

IOWA SNOWMOBILER

**Iowa's Premier
Snowmobile
Magazine**



**2011-12
Media Kit**

www.iowasnowmobiler.com



Welcome to the *Iowa Snowmobiler* magazine!

Thank you for your interest in the *Iowa Snowmobiler* magazine, the official publication of the Iowa State Snowmobile Association. We publish six times a season—September through March—and distribute 4,000 copies to ISSA members as well as school and public libraries for an estimated readership of 10,000 snowmobilers. Our magazine also serves as a calling card for prospective members at various ISSA functions and snowmobile activities in Iowa.

I have served as editor of the magazine since 2001 and, in April of 2011, was named publisher as well by the ISSA Board of Directors. My goal is simple: Continue to produce a quality magazine to support the snowmobile community in Iowa. With your support, I plan to increase the amount of four-color pages in each issue, and as webmaster of the companion website at www.iowasnowmobiler.com, I am pleased to offer free web advertising at certain levels of print advertising commitments in the magazine. See our rate card below.

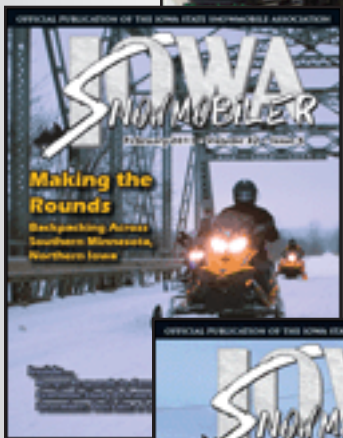
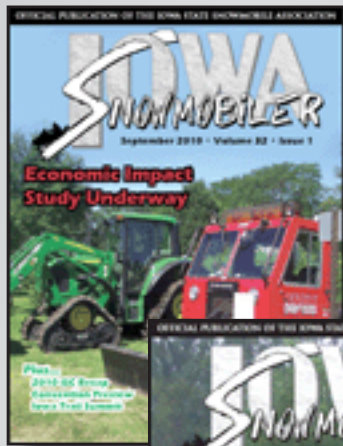
Thank you in advance for your support, and I look forward to working with you during the 2011-12 snowmobile season.

Cameron Hanson
 Publisher and Editor, *Iowa Snowmobiler*
 Iowa State Snowmobile Association
editor@iowasnowmobiler.com
 (641) 330-5565 (c)
 (270) 747-9321 (f)

Ad Sizes and Pricing

Frequency	6x	3x	1x
Two-Page Spread 4c Non-Bleed 16" w x 10" d Bleed 17.25" w x 11.25" d	\$3,000*	\$3,500*	\$4,500
Full Page 4c Non-Bleed 7.5" w x 10" d Bleed 8.75" w x 11.25" d	\$1,500	\$2,000	\$2,500
Premium Positions (Full pages only)			
Back Cover 4c	\$1,950*	\$2,500*	\$2,900
Inside Front Cover 4c	\$1,850	\$2,200	\$2,600
Inside Back Cover 4c	\$1,850	\$2,200	\$2,600
1/2 Page 4c 7.5" x 4.875" d	\$950	\$1,200	\$1,500
1/3 Page Vert. 4c 2.25" w x 10" d	\$650	\$800	\$900
1/4 Page 4c 3.675" w x 4.875" d	\$500	\$650	\$700
Marketplace (business card size)	\$150	\$200	\$250

*Qualifies for free web advertising. Certain restrictions apply.
 Email editor@iowasnowmobiler.com for more information.



MECHANICAL SPECIFICATIONS

Printing: Sheetfed
 Page Trim Size: 8-1/2" x 11"
 Full Page Bleed Size:
 8-3/4" x 11-1/4"
 Full Page Image Area
 With No Bleed:
 7-1/2" x 10"

Electronic Applications:

High Resolution PDF is preferred.
 Also accepted: Macintosh Quark Xpress, Adobe Photoshop, Adobe Illustrator, InDesign.

Must include screen and printer font files, all graphic files linked to document, TIF and EPS files. All ads must be accompanied by a proof.

Note: All files created in Illustrator or Photoshop needs to be saved in the EPS file format. Advertisers need to send the original ad files, art and fonts along with the saved EPS version. Make sure all photos are a minimum resolution of 300 dpi and saved as CMYK.

E-mail compressed files in a self-extracting archive under 5mb to editor@iowasnowmobiler.com. Proof required with ads and art supplied on disk. No film for advertisements is accepted.

Please send ad copy to:

Cameron Hanson
 Publisher and Editor
 Iowa Snowmobiler
 Iowa State Snowmobile Assn.
 2552 Woodland Place
 Charles City, IA 50616
 editor@iowasnowmobiler.com
 ftp.iowasnowmobiler.com
 (641) 330-5565

2011-12 Tentative Editorial Calendar

September 2011
 Lemans Racing boosts Clear Lake economy
 North Iowa Tour Features Pilot Knob State Park
 Mail date: August 29
 Editorial deadline: July 29
 Advertising deadline: August 12

October 2011
 ISSA Convention Returns to Waterloo
 Copper Harbor or Bust!
 Mail date: September 30
 Editorial deadline: August 26
 Advertising deadline: September 9

November 2011
 Backpacking to Hayward
 Pro Racers Heading to Rock Rapids
 Mail date: October 28
 Editorial deadline: September 30
 Advertising deadline: October 7

December 2011
 Grass Drags Heat up Track at Marshalltown
 ISSA Honors Members at Awards Ceremony
 Mail date: December 2
 Editorial deadline: October 28
 Advertising deadline: November 11

January/February 2012
 Convention Recap
 Snowmobilers Help Families with Spina Bifida
 Mail date: January 6
 Editorial deadline: December 9
 Advertising deadline: December 16

March 2012
 Legislative Agenda Detailed
 Father-Son Trip to Northern Minnesota
 Mail date: March 2
 Editorial deadline: February 3
 Advertising deadline: February 10

OFFICIAL WEBSITE OF THE IOWA STATE SNOWMOBILE ASSOCIATION

Your Online Guide to Snowmobiling in Iowa

Since 1973

GoSnowmobiling.org

NEWS BRIEFS
 LEGISLATION
 NATIONAL ISSUES
 CLUBS & MAPS
 CALENDAR OF EVENTS
 RULES & SAFETY

Home About Us Contact Us Join Today

Wed May 18 2011

Associate ISSA memberships wanted. Download form [here](#).

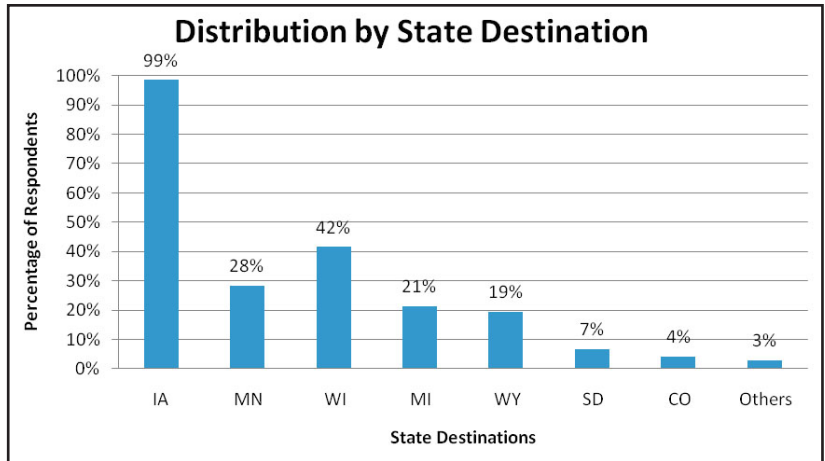
WEBSITE ADVERTISING AVAILABLE HERE. EMAIL EDITOR@IOWASNOWMOBILER.COM FOR MORE INFORMATION.

VIDEO FEEDS

Visit the magazine's companion website at www.iowasnowmobiler.com.

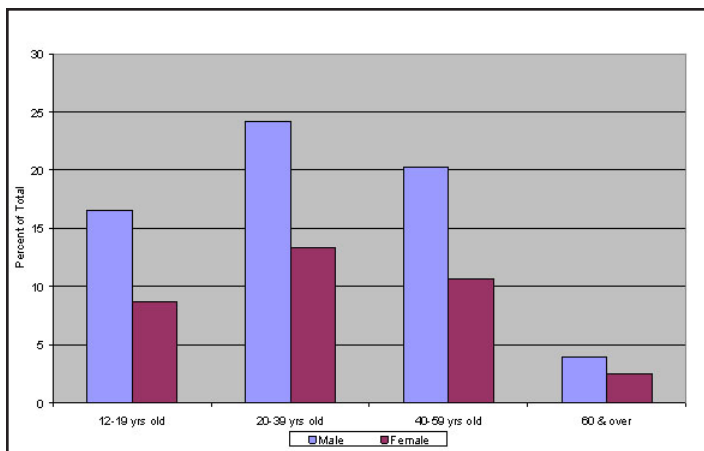
Economic Importance of Snowmobiling in Iowa*

- There were 28,265 registered snowmobiles in Iowa in 2009-10, or 9.4 machines per thousand residents of the state.
- There are an estimated 11,306 snowmobiling families in Iowa.
- Approximately 46 percent of riders are under the age of 30 and another 29 percent are between the ages of 30 and 44. The age distributions of individual riders and the number of children identified indicate that snowmobile is predominantly a family sport for Iowa residents.



Where Iowans Like to Ride

- The estimated current value of snowmobiles and related assets in Iowa is estimated at over \$111.6 million.
- Iowa snowmobilers spend an estimated \$76.3 million per year on snowmobile equipment and activities. \$50.3 million is spent in Iowa. \$26 million is spent on trips out of state.



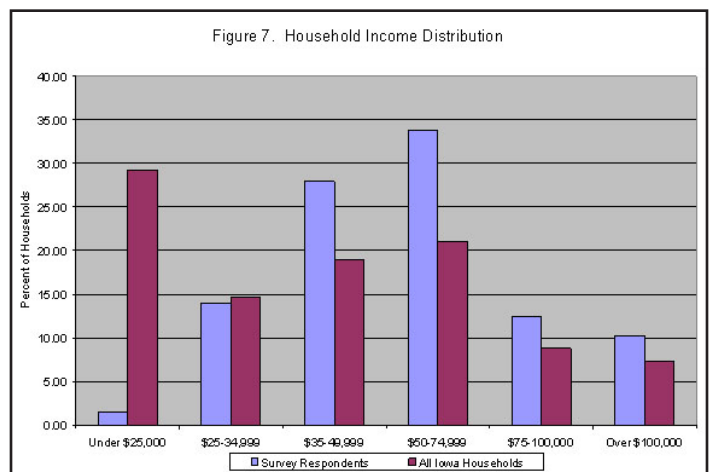
Who's buying and riding

- 604 trail permits were sold to nonresidents. Estimated spending associated with their usage is \$556,600
- In-state snowmobiling expenditures (\$50.85 million) generate an estimated \$30.4 million in additional transactions within the Iowa economy, resulting in an estimated total of \$81.3 million in transactions or sales, \$27.9 million in personal income, and 1,101 jobs.
- Capturing the \$26.2 million that Iowa snowmobilers spend out-of-state has the potential of providing an additional \$41.9 million in total transactions, \$14.5 million in additional household income, and 576 more jobs.

year, for a statewide total of nearly 15.2 million miles, annually. Over 85 percent of riders utilize public lands and multi-use trails.

- Iowa snowmobiling households purchased 1.65 million gallons of gas or about 60 gallons per machine. Grooming of trails consumes an additional 25,658 gallons of fuel.

- On average, Iowa snowmobile families report 27 outings during the 2009-10 season. About 40% indicate they visited Wisconsin for an average of 5.9 days with their snowmobiles and about 28% visited Minnesota for an average of 5 days. Michigan and Wyoming were also popular destinations.



Average Iowa snowmobiler income \$50,000

* Source: Economic Impact Studies Iowa State University, 2005 & 2010