

# SENIOR HIKER MAGAZINE

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*Senior Hiker Magazine* is a high-quality print journal published for and by older hikers and adventurers. Our mission is to bring alive the experience of wilderness through stories of adventure, beautiful photography and art, and compelling science. Each issue is shaped by a theme (wildlife, food, the environment, history, weather and climate) and includes a mix of feature articles, photo and artwork essays, environmental studies and regular columns (hiking guidelines, health tips for the older hiker, descriptions of exotic hikes, hiking group profiles, book reviews, hell hike stories.) It is published three times a year out of Deer Isle, Maine.

## **Who reads and subscribes to *Senior Hiker*?**

Active, older people ranging in age from late 40s to early 90s. 50% men/50% women.

1,000+ subscribers from every state of the US, Canada, Ireland and Norway. Many more readers (distribution up to 2,500 per issue).

50% from the Northeast (ME, NY, MA, PA, NH, CT, VT); 15% from the Midwest (OH, IL, WI, MI); 10% from the South/Southeast (FL, NC, GA); 7% from the state of California.

Working and retired professionals (healthcare, natural sciences, education, engineering and high technology, law, government, finance, humanities and the arts) with discretionary funds for adventure travel.

Members of outdoor clubs (multi-state and regional).

Libraries and their patrons; healthcare providers, lawyers, financial consultants, inns, lodges and travel agents and their customers.

Readers of *Outside*, *Backpacker*, *AARP Magazine*, *National Parks Magazine*, *AMC Outdoors*, *National Geographic*. They prefer to hold a book or magazine in their hands. They read, share and collect *Senior Hiker* (3 issues are sold out).

## **What does it cost to advertise?**

Two pages or full spread (17 x 11): \$1200

Full page (8-1/2 x 11): \$600

Half-page (5.5 x 4.25): \$300

*For ad specifications and schedule, contact Lisa Schoonmaker: [schoonmakerlisa@gmail.com](mailto:schoonmakerlisa@gmail.com)*