



Iowa Snowmobiler 2020-21 Media Kit

Four-Color Magazine
 Circulation: 3,250
 Readership: 8,125
 Available for free online at www.iowasnowmobiler.com

Official Publication of the Iowa
 State Snowmobile Association



Editorial Calendar

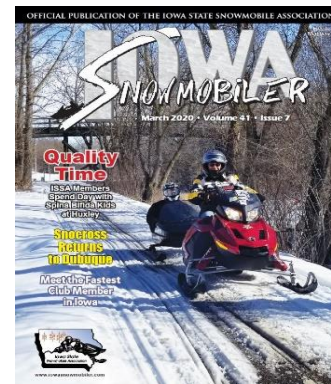
Issue Date/Name	On Sale Date	Space Close	Material Close
September 2020	August 23, 2019	August 14, 2020	August 21, 2020
October 2020	September 27, 2019	September 11, 2020	September 18, 2020
November 2020	October 25, 2019	October 16, 2020	October 23, 2020
December 2020	December 6, 2019	November 13, 2020	November 20, 2020
January 2021	December 30, 2002	December 11, 2020	December 18, 2020
February 2021	January 29, 2021	January 15, 2021	January 22, 2021
March 2021	February 25, 2021	February 11, 2021	February 18, 2021

Ad Rates

Ad size	1x-2x	3x-5x	6x-7x
Full Page 4C	\$1,900	\$1,700	\$1,500
FP4C - Back cover	\$1,900	\$1,700	\$1,500
FP4C - Cover 2	\$1,900	\$1,700	\$1,500
Spread 4C	\$3,000	\$2,500	\$2,000
Spread 4C - Cover 2 and page 3	\$3,000	\$2,500	\$2,000
1/4P4C	\$600	\$500	\$400
1/2P4C	\$900	\$800	\$700
1/3P4C	\$700	\$600	\$500
Marketplace	\$125	\$110	\$90

Ad specs

Ad size	Specification
FP4C Bleed	8.75" w x 11.25" d
FP4C Non-Bleed	7.5" w x 10" d
Spread 4C Bleed	17.25" w x 11.25" d
Spread 4C Non-Bleed	16" w x 10" d
1/4P4C	3.675" w x 4.875" d
1/2P4C	7.5" w x 4.875" d
1/3P4C	2.25" w x 10" d
Marketplace	2.25" square



Contact Info
Cameron Hanson
2552 Woodland Place
Charles City, IA 50616
641-330-5565
editor@iowasnowmobiler.com
www.iowasnowmobiler.com