

2015 CANOE & KAYAK MEDIA KIT





RECOGNIZED LEADER

For over 42 years, *Canoe & Kayak* has been the authoritative voice of paddling. Whereas we're best known for our award winning print publication, today's paddlers are just as likely to source us online, through video, social networking or within the digital version of the magazine.

MALE: 82.2%

8.2% 18-24 / 26.8% 25-34 / 23.1% 35-44 / 24.1% 45-54

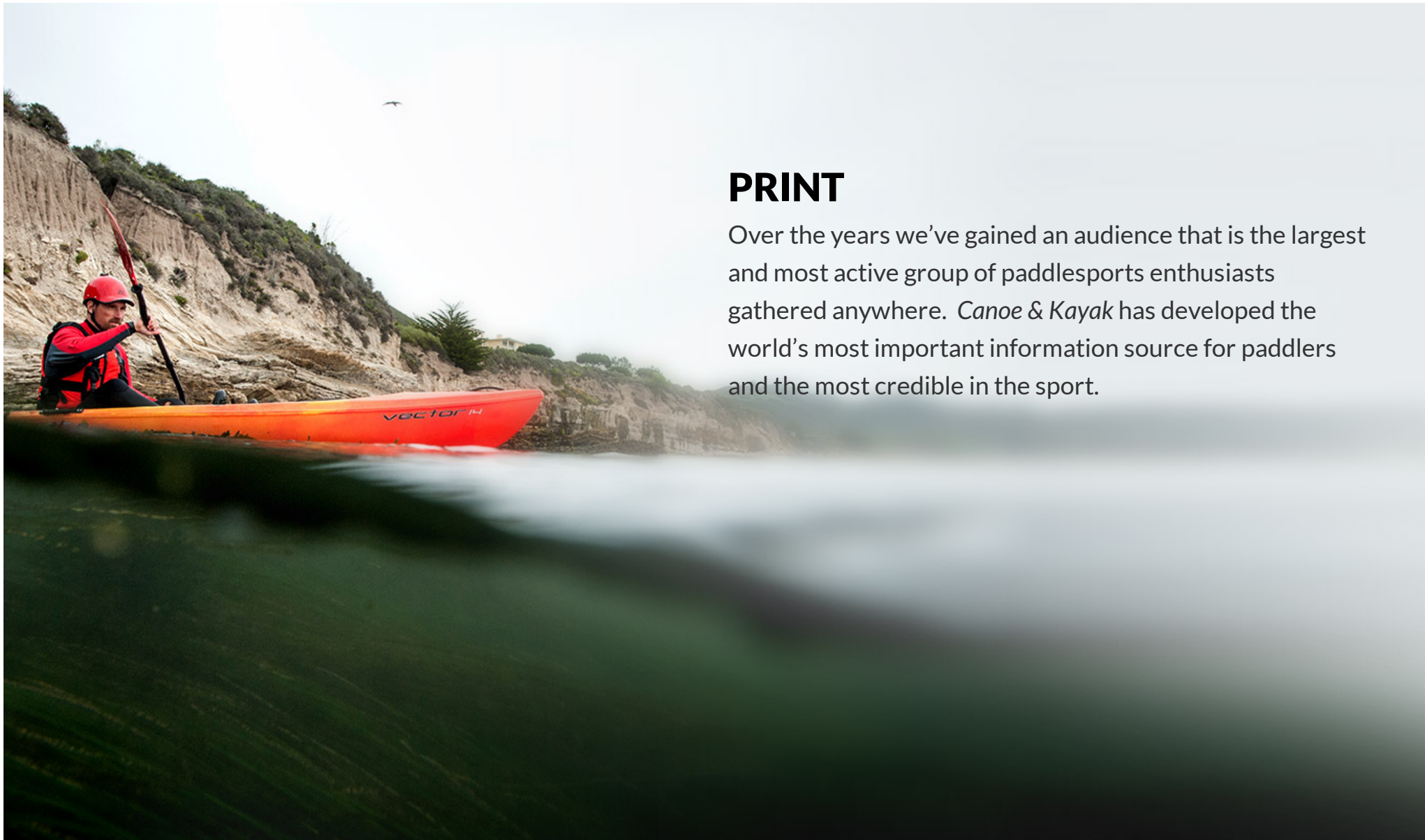
AVG. AGE: 42.0

AVG. HHI: \$109,423

ANY COLLEGE: 73.1%

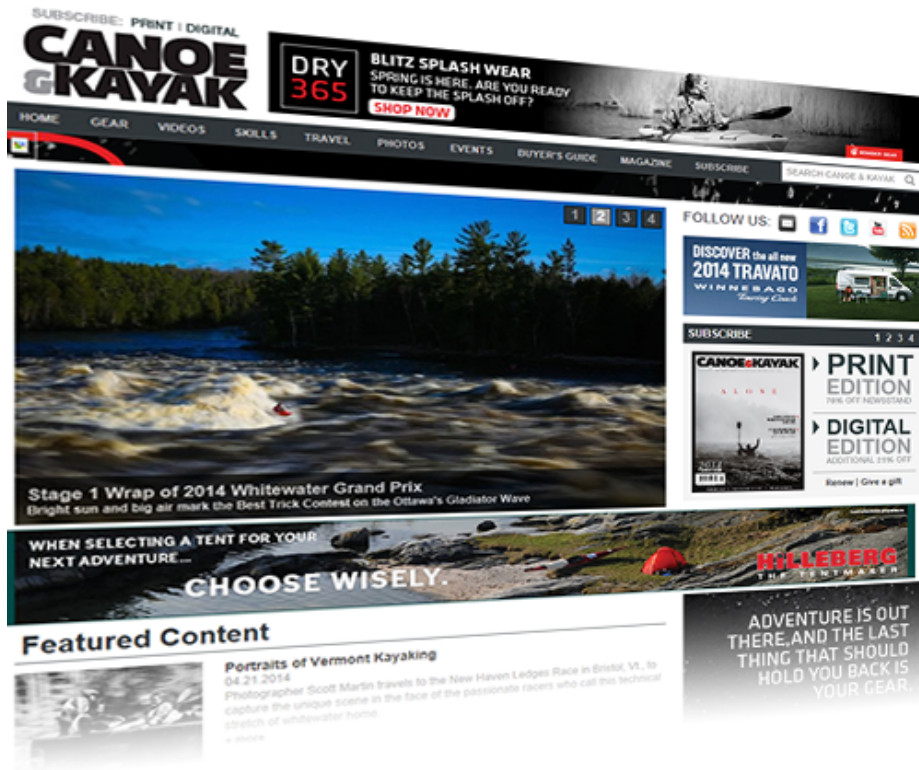
SOURCE: GfK MRI Publisher's Prototype, USPS

Statement, Omniture, Facebook, Twitter, Instagram, Pinterest, Google+, YouTube



PRINT

Over the years we've gained an audience that is the largest and most active group of paddlesports enthusiasts gathered anywhere. *Canoe & Kayak* has developed the world's most important information source for paddlers and the most credible in the sport.



DIGITAL

We deliver the world's most dynamic, timely and comprehensive paddling website. We post fresh content daily, and go way beyond the print stories with the best event coverage, expedition updates, videos, breaking news and local trip reports.

[HTTP://WWW.CANOEANDKAYAK.COM](http://www.canoeandkayak.com)

Monthly Uniques: 212,338

Monthly Page Views: 379,413

DIGITAL

YOUTUBE

The best paddlers in the world are creating content at an incredible rate. Our channel hosts the best videos from their point of view to give users more insight into the athletes and brands they love most.

[HTTPS://WWW.YOUTUBE.COM/USER/CANOEKAYAK](https://www.youtube.com/user/canoekayak)

DIGITAL

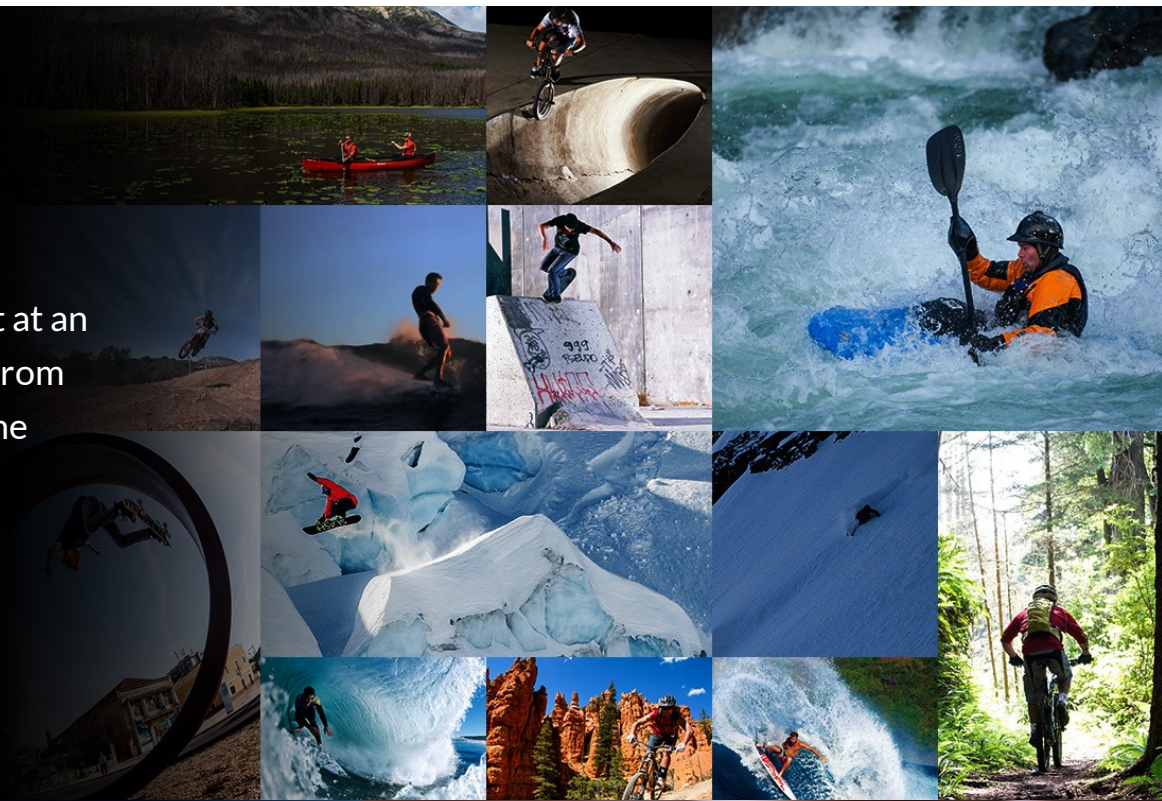
SOCIAL MEDIA

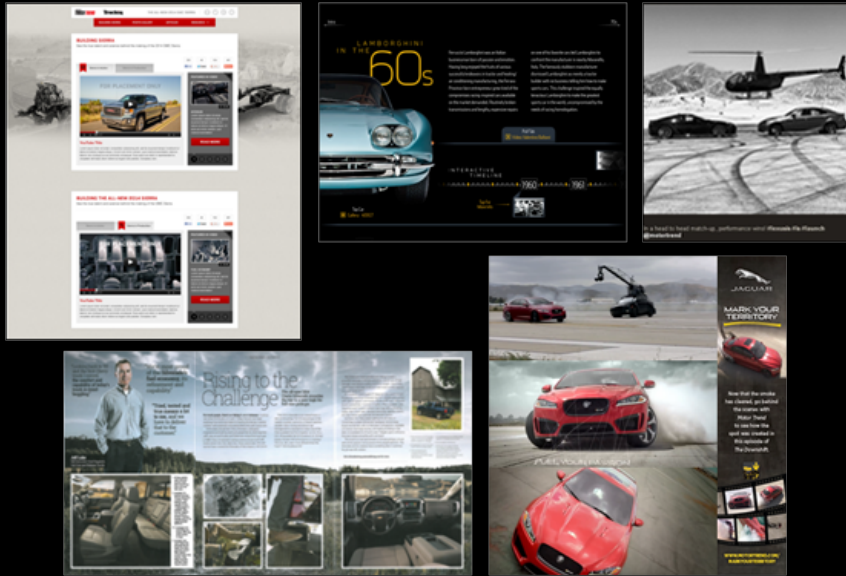
Activate your brand through Canoe & Kayak's social networking expertise. Whether it's through Instagram, Twitter, Youtube or the world's largest paddling Facebook following, we've got you covered.

<https://www.facebook.com/canoekayak>

<https://twitter.com/CanoeKayakMag>

<https://www.youtube.com/user/canoekayak>





CUSTOM SOLUTIONS

We provide custom solutions for your brand that are carefully crafted to appear beautifully on any device, on any platform and in any format.

EVENTS

Canoe & Kayak Awards

Each year, the worldwide paddling community comes together to vote online to recognize the best paddling athletes, expeditions, causes and lifetime achievements. It all transpires at the sports biggest event of the year with videos and speeches that are followed socially across the globe.

[HTTP://WWW.CANOEKAYAK.COM/CANOE-KAYAK-AWARDS/](http://www.canoeKayak.com/canoe-kayak-awards/)



APPENDIX

320K+
Total Audience

187K+
Print

70K+
Web

62K+
Social

DIGITAL

Ad Specs <http://stwww.enthusiastnetwork.com/wp-content/uploads/2015/04/TEN-ACT-CANOE-KYK-MK15521.pdf>

PRINT

Submit Ad <http://www.enthusiastnetwork.com/ad-guideline-spec/ten-print-ad-guidelines-specs/>

Production Schedule <http://www.enthusiastnetwork.com/production-schedule/canoe-kayak-production-schedule/>

[MAILTO:ACTIONOUTDOORADS@ENTHUSIASTNETWORK.COM](mailto:ACTIONOUTDOORADS@ENTHUSIASTNETWORK.COM)

TEN brand sites



THE
ENTHUSIAST
NETWORK™

MEDIA KIT

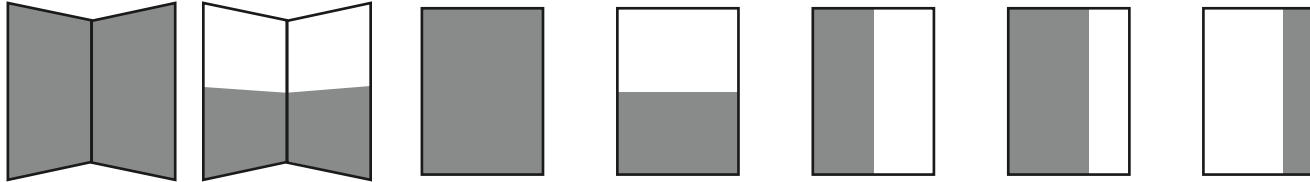
CANOE & KAYAK MAGAZINE

PRINT

ONLINE

RICH MEDIA

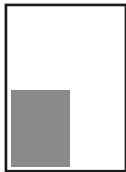
BLEED AD CONFIGURATIONS



	SPREAD	1/2 SPREAD	FULL PAGE	1/2 HORIZ	1/2 VERT	2/3 PAGE	1/3 VERT
BLEED	18.25" x 11.125"	18.25" x 5.5625"	9.25" x 11.125"	9.25" x 5.5625"	4.625" x 11.125"	6" x 11.25"	3.3125" x 11.125"
TRIM	18" x 10.875"	18" x 5.3125"	9" x 10.875"	9" x 5.3125"	4.375" x 10.875"	5.75" x 10.875"	3.0625" x 10.875"
NO-BLEED	17" x 9.875"	17" x 4.8125"	8" x 9.875"	8" x 4.8125"	3.875" x 9.875"	5.25" x 9.875"	2.5625" x 9.875"
SAFETY	17.5" x 10.375"	17.5" x 4.8125"	8.5" x 10.375"	8.5" x 4.8125"	3.875" x 10.375"	5.25" x 10.375"	2.5625" x 10.375"

Bleed margin adds .125" to all outside edges, and should not contain critical elements.

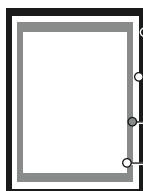
NO-BLEED AD CONFIGURATIONS



	1/4 ISLAND
SIZE	3.875" x 4.8125"

Non-Bleed ads float within full-page safety area, .25" from trim.

UNDERTANDING MEASUREMENTS (Largest to smallest)



- BLEED** — An additional .125" amount on artwork to make the image extend all the way to the outside edges of the page.
- TRIM** — The size of the page; useful for gauging size and placement of live elements.
- NO-BLEED** — A term indicating that the ad fits in an inset box, fully contained on the page and surrounded by space.
- SAFETY** — The .25" guideline inside trim measurement to used to position live elements.

ONLINE ADVERTISING - STANDARD UNITS

AD SIZES:	300x175 300x250 300x600 728x90	
EXPANDABLE SIZE MAX (CLICK TO EXPAND):	INITIAL SIZE:	EXPANDED SIZE
	300x250	450x250
	728x90 (top)	728x180
	728x90 (bottom)	728x180
	300x175	450x175
	300x600	500x600
CLOSE METHOD	Click or roll off.	
INITIAL FILE SIZE	50kb max on initial.	
MAX FILE SIZE	100kb (expanded)	
CLOSE BUTTON	Required	
INITIAL ANIMATION	15 seconds	
MAX LOOPS	3 loops (15 seconds/loop).	
VIDEO	Non-user initiated	
IN-BANNER VIDEO	750kb max.	
AUDIO	User-initiated	
VIDEO/AUDIO LENGTH	15 seconds max.	
BUTTONS REQUIRED	Play, Stop, Pause, Mute, Restart	
FLASH VERSIONS	8 or below. AS2 and AS3 accepted.	
HOSTING NOTE:	For click tracking and redirect purposes, we will need the following "get URL code" embedded within the FLA file and have the exported SWF sent to us. Back up GIFs should be supplied with SWF files and under 40kb in size.	
CLICK TAG FOR FLASH (CASE SENSITIVE):	<pre>on (release) { getURL(_level0.clickTag,"_blank"); }</pre>	

ONLINE ADVERTISING SPECS - RICH MEDIA UNITS

We accept all DART-supported forms of rich media including the following:
Sizmek, PointRoll, Eyewonder, Klipmart, Flash, Shockwave, HTML, Javascript.

VIDEO AD LENGTH:	15 seconds maximum.
FORMATS FOR VIDEO:	MiniDV, HDV, BetaSP, DVD or CD, CD or DVD Data (QT-DV-NTSC/AVI-DV-NTSC/HD-M2T).
QUANTITY ALLOWED:	3 videos max (will be randomly played/no guarantees on selection).

Client to provide a finalized ready-to-view video ad.
Client to supply 1x1 impression trackers and click trackers (redirect URL).

Send all assets to traffic@enthusiastnetwork.com.

AD OPERATIONS FTP:

HOST:	ftp://adopsguest@ftp2.automotive.com
USERNAME:	adopsguest
PASSWORD:	GuestAd0p5

11.21.2014

Canoe & Kayak Production Schedule

2015 ISSUE AD CLOSE & ON-SALE DATES

Issue	Ad Close / Materials Due	On Sale
Mar 2015	11/20/14	1/16/15
May	2/2/15	3/27/15
Jun	3/30/15	5/22/15
Aug	6/5/15	7/31/15
Dec	9/4/15	10/30/15
Mar 2016	11/18/15	1/15/16