



MEDIA KIT

TWO THOUSAND SIXTEEN

LARGEST DISTRIBUTION

LEADING EDITORIAL

REAL KNOWLEDGE

ACTUAL SERVICE

TRUE PARTNERSHIPS



Wakeboarding, Wakeskating and Wakesurfing's Movement and Lifestyle

THE TRUE ALLIANCE

Integrity. It's a word passed around all too easily in this day and age of social media, blogs, and "fake it till you make it" attitudes. At Alliance Wake it had been our mantra for 14 years. It defines what we do and the products we deliver. Simply put, our readers are riders and they demand integrity more than anything. Our voice is unmatched – and you might not always agree with it. Good. Agreement doesn't build progression. With the most experienced and respected staff in the industry we deliver the most legit content to the sports' true fans and supporters. Check it out, chances are you'll enjoy it, learn something, and probably laugh. Or not. No matter what you'll be entertained.





HISTORY, LOCATION AND INSIGHT

Alliance Wake was founded in 2000 and has existed as the rider's publication for 14 years. Since our inception we have maintained our credibility and our name with the enthusiasts. We are based in Cardiff By the Sea, CA, in the heart of youth lifestyle culture. The trends begin here, and the brands that define trends are our partners and neighbors. If cool things are happening, it's a good chance it started in our backyard. Combined with an equally impressive presence and footprint in Orlando FL, Alliance Wake offers a perspective that is unmatched.

OUR READERS EXPECT TO BE IMPRESSED

The Alliance Wake edit team demands that our content is authentic, relevant, and unfiltered. In short, we want the best for our readers because it is what they demand. From our Editor and Staff Photographer to each of our contributors, the standard is the highest in the industry for editorial quality and integrity. Alliance readers are educated about the sports because they are passionate about them. Our job is to enhance both education and passion, be it through the best photography, thought-provoking opinion columns, insightful interviews, or epic adventures. If something sucks readers stop reading. We keep readers reading.





ADVERTISING, MAKE IT WORTH OUR READER'S TIME

Your advertising visuals and messaging should be excellent. Rich and influential advertising enhances the reader's experience and is no less worthy of a page in Alliance than our quality editorial. We believe that an advertisement should be held to the same high standards as our content, design and quality. If you need help and guidance in this realm our creative team can help you craft a meaningful message.

Alliance Wake Magazine publishes 8 issues per year, distributing 40,000 copies per issue through subscribers, digital editions, boardsport retailers, bookstores, boat dealerships, events, and industry affiliates. Our distribution ensures that your ads get in front of active participants and true lifestyle enthusiasts, regular purchasers of new products.

OPPORTUNITY

Median household income for all wakeboarding participants is \$76,000.

Over 1 million of these participants are core participants, meaning they define themselves as wakeboarders: these are our readers.

More than 70% of all participants are males under the age of 25.

More than 75% of the frequent participants are under the age of 25.

READER INFORMATION

SEX: 79% male, 21% female

AGE: Median 21.1

HOURS PER ISSUE SPENT

READING ALLIANCE: 2.9

OTHER SPORTING ACTIVITIES:

Skateboarding 42%,

Snowboarding 31%, Surfing 18%

OWN OR HAVE ACCESS TO A
COMPUTER: 99%

HOURS PER WEEK SPENT ONLINE:
14.25

40,000 copies, the most widely distributed wakeboarding publication in the world, with a per issue with a pass along rate of 4x, totaling 160,000 readers per issue.

46% of our readers acquire our publication at a boardsport retailer, bookstore or a boat dealership.

45% of our distribution is represented by subscribers.

9% of our readers acquire our publication at events or are industry affiliates or professional athletes.

Additional copies are distributed to subscribers, newsstands and events throughout the world.





ADVERTISING SCHEDULE

DEC/JAN 2016.1 Photo Annual	Ad close 10/9	Materials due 10/16	In stores 11/18	JULY 2016.6 Mid-Summer	Ad close 5/16	Materials due 5/13	In stores 6/15
FEB/MAR GEAR GUIDE 2016.2 Boat Shows	11/21	11/28	1/5	AUG/SEPT 2016.7 Late Summer	6/10	6/17	7/15
APRIL 2016.3 Early Spring	2/5	2/12	3/12	OCT/NOV 2016.8 Surf Expo	7/29	8/15	9/9
MAY 2016.4 Spring	3/4	3/11	4/10	DEC/JAN 2017.1 Holiday / Photo Annual	10/7	10/14	11/17
JUNE 2016.5 Early Summer	4/1	4/8	5/13				

ADVERTISING RATES FOR 2016

4 COLOR				2 COLOR				B&W			
	1X	5X	8X		1X	5X	8X		1X	5X	8X
SPREADS	\$8526	\$8099	\$7695	SPREADS	\$7502	\$7125	\$6770	SPREADS	\$6486	\$6164	\$5854
1 PAGE	\$4488	\$4263	\$4049	1 PAGE	\$3949	\$3750	\$3563	1 PAGE	\$3414	\$3244	\$3100
2/3 PAGE	\$3407	\$3237	\$3074	2/3 PAGE	\$3005	\$2854	\$2712	2/3 PAGE	\$2473	\$2349	\$2232
1/2 PAGE	\$2712	\$2699	\$2565	1/2 PAGE	\$2505	\$2379	\$2260	1/2 PAGE	\$2161	\$2053	\$1948



SPECIFICATIONS

Digital Submissions

Alliance Wake Magazine is printed computer to plate. Please send us digital high resolution PDF or tif files **without** crop marks via file transfer. We are Mac based using InDesign CC, Adobe Illustrator CC and Adobe Photoshop CC. Files created in anything other than these must be saved as .tif or .eps files. All fonts must be rasterized or converted to outlines. All support images should be .tif or .eps files. It is important that you build the files to our size specifications, this includes bleed and live areas*, we reserve the right to re-format to fit our specs. All files must be built at 300 dpi in CMYK format. We will not accept anything less than 300 dpi, this is to ensure the quality of your advertisement. When placing or embedding a file in Illustrator, images must be CMYK at 300 dpi. Embedded images cannot be modified. Make sure ad is built to bleed specs if images run off the page. Please supply a hard copy of your ad with all files.

*Live area refers to the area within the ad where all important information should be placed. Anything outside this area runs the risk of being unreadable. For example, on a full page ad, your contact information, photo credit, etc. should be within the 8 x 10.375" dimension noted on the media kit.



Additional Insert Options

Additional marketing inserts are available including booklets, sticker sheets, and DVD's. For options and pricing please speak with an Alliance representative.

Quik Reference

File type: MAC
Software: InDesign, Illustrator, Photoshop
Fonts: Rasterize or Create Outlines for all fonts
Images .tif or .eps
Color CMYK (spot colors will be converted to CMYK equivalent)
Resolution: 300 dpi

Production Fees

We offer full ad creative and production services, from complete campaigns to scanning services. Charges will be negotiated on a per project basis dependent on scope and time requirements.

Ad Creative

Alliance Wake Magazine will not run ads containing: frontal nudity, guns, illegal drugs, images deemed to be racist or sexist or the negative depiction of other action sports companies. *Alliance* reserves the right to alter ad copy with the cooperation of the advertiser. Mail order ads cannot list any specific pricing or retail codes of any kind.






Late Fees

There will be a \$100 charge for art received after the week of the artwork deadline. Any ad received for insertion at proofing will incur a \$200 per page charge.

POSITIONED ADS

COVER 2 SPREAD	\$9780	COVER 4	\$9896
COVER 2 GATEFOLD	\$14,860	MASTHEAD SPREAD	\$5132

Layout Reference

Spread	Gatefold	
		
live - 16 x 10.375 trim - 17 x 10.875 bleed - 17.25 x 11.125	file template available upon request	
Full Page	2/3 Page (VERT)	1/2 Page (HORZ)
		
live - 8 x 10.375 trim - 8.5 x 10.875 bleed - 8.75 x 11.125	live - 4.875 x 9.875 trim - 5.375 x 10.875 bleed - 5.5 x 11.125	live - 7.5 x 4.75 trim - 8.5 x 5.25 bleed - 8.75 x 5.375

Posters

\$9318
Posters include 40,000 posters tipped into the magazine print run and 2000 extra posters sent to the advertiser folded. The backside of the poster can also be printed in b/w with company or athlete propaganda on all 42,000 for an additional charge.

Poster	file template available upon request