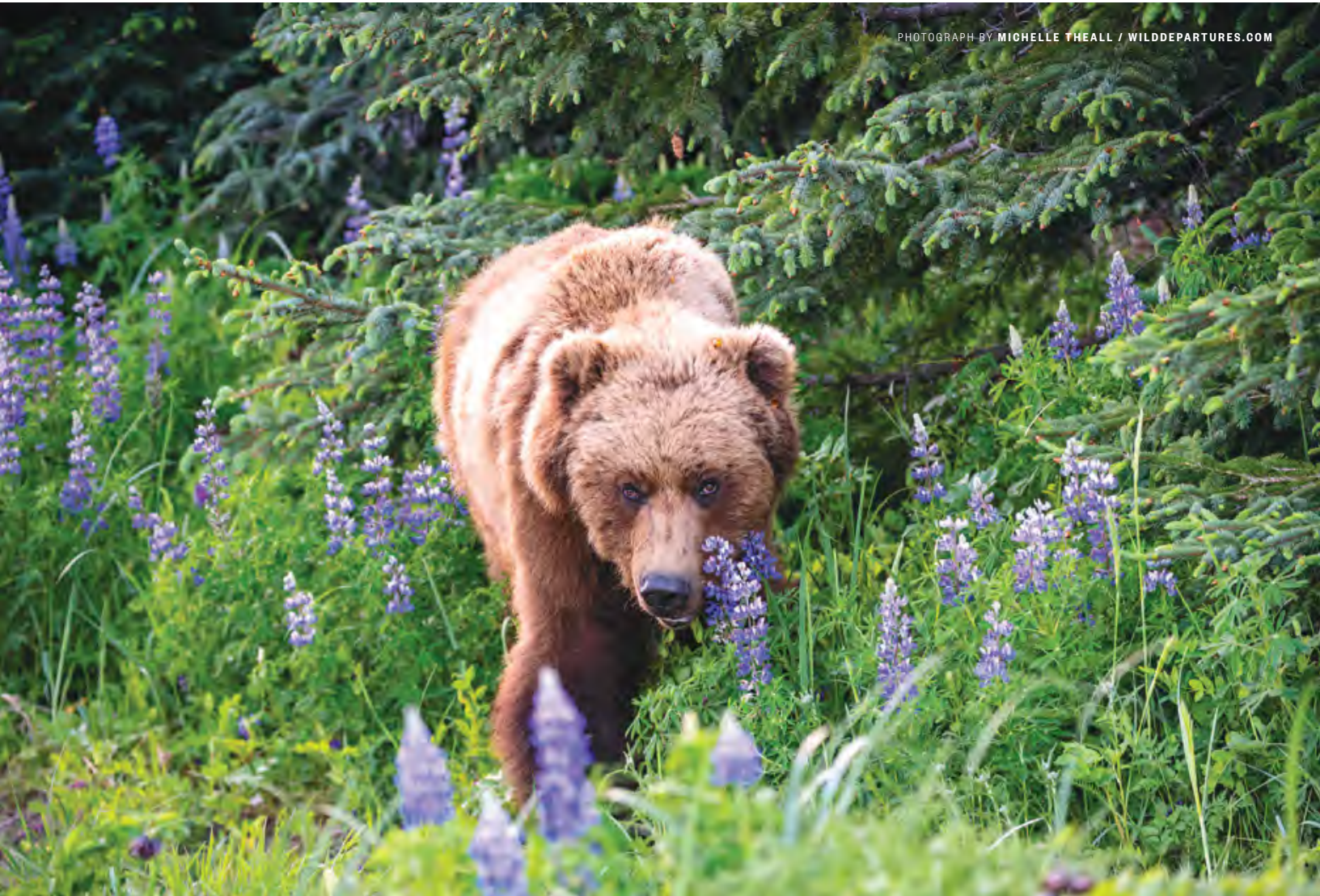


Alaska[®]

Member of the **M** Morris Media Network

PHOTOGRAPH BY MICHELLE THEALL / WILDDEPARTURES.COM



2026 Media Planner



Alaska

Magazine staff

THERE'S NO PLACE ON EARTH like Alaska, and for 90 years, *Alaska* magazine has been sharing the Great Land's authentic and compelling stories, images, complex issues, culture, travel advice, humor, and adventures with its loyal and passionate readership. To say that *Alaska* magazine has stood the test of time would be a grizzly-bear-sized understatement. For almost a century, our audience has counted on us to add to their bucket lists and keep them engaged with the wildlife, destinations, and people who define life in the north with all its harsh beauty, grit, and natural splendor. Our award-winning writers and photographers pack each of our 10 issues and digital and social platforms with content that can't be found anywhere else. We spark the imagination and connect in a real way with our audience. Whether we are exploring the plight of the king salmon or taking readers along on a Denali summit bid or giving insider picks for everything from restaurants to tour providers, we ensure that our state comes to life on each page, to keep readers informed, delighted, and packing for their next trip to the 49th state. We welcome you to be a part of our journey as we embark on our 91st year of publication.

See you in the wild,
Michelle Theall, Editor



John Lunn
Publisher



Michelle Theall
Editor



Steven Merritt
Art Director



Tim Lydon
Assistant Editor



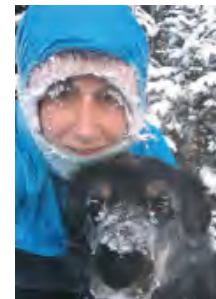
Nina Eastman
Advertising Sales



Nick Jans
Contributing Editor



Bjorn Dihle
Contributing Editor



Molly Rettig
Contributing Editor

Alaska[®]

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.





PHOTOGRAPH BY MICHELLE THEALL / WILDDEPARTURES.COM

REACH

Alaska readers are affluent, passionate, and loyal

AVERAGE PAID COPIES: 55,735

TOTAL READERSHIP: 271,986

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

DISTRIBUTION

Alaska has the largest paid circulation outside its own state borders

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!

ADVERTISING

Alaska magazine rates are per four-color insertion

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

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

EXPERIENCE THE GREAT LAND

DISCOVER



A horned puffin on the cliffs of St. Paul Island.

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
 512.470.7447 or
 907.313.9110
 John.Lunn@Morris.com
 alaskamagazine.com

M E C H A N I C A L

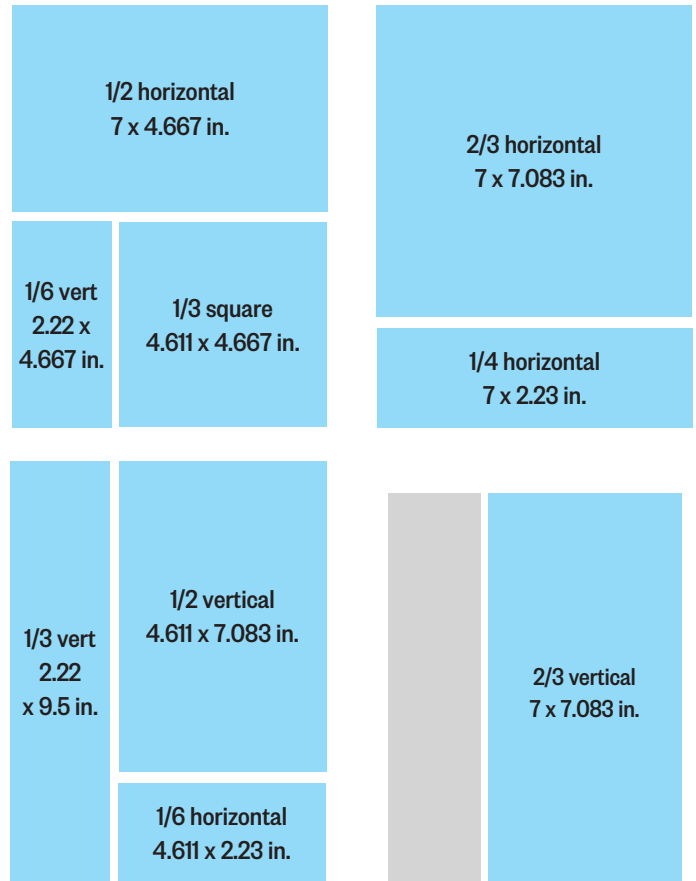
Print File Formats

- 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



ADVICE FROM OUR EXPERTS

W

While you can get a ton of travel information by searching the web, there's nothing more reliable than asking a local or trusted friend for recommendations on what to do and where to stay, eat, and play when you're visiting a new place, especially in Alaska. Why? Well, Alaska is 2.5 times the size of Texas, and even most Alaskans will never get to explore every region of the state. Which is why residents and visitors from the Lower 48 count on tried-and-true advice before setting out for new territory in the Great Land. This information is not meant to be comprehensive. Rather, it's akin to sitting down for coffee with a personal guide who's walked the city, town, or area in some well-worn XTRATUFS.

2026 CALENDAR

Every issue includes engaging stories and stunning photography.



February: Photo Annual

Ad space closes12/23
 Ad materials due1/5
 In-home2/2



July / August: Wildlife

Ad space closes5/26
 Ad materials due6/5
 In-home7/3



March: Winter & Iditarod

Ad space closes1/20
 Ad materials due2/2
 In-home3/2



September: Alaska Lands

Ad space closes7/21
 Ad materials due8/3
 In-home8/31



April: Fishing Edition

Ad space closes2/17
 Ad materials due3/2
 In-home3/30



October: Native Culture

Ad space closes8/25
 Ad materials due9/3
 In-home10/5



May: Road Trip Alaska

Ad space closes3/24
 Ad materials due4/3
 In-home5/4



November: Science & Tech

Ad space closes9/22
 Ad materials due10/2
 In-home11/2



June: Summer Insider's Guide

Ad space closes4/21
 Ad materials due5/1
 In-home6/1



December '26 / January: '27 Travel Planner Combo Issue

Ad space closes10/19
 Ad materials due10/30
 In-home11/30

SOCIAL & DIGITAL

Social
Media



368,000 Followers



31,000 Followers



12,800 Followers

Email
subscribers

46,900

Online Sponsored Content \$1,850

- 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 \$350

970x50 | 728x90 | 320x50 | 300x50

Includes: Homepage & Articles

Appears: Desktop | Tablet | Mobile

Limited to 5 Advertisers

Static | Animated | Rich Media



Right Rail Package \$250

300x250

Includes: Homepage & Articles

Appears: Desktop | Tablet | Mobile

Limited to 5 Advertisers

Static | Animated | Rich Media



Skyscraper Package \$350

300x600 | 160x600

Includes: Homepage & Articles

Appears: Desktop | Tablet | Mobile

Limited to 5 Advertisers

Static | Animated | Rich Media

Stand-Alone eBlast \$1,670

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 \$350

Facebook post \$550

Contact

John Lunn

Publisher

512.470.7447 or

907.313.9110

John.Lunn@Morris.com

alaskamagazine.com



@alaskamagazine