SIERRA | MEDIA GROUP

Sierra Magazine's July/August Editorial Highlights
GET OUTSIDE!

Live: 6/8/17   **Ad Close:** 4/24/17   **Print Circulation:** 625,000   **MRI Print Audience:** 879,000

We are celebrating 125 years of Exploring, Enjoying, and Protecting our Planet. With over 2.7 million supporters/members, the Sierra Club is leading the outdoor advocacy movement. Advertising in *Sierra* helps support this mission and connects your product message to a passionate audience of outdoor enthusiasts who live an active, healthy and green lifestyle. Sierra readers are educated, affluent, and support brands that are mission aligned. They are ranked the most influential audience of the 210 US magazines measured by MRI.

EDITORIAL HIGHLIGHTS

- Communities in India that are saving our wild cat population.
- Alaskan climate changes.
- Trailhead: Experience the trails of the Great Smoky Mountains.
- Gear Guide: The best lightweight hammocks.
- How to survive dehydration in a warm climate.
- Al Gore's Inconvenient Truth II.

ADVERTISER PROGRAMS + BENEFITS

Expand your ROI through our partnership programs — Offering custom solutions with high share of voice, product/content integration, native programming, and bonus distribution.

- ***Sierra*'s Beginners Guide to Backpacking + Camping:** Exclusive partner content sponsorship opportunity on sierramagazine.org, written and curated by *Sierra*'s editors and contributors. Offering an authentic, 100% dedicated brand share of voice, that's promoted across all Sierra Media channels.

- **Summer Demo Experience:** Showcase/demo your products at our lodge, Clair Tappaan.

- **Annual Leadership Conference:** Over 140 Sierra Club's Outings Leaders meet from May 19-21 in Estes Park, CO. Workshop + Hike sponsorships available.

- **Bonus Distribution & Sponsorship:** Sponsor a cover wrap/sticker on bonus issues at Outdoor Retailer Summer Market.

NATIONAL	Space Close: 4.24.17	Materials Due: 4.28.17	**CONTACT:** ADVERTISING@SIERRACLUB.ORG
MARKET GUIDE	Space Close: 4.12.17	Materials Due: 4.18.17	**CONTACT:** COBALTADS@COMCAST.NET