

The Adventure Collective | 2015 Media Kit



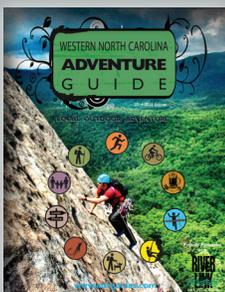
THE WNC ADVENTURE GUIDE

The WNC Adventure Guide is an annual publication distributed to over 100 locations across the WNC region. It is an engaging and entertaining magazine providing readers with a unique look at the best adventures and activities in WNC, while also providing info on other entertainment options in the area.

Its portable magazine format makes it a superb travel guide that readers can refer to during their visit, whether they are between adventures and heading out for some shopping or planning their day's activities from the comfort of their home. With an upscale aesthetic, entertaining editorial, sleek design, and valuable, reader-friendly advertisements, the WNC Adventure Guide encourages readers to do, buy, taste and see the very best that Western North Carolina and the various towns and cities have to offer.

ADVENTURE GUIDE DETAILS

- * Page count - 40
- * Total circulation - 80,000
- * Annual exposures - 320,000
- * 200+ Distribution points:
 - Breweries
 - Grocery stores + markets
 - Hotels, hostels + vacation rentals
 - Mailed as requested
 - Found in all Adventure Collective member locations



eMAGAZINE version broadcast to thousands

In addition to the full color, glossy print, the WNC Adventure Guide is also converted to an online eMagazine at advguides.com with pages that flip, hyperlinks direct to advertisers' websites and the ability for readers to download pages featuring ads - providing increased ad impressions. Advguides.com also features videos, news articles and other original content that draws over 65,000 unique visitors per year. All ads include online advertising.

RATES and deadlines Height x Width Price

1/5 page ad	3.8"x4"	\$895
1/4 page ad	5.5"x4.25"	\$1095
1/2 page ad	8.5"x4.25"	\$1995

1/5 page category sponsor	3.8" x 4"	\$1195
2/5 page category sponsor	3.8" x 8"	\$1795

Full page	(no bleed) 10.875" x 8.125"	\$2495
	(1/8" bleeds) 11.125" x 8.5"	

Premium Positions

Advertisers will retain first right of refusal on these positions.

Front cover two-page spread	\$4,095
Inside front/back cover	\$2,995
Page 3 (right of inside cover, if available)	\$2,795
Inside two-page spread	\$3,795
Back Cover	\$3,295

Deadlines

Ads Due	March 15
Payment Due	March 1 / July 1
Publication date	April 2, 2015