

# Alaska<sup>®</sup>

Member of the  Morris Media Network



**2024**  
Media Planner

# Alaska<sup>®</sup>

## AUTHENTIC

We share stories about the real Alaska, from the vast Arctic to the temperate rainforests of Southeast to the windswept volcanic Aleutian Islands. Our articles and essays feature Alaskans from all walks of life, wildlife large and small, amazing natural features of the largest state in the nation, and more.

## EXPERIENCED

We are the only national enthusiast magazine dedicated to exploring life on the Great Land. *Alaska* magazine publishes work by award-winning journalists and photographers, and our staff knows the state inside and out.







**ALASKA MAGAZINE HAS BEEN SHARING** authentic Alaska since 1935. Today's Alaska is a vibrant and multifaceted place, and we guide readers on adventures large and small while they explore life in the Great Land through images and stories by award-winning photographers and writers.

In 10 annual issues, we reveal tips on how to watch wildlife such as bears, moose, eagles, wolves, and whales; we offer expert planning advice for road trips and backcountry escapes; we delve into Alaska's unique Native cultures and introduce people who live in environments both harsh and beautiful. Readers discover remote communities, learn about quintessential Alaskan activities—dog mushing, fatbiking, backpacking, hunting, fishing—across the seasons, travel our pages to glaciers and mountains, and sample tidbits on the 49th state's unparalleled food and drink.

Each issue is packed with tales of adventure, facets from history, in-depth features on people, industries, events, wilderness, places to see, and complex matters affecting Alaskans and those who love it.

Welcome!

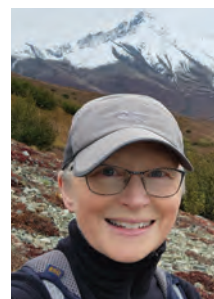
Susan Sommer, Editor

# Alaska

## Magazine staff



**John Lunn**  
Publisher



**Susan Sommer**  
Editor



**Michelle Theall**  
Senior Editor



**Steven Merritt**  
Art Director



**Corrynn Cochran**  
Digital Content Editor



**Tim Lydon**  
Assistant Editor



**Bjorn Dihle**  
Gear Editor



**Nick Jans**  
Contributing Editor

# REACH

*Alaska* readers are affluent, passionate, and loyal

AVERAGE PAID COPIES: 77,573

AVERAGE TOTAL PRINT RUN: 88,675

TOTAL READERSHIP: 376,499

AVERAGE AGE: 59

FEMALES: 36% MALES: 64%

COLLEGE GRADUATES: 85%

AVERAGE NET WORTH: \$625,000

AVERAGE HOUSEHOLD INCOME: \$99,572

SUBSCRIBERS WHO PURCHASE ONLINE: 85%

SUBSCRIBERS WHO TOOK ACTION AFTER READING: 88%

PLAN TO VISIT ALASKA IN NEXT 3 YEARS: 60%

STATEWIDE COVERAGE: 1 in 12 Alaskans read *Alaska* magazine

\$7.3 billion in consumer spending throughout Alaska on outdoor recreation

Only 30% of U.S. residents hold a college degree

Discussed an article with a friend, shared it on social, visited our website, and/or visited advertiser's website

IMAGES & TEXT BY CARL JOHNSON

## A SEASON OF SOLITUDE

MY LOVE FOR ALASKA'S WINTER

A Kp6 aurora borealis starts to build and grow over Mount Sukakpak in the Brooks Range. While the green was bright and visible to the naked eye, I did not see the pinks or blues until I viewed the image on the back of my camera. (The Kp-index describes the disturbance of Earth's magnetic field caused by solar wind. The scale goes from 0-9; the higher the number, the brighter, more colorful, and active the lights.)



# DISTRIBUTION

*Alaska* has the largest paid circulation outside its own state borders

## NEWSSTANDS

*Alaska* magazine is sold on over 525 newsstand locations across the U.S. Our top newsstand locations are Fred Meyer, Barnes & Noble, Sam's Club, Target, Walmart, airport shops and a variety of booksellers and local retailers.

## TARGETED DISTRIBUTION

Subscribers, newsstands, select hotels, professional offices, physician and salon waiting rooms.

**LOYAL SUBSCRIBERS FOR OVER 5 YEARS: 60%**  
**SUBSCRIBERS WHO RESIDE IN LOWER 48: 90%**

Midwest: 24%  
West: 36%  
Southwest: 9%  
Southeast: 17%  
Northeast: 14%



Our readers named *Alaska* magazine the  
#1 research resource for  
Alaska trip planning!



## ALASKA EXPOSED

DAWN ON DENALI | PHOTOGRAPH BY MICHAEL JONES

A bull moose feeds in a pond next to the road in Denali National Park while early morning light bathes the namesake mountain and other peaks in the Alaska Range. Moose are herbivores and eat willow, birch, and aspen leaves and twigs, as well as sedges, Equisetum, grasses, and pond weeds.  
[alaskastock.com](http://alaskastock.com)

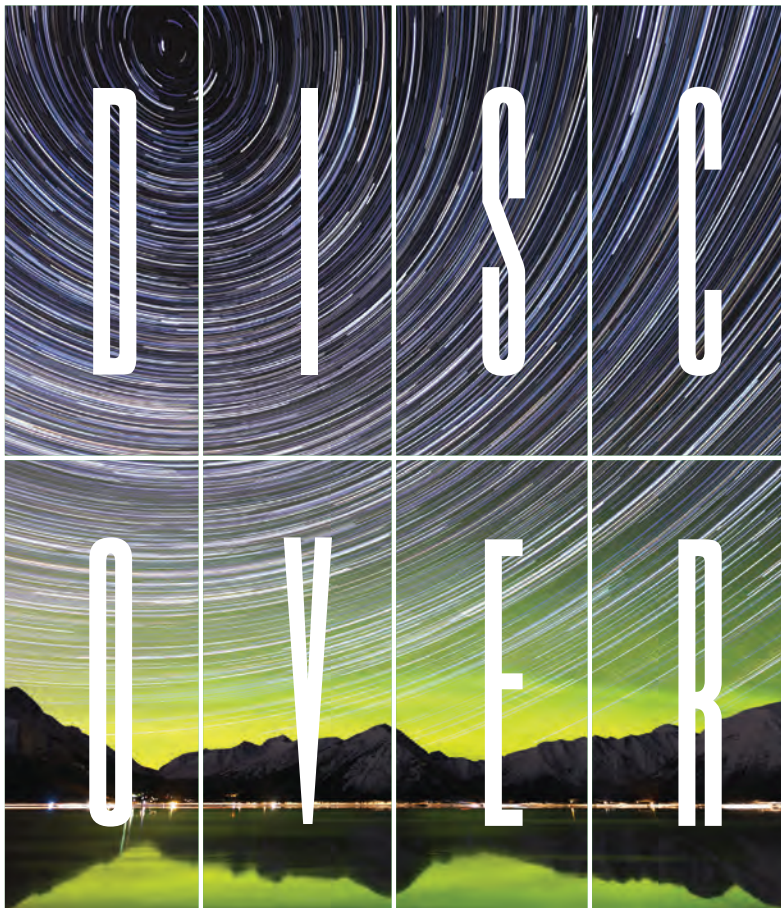
# ADVERTISING

*Alaska magazine rates are per four-color insertion*

	1x	3x	6x	10x
<b>Two-Page Spread*</b>	\$9,120	\$8,436	\$7,980	\$7,524
<b>Full page*</b>	\$5,700	\$5,273	\$4,988	\$4,703
<b>2/3 page</b>	\$4,389	\$4,060	\$3,840	\$3,621
<b>1/2 page</b>	\$3,819	\$3,533	\$3,342	\$3,151
<b>1/3 page</b>	\$2,850	\$2,636	\$2,494	\$2,351
<b>1/4 page</b>	\$1,881	\$1,740	\$1,646	\$1,552
<b>1/6 page</b>	\$1,222	\$1,132	\$1,068	\$1,008

\*Premium placement: Covers: +10% (when available). Prices available upon request for inserts and BRC.

## DISCOVER THE GREAT LAND



PROFILE 36 | NORTHERN CHRONICLES 39 | HUMOR 40 | OUT THERE 44 | COMMUNITY 46 | SENSE OF PLACE 48 | NATURAL ALASKA 50

## Print Advertising Sizes

**Magazine Trim: 8"w x 10.5"h**

**Single page bleed size: 8.25" x 10.75"**

**Two-page spread bleed size: 16.25" x 10.75"**

Two-page spread .....	16"w x 10.5"h
Full page .....	8"w x 10.5"h
2/3 horizontal .....	7" x 7.083"
2/3 vertical .....	4.611" x 9.5"
1/2 horizontal .....	7" x 4.667"
1/2 vertical .....	4.611" x 7.083"
1/3 square .....	4.611" x 4.667"
1/3 vertical .....	2.22" x 9.5"
1/4 horizontal .....	7" x 2.23"
1/6 vertical .....	2.22" x 4.667"
1/6 horizontal .....	4.611" x 2.23"



## Alaska

**Contact**

**John Lunn**

Publisher

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alaskamagazine.com



# MECHANICAL

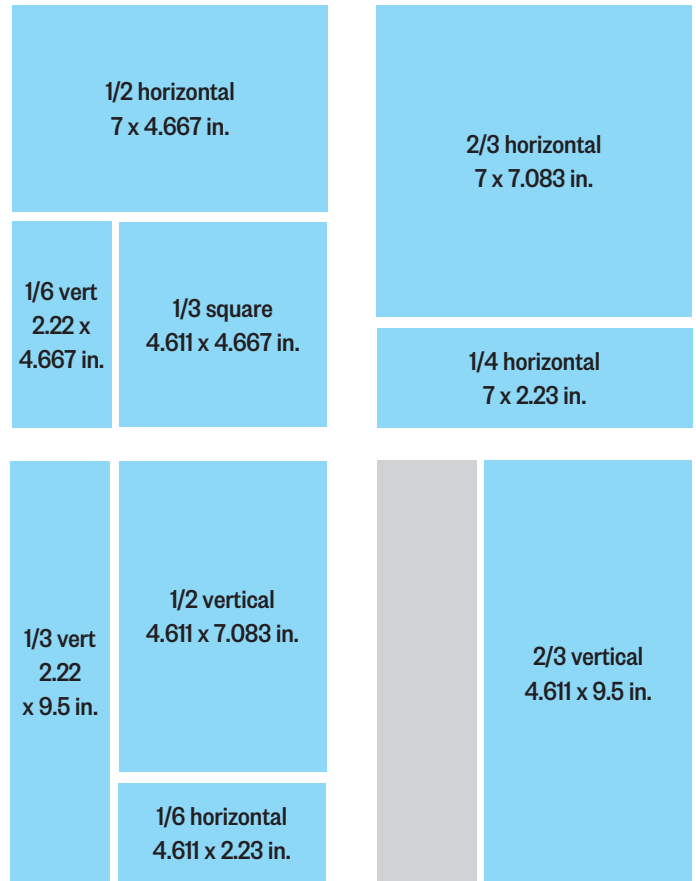
## Print File Formats

- We accept PDF, JPEG, TIFF, or EPS files.
- EPS files from PhotoShop, Illustrator, or Freehand must be a high-resolution, CMYK EPS file with layers flattened and fonts converted to outlines or paths. Embed all fonts. Include a 1/8" bleed on all sides for full page items.
- All files must be CMYK or grayscale (files with spot, RGB, pantone, trumatch, or any other colors will be converted in-house and final color is not guaranteed to match your proof)
- PhotoShop files must be 300 dpi for photos (150 line screen) and 1,200 dpi for line art, saved as EPS or TIFF files only. Images with clipping paths must be saved as EPS files (as a general rule, we do not enlarge an image more than 133% nor can we reduce an image more than 66%. Please be sure your artwork is within these specifications.)
- Density of four-color images is 285%. Black shadow dot should not exceed 85%. Preview should be 8 bits/pixels; DCS should be OFF (single file only); encoding needs to be Binary.
- High-resolution (300 dpi) PDF (X-1a) files are also accepted.

## Payment and Terms

- Non-profit pricing: 10% discount. 10x rate, this rate is non-commissionable (only available to qualified non-profits).
- Agency discount: 15% commission to recognized advertising agencies of record.
- Ad will bill at the end of the month previous to the issue for clients with preapproved credit accounts.
- Most major credit cards accepted.

Full page: 8 x 10.5 inches | Bleed: 8.25 x 10.75 inches



## SWELL TIMES IN THE CRADLE OF STORMS

F R E E S U R F I N G  
A L A S K A

**WHAT ATTRACTS US TO FARAWAY PLACES?** What compels us to load a car trunk, suitcase, or kayak, to once again brave marathon drives and convenience store fare, or airport queues before time warps of being crammed in with strangers like anchovies? It can be a friend's recommendation. A tome by Pico Iyer or Paul Theroux. A name summoning wildlife, night-life, culture, history, refuge, or recreation... In the age of YouTube and Instagram, the hook will likely be visual.

BY MICHAEL ENGELHARD

# 2024 CALENDAR

Every issue includes engaging stories and stunning photography.



## February: Photo Contest

Ad space closes ..... 11/8  
Ad materials due ..... 11/22  
In-home ..... 12/19  
Newsstand ..... 1/2



## July / August: Wildlife

Ad space closes ..... 4/17  
Ad materials due ..... 5/2  
In-home ..... 5/29  
Newsstand ..... 6/11



## March: Bucket List

Ad space closes ..... 12/13  
Ad materials due ..... 12/28  
In-home ..... 1/24  
Newsstand ..... 2/6



## September: National Parks

Ad space closes ..... 6/12  
Ad materials due ..... 6/27  
In-home ..... 7/24  
Newsstand ..... 8/6



## April: Life on the Water

Ad space closes ..... 1/17  
Ad materials due ..... 2/1  
In-home ..... 2/28  
Newsstand ..... 3/12



## October: History

Ad space closes ..... 7/18  
Ad materials due ..... 8/2  
In-home ..... 8/28  
Newsstand ..... 9/10



## May: Road Trips

Ad space closes ..... 2/14  
Ad materials due ..... 2/29  
In-home ..... 3/27  
Newsstand ..... 4/9



## November: Native Culture

Ad space closes ..... 8/15  
Ad materials due ..... 8/30  
In-home ..... 9/25  
Newsstand ..... 10/8



## June: Off the Beaten Path

Ad space closes ..... 3/20  
Ad materials due ..... 4/4  
In-home ..... 4/24  
Newsstand ..... 5/14



2025 calendar included with newsstand copies

## December '24 / January: '25 Travel Planner

Ad space closes ..... 9/12  
Ad materials due ..... 9/27  
In-home ..... 10/23  
Newsstand ..... 11/5

## February '25

Ad space closes ..... 9/12  
Ad materials due ..... 9/27

In-home ..... 12/18  
Newsstand ..... 12/31



# DIGITAL

Social  
Media



371,000 Followers



31,400 Followers



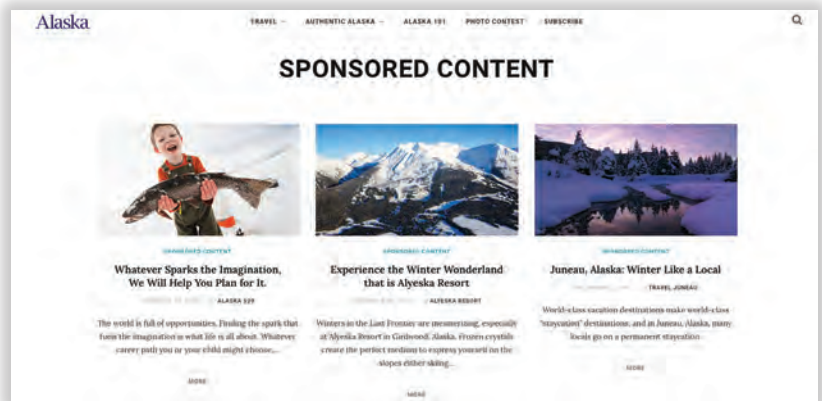
13,600 Followers

Email  
subscribers

46,986

## Online Sponsored Content \$1,950

- Article is featured on the homepage for one month
- Includes Facebook post promoting article to 370,000+ followers
- One eBlast to 20,000+ subscribers
- 300x250 ad run-of-site for first month article is live



## Leaderboard Package \$550

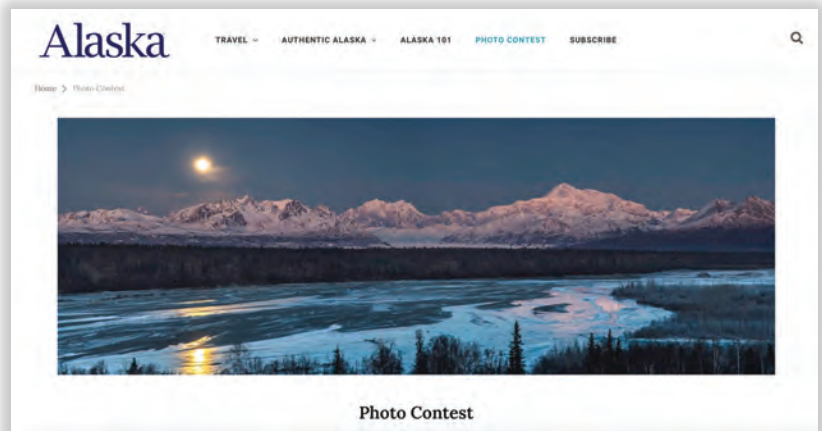
970x50 | 728x90 | 320x50 | 300x50

**Includes:** Homepage & Articles

**Appears:** Desktop | Tablet | Mobile

Limited to 5 Advertisers

Static | Animated | Rich Media



## Right Rail Package \$350

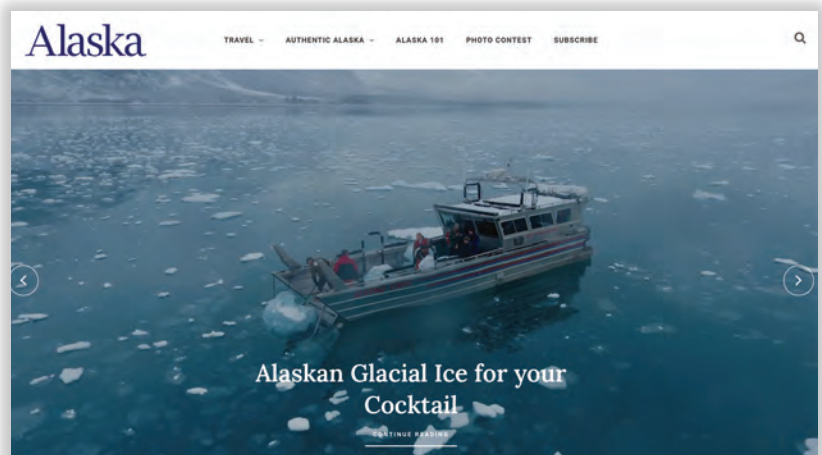
300x250

**Includes:** Homepage & Articles

**Appears:** Desktop | Tablet | Mobile

Limited to 5 Advertisers

Static | Animated | Rich Media



## Skyscraper Package \$750

300x600 | 160x600

**Includes:** Homepage & Articles

**Appears:** Desktop | Tablet | Mobile

Limited to 5 Advertisers

Static | Animated | Rich Media

## Stand-Alone eBlast \$1,870

Design your own eBlast and messaging

**Includes:** Opt-In Alaska magazine eSubscribers. Re-engage unopened addresses with a second blast and message — \$650 additional

Instagram post \$400

Facebook post \$650



**Contact**

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