

**SIERRA** | MEDIA  
GROUP

# MEDIA KIT



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Sierra Media Group is the communication platform of the Sierra Club, consisting of *Sierra* magazine + tablet format, [sierramagazine.org](http://sierramagazine.org), e-newsletters, social media, blogs, events and experiential programs.

# ABOUT

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## ONE POWERFUL MISSION

With more than 2.4 million Sierra Club supporters, our goal is to educate and inspire millions of people to carry out the Club's mission to explore, enjoy and protect the planet.

## SETTING THE NATIONAL AGENDA

The Sierra Club has been at the forefront of the environmental movement for over 122 years, and we are proud to be the leading environmental advocacy group in America. As the authoritative voice for conscious consumers, our support may have gotten larger, but our priorities remain the same: We believe in empowering our supporters with valuable information to drive the national conversation and set the national agenda when it comes to environmental policy. Advertising in *Sierra* supports this mission.

## TOGETHER WE WILL MAKE A DIFFERENCE

Become a valued partner and gain access to our passionate audience through advertising in book, online, event sponsorship's. We build successful long-term partnerships with companies aligned with our mission and creatively market their brand, products and services to our motivated green community — ensuring a total brand experience.

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Sierra magazine and [sierramagazine.org](http://sierramagazine.org) celebrate our planet and inspire readers to enjoy, explore and protect it through award-winning journalism. The magazine, tablet format and website feature bold outdoor adventures, stunning photography, thought-provoking investigative articles, and touching human stories.

## EDITORIAL SCOPE

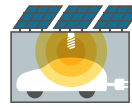
Regular featured columns touch on a vast lineup of topics including:



**SUSTAINABILITY**



**CONSERVATION**



**INNOVATIVE TECHNOLOGY**



**TRAVEL**



**GEAR GUIDES**



**OUTDOOR ADVENTURE**



**HEALTHY, GREEN LIVING**



**enjoy**

**Woman vs. Ocean**  
The ocean is a wild place, and it's a challenge to conquer. Meet the woman who's taking on the waves.

**Maya Gabeira's First Big-Wave Surfboard**  
The "Indestructible" Brazilian and lifelong environmentalist pays homage to the borrowed board that launched her career.

**MAYA GABEIRA RAMES A LIVING BEING: CANTWAVE.** The 36-year-old surfer describes the joy of riding a "Indestructible" and in June, she was awarded the title of Best Female Action Sports Athlete. She's been surfing since the age of seven and her environmentalism was not a danger to her love. Fernando Cabrita, author of Best's Green Energy in 2015, and Maya, one of the athletes during the 2015 Green Energy of the Americas race. She's also a high-profile supporter of Green's content, the environmentalism movement group. Her use to surf stands stand on her own page.

COVER PHOTO: JAMES HARRIS



**explore**

**Condo-Free Kayaking**  
BESSIE IN GRAND FORTRESS, B.C., follows the lead of a group of kayakers who are exploring the hidden gems of the province. The group is exploring the hidden gems of the province. The group is exploring the hidden gems of the province.

COVER PHOTO: JAMES HARRIS



**protect**

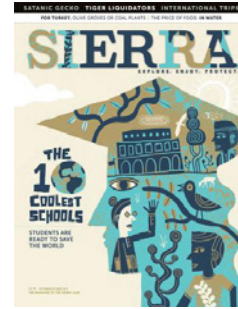
**Avoidable Extinctions**  
Salamanders may look like they're just a small part of the world, but they're not. They're the secret industry of many American forests. They're the secret industry of many American forests.

**SALAMANDERS ARE THE SECRET INDUSTRY** of many American forests. They're the secret industry of many American forests. They're the secret industry of many American forests.

COVER PHOTO: JAMES HARRIS

# CALENDAR & CLOSING DATES

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Advertising in *Sierra* magazine places your brand in front of the most influential green advocates and passionate outdoor enthusiasts in America. Published bimonthly by the Sierra Club, *Sierra* reaches more than one million people across North America.

**JANUARY/FEBRUARY 2016**

INSPIRING JOURNEYS  
 Live: December 10, 2015  
 Space Closing: October 26, 2015  
 Materials Closing: October 30, 2015  
 Market Guide Closing: October 9, 2015

**MARCH/APRIL 2016**

THE FOOD ISSUE  
 Live: February 18, 2016  
 Space Closing: January 4, 2016  
 Materials Closing: January 8, 2016  
 Market Guide Closing: December 11, 2015

**MAY/JUNE 2016**

GET OUTSIDE, ON LAND OR IN WATER  
 Live: April 14, 2016  
 Space Closing: February 29, 2016  
 Materials Closing: March 4, 2016  
 Market Guide Closing: February 8, 2016

**JULY/AUGUST 2016**

NATIONAL PARKS CENTENNIAL CELEBRATION  
 Live: June 9, 2016  
 Space Closing: April 25, 2016  
 Materials Closing: April 29, 2016  
 Market Guide Closing: April 3, 2016

**SEPTEMBER/OCTOBER 2016**

COOL SCHOOLS  
 Live: August 11, 2016  
 Space Closing: June 27, 2016  
 Materials Closing: June 30, 2016  
 Market Guide Closing: June 7, 2016

**NOVEMBER/DECEMBER 2016**

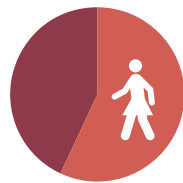
WINTER ADVENTURES  
 Live: October 6, 2016  
 Space Closing: August 22, 2016  
 Materials Closing: August 26, 2016  
 Market Guide Closing: August 12, 2016

# POWERFUL PRINT AUDIENCE

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## READER PROFILE

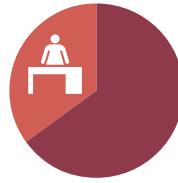
*Sierra* magazine delivers a passionate and powerful audience of outdoor enthusiasts and green advocates who are highly educated and have a high level of discretionary income.



57% FEMALE



79% COLLEGE EDUCATED



35% PROFESSIONAL/ MANAGERIAL



MEDIAN AGE



AVERAGE HOUSEHOLD INCOME

## REACH

We provide reach to a highly qualified audience and allow advertisers to engage and convert new customers.

**Average paid circulation:** 515,912 + Zinio Digital Editions

**Total Audience:** 1,000,000

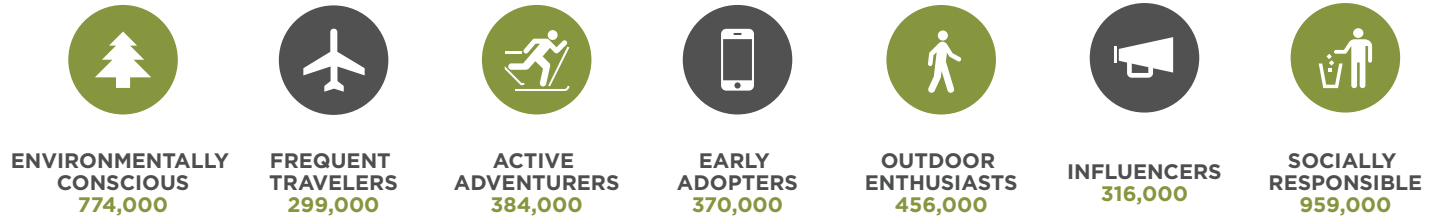
6 issues per year

Source: June 2015 Publishers Statement, MRI Doublebase 2015

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Our readers represent a powerful audience of influential thought leaders and early adopters. **Of measured magazines, *Sierra* ranks #1 in its concentration of Green Advocates and #1 in its percentage of Influentials.**



## ENGAGEMENT

Sierra Club members look to *Sierra* to keep informed and engaged:



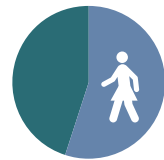
Source: MRI Doublebase 2014 & Sierra Sub Study

# DIGITAL AUDIENCE

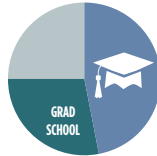
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[Sierramagazine.org](http://Sierramagazine.org) reaches an audience who are passionate about the outdoors, adventure travel, living an eco-lifestyle, and protecting the environment.

## AUDIENCE PROFILE



55% FEMALE



47% COLLEGE EDUCATED



AVERAGE AGE

## REACH



**400,000**  
AVERAGE MONTHLY PAGE VIEWS



**195,000**  
AVERAGE MONTHLY VISITORS



**145,000**  
AVERAGE MONTHLY UNIQUE VISITORS

Source: Google Analytics

## SOCIAL MEDIA

Our members and supporters are engaged with our brand on all social media channels, including photo and social bookmarking sites.



**460,000+**  
HIGHLY ENGAGED FACEBOOK FANS!



**228,000+**  
TWITTER FOLLOWERS



**3,400+**  
YOUTUBE SUBSCRIBERS



**171,000+**  
GOOGLE+ FOLLOWERS



**20,000+**  
INSTAGRAM SUBSCRIBERS



**3,000+**  
PINTEREST FOLLOWERS

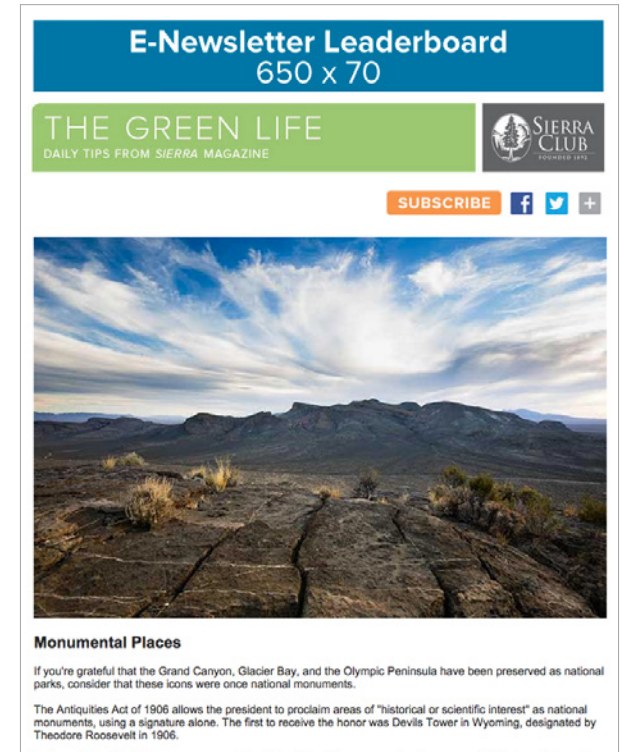
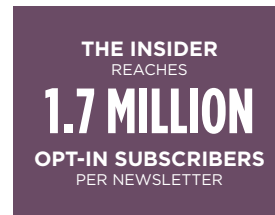
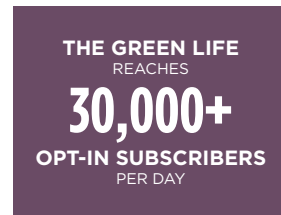
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[Sierramagazine.org](http://Sierramagazine.org) is the online community and daily resource for those who love the planet and want to protect it. The site engages a rapidly growing community hungry for content on outdoor adventures, green life tips, must-have gear, green schools and much more.

**THE GREEN LIFE E-NEWSLETTER SPONSORSHIP**  
 Reaching 30,000 opt-ins per day, this e-newsletter offers daily tips for living well and doing good.

**Leaderboard**  
 650 x 70 static



## CUSTOM SPONSORSHIPS

-   
 GEO-TARGETING
-   
 HOMEPAGE TAKEOVERS
-   
 DEVICE TARGETED
-   
 CONTENT SPONSORSHIP
-   
 VIDEO & RICH MEDIA
-   
 NATIVE ADVERTISING
-   
 PHOTO CONTESTS
-   
 SWEEPSTAKES

# DIGITAL SPECS

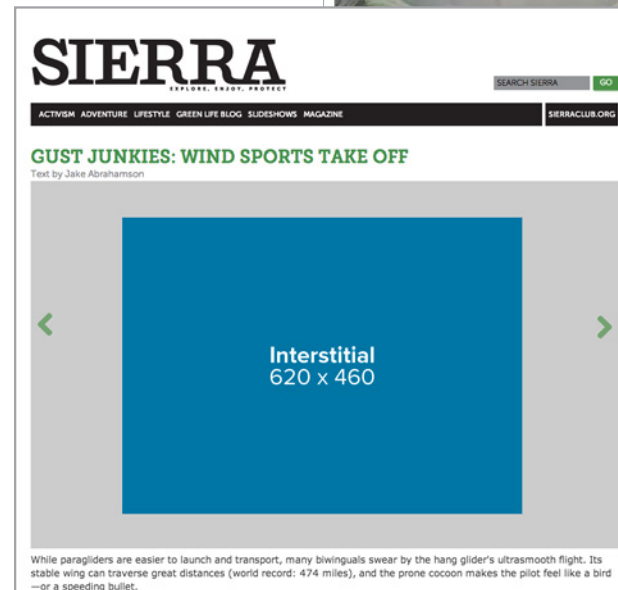
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**SEND MATERIALS TO Advertising Production Contact**

Sierra magazine  
 85 Second Street, 2nd Floor  
 San Francisco, CA 94105-3459  
 v. 415-977-5622  
 f. 415-977-5794  
[dan.mallory@sierraclub.org](mailto:dan.mallory@sierraclub.org)

**CREATIVE UNITS**

- Leaderboard**  
728 x 90
- Medium Rectangle**  
300 x 250
- Button**  
160 x 90
- Homepage Roadblock**  
728 x 90 and 300 x 250
- Half Page**  
300 x 600
- Interstitial**  
620 x 460
- Mobile Leaderboard**  
300 x 50
- Sidekick**  
300 x 600 > 850 x 700
- Pushdown**  
728 x 90 > 728 x 315



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**DIGITAL AD SPECS & RATES**

**Creative Due:** 3 business days prior to launch with click-through URL. For rich media, pushdown units, and video executions, submit creative 7 to 10 business days in advance.

All rich media units should be third-party served. Our ads are served through Google DoubleClick for Publishers, DFP.

**Standard:** GIF, JPEG, Flash

**Rich Media:** HTML, JavaScript, Flash, iFrame

Flash files must include a backup GIF/JPG up to 40K or less. Maximum Flash version 10.1. We do accept third-party tags. Our site is built using responsive design. When you submit creative for a leaderboard banner, please also submit a 300x50 static unit for mobile. Expanding must be user-initiated (on click) up to 100KB file size. Video streams up to 2.2MB.

**Video:** Custom video options available.

**Cancelation and termination:** [IAB Standard Terms and Conditions v. 3.0](#)

# 360° MARKETING PROGRAMS

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Our goal is to create successful advertising programs that help build long-term relationships with our marketing partners. With access to Sierra Club media extensions our custom integrated marketing programs are designed to give advertisers authentic reach to Sierra Club members and are versatile, targetable, and scalable.

## DIGITAL

- ▲ Creative units
- ▲ Custom content/Native advertising
- ▲ E-newsletter sponsorships
- ▲ Editorial sponsorships
- ▲ Email
- ▲ Tablet-only marketing
- ▲ Social media programs including photo contests, sweepstakes, and product ambassadors

## PRINT

- ▲ Custom in-book sections & advertorials
- ▲ Reader service page & custom research
- ▲ Editorial sponsorships

## SIGNATURE EVENTS

- ▲ Winter & Summer Demo Centers
- ▲ Wilderness Adventure Weekend: June, 2016
- ▲ Spring & Fall Green Festival Program

## MULTI-PLATFORM

- ▲ Green Food & Gardening Sponsorship: March/April Issue
- ▲ Get Outside Photo Contest & Print Section: May/June Issue
- ▲ National Parks Centennial Program: July/Aug Issue
- ▲ EV Buyer's Guide Sponsorship: July/Aug Issue
- ▲ Cool Schools Sponsorship: Sept/Oct Issue
- ▲ Great Gear Giveaway: Sept/Oct Issue
- ▲ Holiday Gift-Giving Guide: Nov/Dec Issue
- ▲ Pro Deal Program: FY
- ▲ Sierra Club Outings Leadership Program: FY

# CASE STUDIES

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## LOWA

LOWA and *Sierra* partnered to create an experiential campaign that extended branding far beyond the page and banner, utilizing in person product demos and multi-platform sweepstakes to educate our engaged audience of LOWAs high-performance boots.



## IF YOU CARE

Recognized as a leader in the green household arena, If You Care and *Sierra* collaborated on a series of strategic programs including an editorial partnership, hands-on product experiences, and Sierra's first sponsored video cooking series.



## NORTH CASCADES INSTITUTE

In an effort to keep their Graduate Program top of mind, North Cascade Institute sponsored *Sierra* magazine's annual signature listing of the top green schools in America, Cool Schools. They reached their application and enrollment goal several months early!

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Sierra magazine OFFERS various display ad sizes, a market showcase, inserts, and more. Ask your sales rep about the availability of special inserts and editorial sponsorships. Print ads include hot links in the digital version.

**MECHANICAL REQUIREMENTS**

The trim size of Sierra magazine is: 8" x 10 1/2". For bleed ads, keep live matter 1/4" inside the trim dimensions. Non-bleed live matter should not exceed 7 1/2" x 10". Non-bleed fractional ads should be framed in a keyline sized to match the dimensions given below.

AD SIZE	BLEED	NON-BLEED
Full page	8 1/4" x 10 3/4"	7 1/2" x 10"
2 page spread	16 1/4" x 10 3/4"	15 1/2" x 10"
2/3 page vertical	5 1/2" x 10 3/4"	4 1/4" x 10"
1/2 page island		4 1/2" x 6 7/8"
1/2 page horizontal	8 1/4" x 5 1/4"	7 1/2" x 4 3/4"
1/3 page vertical	2 3/4" x 10 3/4"	2 3/8" x 10"
1/3 page square		4 1/2" x 4 1/2"
1/6 page vertical		2 3/16" x 4 1/2"
1/6 page horizontal		4 1/2" x 2 3/16"

**FILE FORMATS**

We strongly recommend that ads be submitted as a high-resolution PDF (300 dpi at 100% of the desired printing size). All ads should come with a color proof made from the supplied file. When preparing your PDF, do not crop the ad. Include printer marks outside the bleed area (if applicable) and package the InDesign file, making sure to include all fonts and images.

**FONTS**

For us to accurately process your ad, you must include all screen and printer fonts used in the document, and these should be embedded within the PDF. These rules also apply to text used in artwork. Font styling attributes (bold, italic, etc.) should not be used. Please use the actual styled font.

**IMAGES**

Photographic images should be processed as CMYK, at a resolution of no less than 300 dpi (dots per inch) at 100% of the desired printing size — no JPEG data. Line art (bitmapped logos or scanned text) should be scanned at a resolution of 600 to 1200 dpi at 100% of the desired printing size. However, we recommend that these elements be sent in a vector-based format, such as an Illustrator EPS.

**MEDIA TRANSPORT**

Sierra supports email, CD, DVD, and FTP. Please contact us with any questions.

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The Market Guide is tailored to the wide range of interests of our readers, offering an emporium of adventure travel, innovative products, and ground-breaking gear. This section is broken up into three parts, offering an affordable opportunity for your company or service to reach an audience of affluent and influential outdoor eco-enthusiasts.

## I. RENDEZVOUS SECTION: 1/9TH PAGE ADS

Marketing Programs Include:

- ▲ Web Button Ad 160x90 in upper right hand corner on [Sierramagazine.org](http://Sierramagazine.org)- rotating with other 1/9 page advertisers.
- ▲ Name and Address Leads from Reader Service Page both in-print and online.
- ▲ Live Links on [digital Market Guide](#) ad pages & [current advertisers page](#)

## II. ADVENTURE SECTION: 1 INCH TO 4 INCH SMALL DISPLAY ADS

Marketing Programs Include:

- ▲ Live Links on [digital Market Guide](#) ad pages & current advertisers page
- ▲ 4 inch ad includes Name and Address Leads from Reader Service Page both in-print and online.

## III. CLASSIFIED ADS

Three-line minimum

Marketing Programs Include:

- ▲ Live Links on [digital Market Guide](#) ad pages & current advertisers page

## RATES AVAILABLE ON REQUEST. CONTACT:

[advertising@sierraclub.org](mailto:advertising@sierraclub.org)

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SIERRA CLUB

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## SIERRA MEDIA REPRESENTATIVES

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*National Advertising Director*  
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### West Coast

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*Media Representative*  
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email: [Mtaylor15@earthlink.net](mailto:Mtaylor15@earthlink.net)

### NYC, Northeast

Lynn Lehmkuhl  
*Media Representative*  
email: [lynn@sales-gorilla.com](mailto:lynn@sales-gorilla.com)

Jane Newman  
*Media Representative*  
phone: 212-920-0145  
email: [jane@sales-gorilla.com](mailto:jane@sales-gorilla.com)

### East Coast Outdoor

Daisy Le Duc  
*Media Representative*  
phone: 865-977-7897  
email: [dleduc@bellsouth.net](mailto:dleduc@bellsouth.net)

**Midwest, Florida, Canada, NY**  
Kristi Rummel  
*Media Representative*  
phone: 608-435-6220  
email: [kristi@rummelmedia.com](mailto:kristi@rummelmedia.com)

### Detroit, Automotive

Don Schulz  
*Media Representative*  
phone: 313-363-0321  
email: [donschulz@comcast.net](mailto:donschulz@comcast.net)

### Northwest, Southwest, Bicycle, Book, and Market Guide

John Kodin  
*Media Representative*  
Dawn Marie  
*Media Representative*  
phone: 360-714-8662  
email: [cobaltads@comcast.net](mailto:cobaltads@comcast.net)