

# OUR MAGAZINE

**O**utdoor America is the quarterly membership magazine of the Izaak Walton League of America, one of the nation's oldest and most respected conservation organizations. It is sent to the League's 40,000 members and supporters across the country. Several of our chapters also distribute copies of the magazines at local sports shows, fairs, and other events to help recruit members and raise awareness about our work.

The League believes America's future lies in ensuring that our outdoors are clean and healthful for all people and the full range of fish and wildlife. We see an America where all people are able to enjoy and use these resources responsibly. Working locally, regionally, and nationally, we find solutions that sustain natural resources for future generations.



## What's In Each Issue

*Outdoor America* typically runs 52 pages. In addition to feature stories, our regular columns and departments include:

- **OUTDOOR ETHICS** – Ethical dilemmas in conservation and outdoor recreation.
- **LAST STAND** – Op-eds that address specific conservation issues.
- **THINKING LIKE A MOUNTAIN** – Thought-provoking essays by some of America's top outdoor writers.
- **LEAGUE LINES** – News related to League members, their work, and their interests.
- **HOOKS & BULLETINS** – Program and policy news.
- **HOW TO:** – Things you can build to make the outdoors better (bat boxes, rain barrels, etc.).
- **IKE PROFILE** – Outstanding conservation leaders from the League's membership.
- **DIRECTOR'S CHAIR** – A message from the League's executive director.
- **LEAGUE LEADER** – Essays from elected League officers.



## Our Mission Statement

To conserve, maintain, protect and restore the soil, forest, water and other natural resources of the United States and other lands; to promote means and opportunities for the education of the public with respect to such resources and their enjoyment and wholesome utilization.

# OUR PITCH

## Why is *Outdoor America* a good investment of your advertising dollars?

### THE “COST” FACTOR

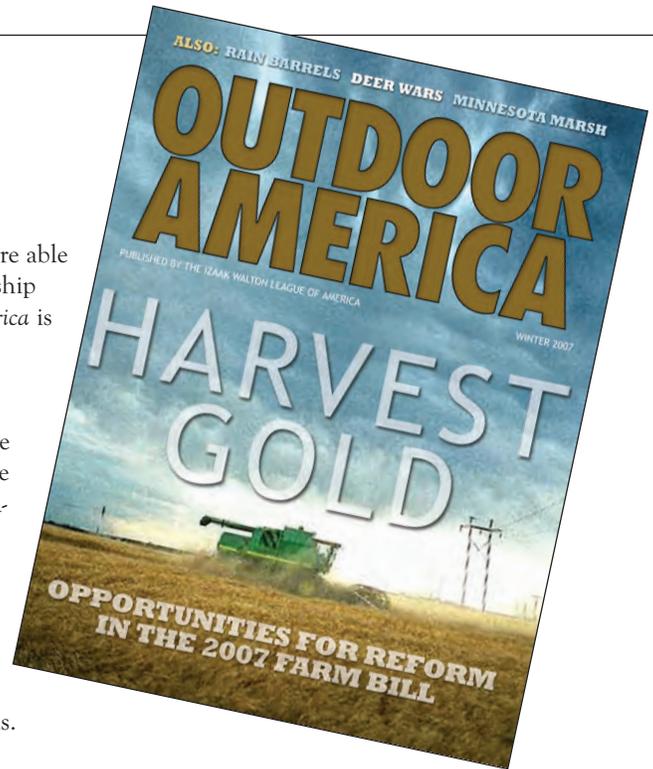
Because we do not rely on advertising revenue for production costs, we are able to set lower rates than our competitors. With 40,000 readers (and a readership of 88,000) that has an average household income of \$96,000, *Outdoor America* is one of the most cost-effective markets in the conservation arena.

### THE “STAND-OUT” FACTOR

As an editorially driven magazine, we limit paid advertising to 10% of the total page count. As a result, the ads that we do run stand out and are more likely to catch readers’ attention. And because we only run ads from companies that share our conservation vision and values, it lends a certain amount of credibility to your brand.

### THE “WOW” FACTOR

With beautiful photos by some of America’s leading outdoor photographers, as well as engaging stories from cover to cover, your ad will be in fine company. Your high standards deserve the same high standards from us.



## Why should you associate your brand with the Izaak Walton League of America?

**CREDIBILITY:** The Izaak Walton League is one of the most credible names in conservation, as vouched for by 63% of those who heard of us in a 2003 survey of the general U.S. population. And the American Institute of Philanthropy, one of the nation’s toughest charity watchdogs, has consistently given us an “A” rating for our high standards in meeting our conservation mission.

**LONGEVITY:** The Izaak Walton League and *Outdoor America* have been around for more than eight decades. The average member has belonged to the organization for more than eight years. This level of durability and loyalty is unmatched by most of our colleague groups.

**MAINSTREAM:** The Izaak Walton League is rooted in the democratic traditions of America. Its policies are set by members, not staff, and we remain steadfastly nonpartisan on conservation issues. Our members come from all walks of life and cut across all political lines, representing nearly equal portions of Republicans, Democrats, and Independents.

**DEDICATION:** Not only do Izaak Walton League members spend an average of 52 days each year participating in outdoor recreation, they also devote countless hours in their communities working on conservation projects that make the outdoors better for everyone. A poll of our national directors showed that they alone spent more than 20,000 hours on League activities in 2005.

# OUR RATES

Ad Size	Rate	Mechanical Sizes	
1/6 page	\$525	Vert: 2 1/4" x 5"	Horiz: 4 5/8" x 2 1/2"
1/4 page	\$600	Vert: 3 3/4" x 4 5/8"	Horiz: 4 5/8" x 3 3/4"
1/3 page	\$950	Vert: 2 1/4" x 10"	Horiz: 4 5/8" x 5"
1/2 page	\$1,140	Vert: 3 3/4" x 10"	Horiz: 7 1/2" x 5"
2/3 page	\$1,275	Vert: 4 5/8" x 10"	Horiz: 7 1/2" x 4 7/8"
Full page	\$1,600	Standard: 7 1/2" x 10"	Full Bleed: 8 1/4" x 10 7/8"
2-page spread	\$3,100	Standard: 15" x 10"	Full Bleed: 16 1/2" x 10 7/8"
Back cover	\$2,500	Standard: <i>Not Available</i>	Full Bleed: 8 1/4" x 8 3/4"
Inside back cover	\$1,900	Standard: 7 1/2" x 10"	Full Bleed: 8 1/4" x 10 7/8"
Inside front cover	\$2,000	Standard: 7 1/2" x 10"	Full Bleed: 8 1/4" x 10 7/8"

We also offer insertion and polybagging options. Call us for details.

## Discounts

2x insertions = 2% discount  
3x insertions = 5% discount  
4x insertions = 10% discount

## Deadlines

**Winter:** Space reservation, October 1; materials due, November 15  
**Spring:** Space reservation, January 1; materials due, February 15  
**Summer:** Space reservation, April 1; materials due, May 15  
**Fall:** Space reservation, July 1; materials due, August 15

## Corporate Membership Discount

Corporate members of the Izaak Walton League receive a 20% discount on ads placed in *Outdoor America*. For more information about becoming a corporate member, call the IWLA Development Office at (301) 548-0150, ext. 230, or e-mail [develop@iwla.org](mailto:develop@iwla.org).

## Contact Information

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## Technical Information

Width multiplied by depth, in inches. Specifications: Printed by web offset. Saddle stitched. Halftones: 150-line screen. Bleed pages: Overall size – 8 1/4" x 10 7/8". Live material must be within areas 7 1/4" x 9 3/8", centered. Bleeds must extend 1/8" beyond trim.

Submitting ads: Digital files only. We accept files in the following formats – Adobe InDesign (please include fonts and linked files), Photoshop, Illustrator, Acrobat PDF; High resolution (300 dpi or better) Tiff, JPEG, and EPS. Additional charges: If publisher is required to prepare ad files, extra costs will apply. Prices upon request.

Publisher's statement: Paid advertising is carried in the magazine at the request of the League's membership. Advertisements are subject to approval by the publisher to ensure consistency with League purposes.