

MEDIA KIT 2019

BUSINESS INTELLIGENCE FOR
THE OUTDOOR LIFESTYLE

INSIDEOUTDOOR
MAGAZINE



BEKA
Business Media

The Inside Story

In today's hyper-connected world, information is readily available and overly abundant. Outdoor retail business owners and executives are inundated with digital images, articles, posts and videos from morning until night. Research, however, suggests print can rise above the noise, often outperforming digital media in terms of audience receptiveness to messaging, brand recall, time spent engaged and purchase influence – particularly within B2B marketing and advertising.

Inside Outdoor Magazine's core audience of outdoor retail buyers and owner-operators trust our independent, third-party perspective on the newest and most innovative merchandise, product componentry and enabling retail tech from across the outdoor market. They come to **Inside Outdoor Magazine** to get the scoop on next year's hottest outdoor products along with deeply researched reports on the retail technologies and techniques that help them move those products through their chosen sales channels. And **Inside Outdoor Magazine** is just one part of an omni-channel marketing platform that also includes online news and e-newsletters, email marketing and lead generation, webinars, content marketing and the newly launched IO TV.

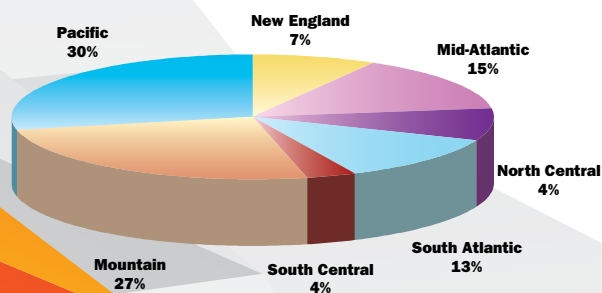
Indeed, **Inside Outdoor's** targeted, omni-channel platform provides outdoor marketers with an alternative to the all-too-common approach of casting an ever-widening net and hoping messages ride a wave to the right people. **Inside Outdoor** clients know their marketing messages will be delivered directly to the decision-makers they need to reach – and at times when readers are thinking about buying.

Circulation Breakdown

Outdoor specialty retailers	13,500	49.09%
General sporting goods retailers	6,900	25.09%
Outdoor product manufacturers/component suppliers	5,100	17.29%
Independent & manufacturer reps	900	3.27%
Mail order & online retailers	750	2.72%
Other*	350	1.27%
Total	27,500	100%

**includes department stores, mass merchants, wholesalers, distributors, ad agencies, etc.*

IO Circulation by Region



Editorial Coverage Areas

Our distinct coverage areas allow advertisers to surround their messaging with the content that is the most relevant to their businesses and messaging strategies.

New Product Showcases

Just in time for distribution at the major annual trade shows, our large "New Product Showcases" provide outdoor buyers with a comprehensive view of the season's latest and greatest.

Ingredients

The things that go inside the stuff we love – from fibers and films to dyes and trims – as well as the technology behind them and, of course, the component companies making conscious efforts to minimize our industry's impact on the planet.

In-Season

Product trends and analysis within the core activities of the current season of the year.

Start 'em Up

Outdoor products and retail technologies from smaller companies, start-ups, disruptors and innovators that you might not read about otherwise.

The Advocates

The organizations and companies moving the market toward more sustainable models.

Made in Americas

Products made and sourced in the USA, and the stories of the companies behind them, as well as import/export, tariff and regulatory news and analysis.

Tech Savvy

The latest in retail technology for in-store, online and in the cloud.

Buyer's Side

Advice and analysis for buyers and store owners making product decisions, plus marketing research to capture their customers' attention, as well as retail operational advice.

Brand Watch

Product innovations and market-changing moves from the leading brands within and around the outdoor industry.

IO TV

The print adjunct to our digital IO TV, here we offer a recap and rewind of what our video cameras uncover in the aisles of the most recent OR trade show.

2019 Rate Card*

Black & White	1x	2x	3x	4x	5x
Full Page	\$5,300	\$5,100	\$4,900	\$4,700	\$4,450
1/2 Page	\$4,000	\$3,900	\$3,700	\$3,500	\$3,200
1/3 Page	\$3,600	\$3,400	\$3,200	\$3,100	\$2,900
1/4 Page	\$3,000	\$2,800	\$2,600	\$2,400	\$2,200
1/6 Page	\$2,200	2,000	\$1,900	\$1,800	\$1,700

*Additional charges for Premium Positions may apply

Four-Color

- Four-color add \$1,600 to black and white prices. • Process red, blue or yellow add \$1,100 per color.

2019 Email Blast Rates

1x	3x	6x	12x	24x
\$750	\$500	\$300	\$200	\$150

2019 Web Advertising Rates

Positions	Pixels	6 Months	12 Months
Background Banner	2,553 x 1,055	\$3,000	\$2,500
LeaderBoard (1)	468 x 60	\$2,500	\$2,000
LeaderBoard (2)	468 x 60	\$2,100	\$1,800
1st Position	150 x 150	\$2,000	\$1,500
2nd Position	150 x 150	\$1,700	\$1,300

Contact us for information on our e-Book Sponsorships

Editorial Planner

Upcoming Issues	Editorial Highlights	Bonus/Show Distribution
2019 Directory	Annual Outdoor Industry Directory	Winter OR Show
Fall 2018	Fall/Winter '19 Product Showcase	Winter OR Show
Winter 2019	Winter '20 Product Showcase	OR + SIA Snow Show
Spring 2019	Camping market analysis	techtextil NA
Summer 2019	Summer '20 Product Showcase	OR Summer Show, Paddlesports Retailer
2020 Directory	Annual Outdoor Industry Directory	Winter OR Show
Fall 2019	Fall '20 Product Showcase	Winter OR Show

Additional Service from Beka Business Media

- Sponsorship of digital and Flip Book editions of Inside Outdoor
- E-newsletter sponsorships and advertising
- Fully hosted Webinars
- Lead generation
- Content creation
- Company profiles
- Online banner advertising
- IO TV

Contacts

For advertising information, contact insideoutdoor@bekapublishing.com

For editorial information, contact Gerald Baldino at 203.903.2745, gerald@bekabusinessmedia.com

Inside Outdoor is a publication of Beka Business Media. www.insideoutdoor.com

INSIDEOUTDOOR

MAGAZINE

MATERIALS

Film

Single file formats are preferred methods for ads.
High-res PDF, EPS or image files such as Tif and Jpeg.
Note that we use a CMYK color process.

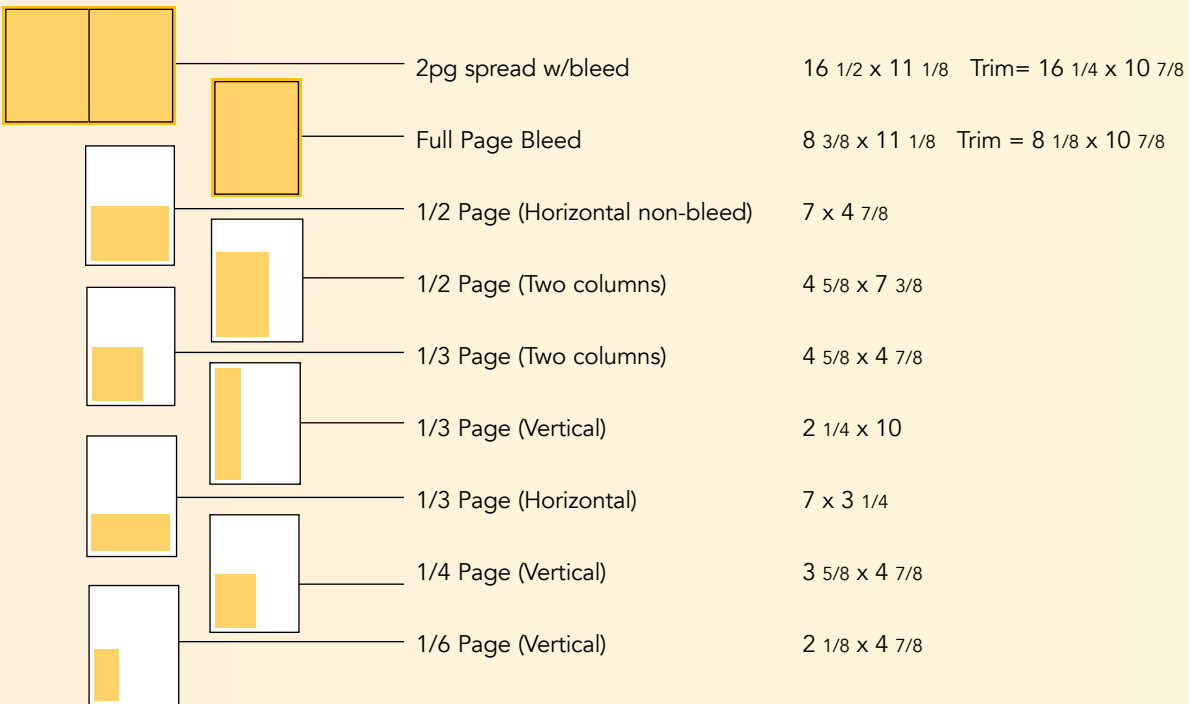
Files can be emailed to
insideoutdoor@bekapublishing.com or
sent via ftp.

Mechanical Requirements

Printing: Heat-set Web offset process, CMYK (Only)
Trim size: 8 1/8 x 10 7/8
Binding: Saddle-stitched
Columns: Up to 3 to a page
Saddle Stitching

Please note: Due to variances in the web press, please be sure the live area of your ad is at least a 1/4-inch from the trim.

DIMENSIONS (HxW) in inches



CLOSING

Beka Business Media must receive camera-ready copy or properly screened negatives 20 days prior to the cover date. Copy to be typeset or designed by Beka Business Media must be received 30 days prior to cover date. If Beka Business Media has not received copy or negatives prior to press time, it may elect to substitute available materials and previously run advertisements in their place. Cancellations not accepted unless received 60 days prior to cover date in writing. Cover date is the 1st of the month stated on the issue and in the advertising agreement unless otherwise specified.

