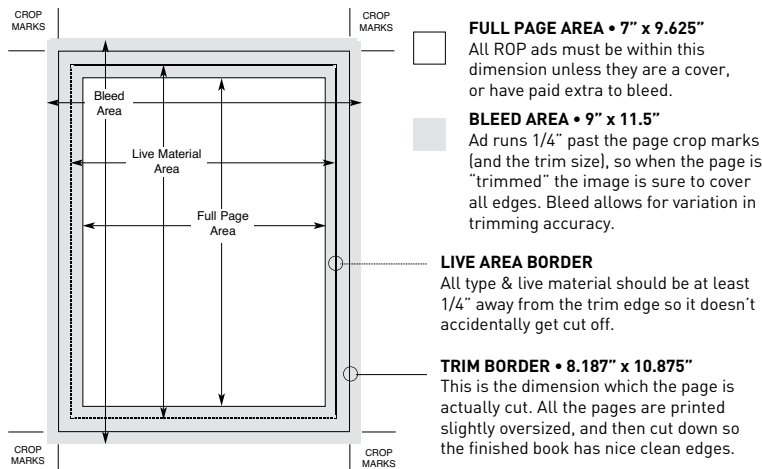
You can email your ad and accompanying files to:

mkilburn@adirondacklife.com

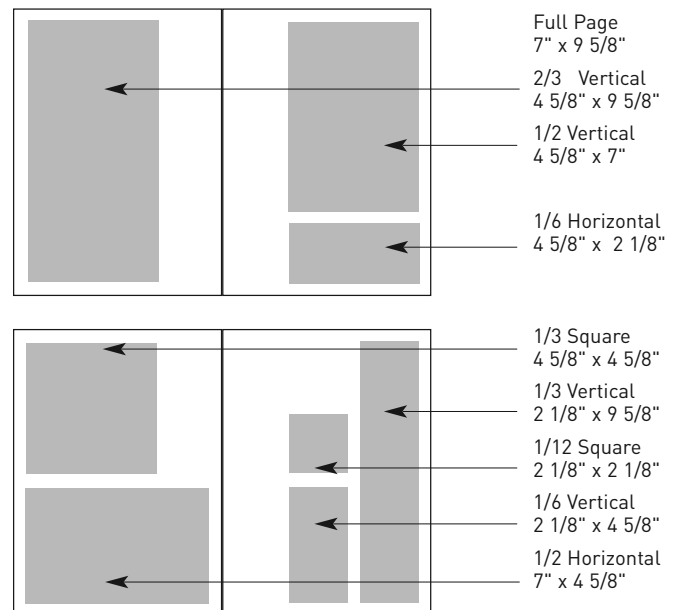
Full Page and Full Page With Bleed

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)



ADIRONDACK LIFE

Website Advertising

[MAGAZINE](#) [PHOTO CONTEST](#) [EVENTS](#) [SUBSCRIBE](#) [ADVERTISE](#) [SHOP](#)

Adirondack Life

THE MAGAZINE OF THE MOUNTAINS SINCE 1969

Upcoming Events

February 2026

06
February

Saranac Lake Winter Carnival

Date February 6, 2026 - February 15, 2026
Time All Day Event
Category Festivals
[Website View Events Website](#)

This year's theme is "Cartoonival".

Saranac Lake Winter Carnival is thrilled to bring you an exciting lineup of events and activities that will make this 2026 festival truly unforgettable experience filled with joy, laughter and fun. From beautiful ice sculptures to exhilarating winter sports competitions, there's something for ...

[MORE INFO](#)

07
February

Lake George Winter Carnival

Date February 7, 2026 - February 8, 2026
Time All Day Event
Category Festivals
[Website View Events Website](#)

The 1st Annual Lake George Winter Carnival was held in the winter of 1961. Now, over a half-century later, this celebration of all the great Adirondack wintertime outdoor activities continues with 5 activity-packed weekends during the month of February and early March.

Find a schedule of events

[MORE INFO](#)

07
February

Old Forge Winter Carnival

Date February 7, 2026 - February 8, 2026
Time All Day Event
Venue McCauley Mountain
Category Festivals

Enjoy a weekend of classic winter activities, from ice skating and sledding to a dazzling torchlight ski parade and a spectacular fireworks display over McCauley Mountain. Warm up with delicious food, mash, and cozy community gatherings, all while taking in the breathtaking winter scenery.

[MORE INFO](#)

13
February

Adirondack WhiteOut Weekend

DATE February 13, 2026 - February 15, 2026
Time All Day Event
Category Festivals

Annual winter festival, traditionally held on President's Day Weekend in the Western Adirondack communities of Wanakena, Star Lake, Cranberry Lake and Newton Falls. Come out & have a snow day (or two) with us!

[MORE INFO](#)

13
February

Fire & Ice Weekend at the Lodge at Schoon Lake

Date February 13, 2026 - February 14, 2026
Time 6:00 pm - 10:00 pm
Venue The Lodge at Schoon Lake
Category Festivals

Winter's just getting started. The Lodge at Schoon Lake is turning up the heat with the return of its annual Fire & Ice Weekends in February.

The weekend celebrations spotlight the best of winter's extremes from ice bars and ice sculpting to fire dance performances and cozy curated cocktails. This free, open-to-all event...

[MORE INFO](#)

14
February

Lake George Winter Carnival

Date February 14, 2026 - February 15, 2026
Time All Day Event
Category Festivals
[Website View Events Website](#)

The 1st Annual Lake George Winter Carnival was held in the winter of 1961. Now, over a half-century later, this celebration of all the great Adirondack wintertime outdoor activities continues with 5 activity-packed weekends during the month of February and early March.

Find a schedule of events

[MORE INFO](#)



PHINNEY DESIGN GROUP
architecture | interior design
construction management
2025 AIA AIAA AIAA AIAA AIAA



On Sale Now
February 2026

Meet Lake Placid's Tate Frantz, a top ski-jumping contender at the Milan-Cortina Olympics—plus Fourth Lake ice hockey, North Creek Ski Bowl lore, brews at Lake Clear's historic Charlie's Inn and more!



read
Adirondack Life Magazine
Subscribe Today!

Latest Articles

- 1 **Flying High with Olympian Tate Frantz**
By Brian Mann
- 2 **Storms of the Centuries**
By Annie Stottie
- 3 **The Adirondack Ice Bowl**
By Matthew Wendler
- 4 **BOW in the Snow**
By Niki Kaurafsky
- 5 **Adirondack Store & Gallery: The Evolution of a Style Pioneer**
By Annie Stottie

Follow Us



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

Button Ads

300 x 250 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.