

terrain





our mission

Terrain Magazine is a nonprofit publication devoted to growing outdoor recreation in St. Louis and the Midwest region of the United States. We do this by delivering a free bimonthly print magazine, daily online content, social media channels, community events, and partnerships with leading outdoor organizations.

Our work over the past 11 years has cultivated an audience of enthusiasts who spend their leisure time running, hiking, biking, camping, climbing, paddling, and actively enjoying nature. We believe *everyone* should have access to outdoor opportunities and are committed to building an outdoor community that is inclusive and diverse.

Terrain is part of River City Foundation, a private nonprofit foundation dedicated to expanding outdoor recreation. Our mission is to promote outdoor-oriented activities, accelerate equitable, community-driven outdoor initiatives, and support the region's grassroots outdoor organizations.

Our goal is to help *all people* experience the natural world in a way that is meaningful to them.

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readership

Based in St. Louis, *Terrain* is distributed for free at more than 300 locations in communities across Missouri and Illinois. Distribution points are selected to ensure access to our audience and include outdoor retailers; recreation and fitness centers; cafes, coffee shops, and brewpubs; sports medical clinics; farmer's markets and natural grocers; races and events; and subscriptions.

32,000

Readers Per Issue

10,000

Magazines Per Issue

6

Issues Per Year

320

Free Distribution Points



DEMOGRAPHICS

- 65% Male / 35% Female
- Ages 25-55
- Median Age 41
- 65% Parents
- 84% College Educated
- 52% Average Household Income of \$100,000+

OUR READERS

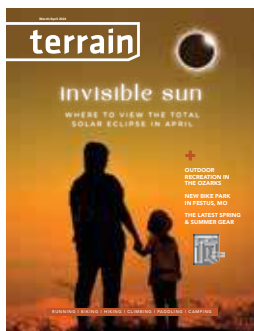
- 77% Hikers
- 62% Campers
- 61% Road Cyclists
- 56% Mountain Bikers
- 50% Road Runners
- 47% Trail Runners
- 38% Paddlers
- 32% Rock Climbers
- 23% Snow Skiers/Snowboarders



editorial

Terrain focuses on outdoor recreation, adventure travel, regional races and events, gear, and culture that provide inspiration to get our readers outside and active.

ISSUE	FEATURES/NOTES	AD RESERVATION DEADLINE	AD MATERIALS DEADLINE	ISSUE RELEASE DATE
Jan/Feb	New Year New Users Guide	Nov 20	Nov 27	Dec 18
Mar/Apr	Plan Your Year, New Spring/Summer Gear	Jan 22	Jan 29	Feb 18
May/Jun	The Business Issue: Regional Brands and Makers	Mar 26	Apr 2	Apr 22
Jul/Aug	The Water Issue: Paddling Our Rivers, Top Swimming Holes	May 21	May 28	Jun 18
Sep/Oct	Weekend Road Trips, New Fall/Winter Gear	Jul 23	Jul 30	Aug 19
Nov/Dec	Photo Contest Winners, Holiday Gift Guide <i>Bonus Distribution at the Gateway Outdoor Expo (see page 7)</i>	Sep 24	Oct 1	Oct 21

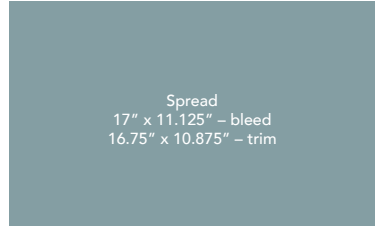


advertising

print advertising

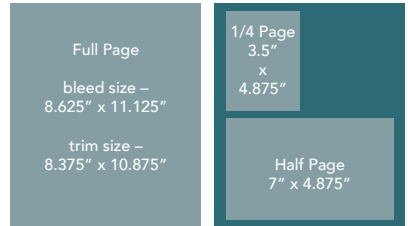
PREMIUM

	1x	4x	6x
Center Spread	\$3,075	\$2,770	\$2,620
Back Cover	\$1,850	\$1,665	\$1,575
Inside Front Cover	\$1,725	\$1,550	\$1,465
Inside Back Cover	\$1,600	\$1,440	\$1,360



DISPLAY

	1x	4x	6x
Spread	\$2,395	\$2,155	\$2,035
Full Page	\$1,395	\$1,255	\$1,175
Half Page	\$795	\$717	\$675
Quarter Page	\$554	\$490	\$465



- File format: PDF. Resolution: 300 dpi.
- All print ads will be included in our digital edition.
- Graphic design services are available at a rate of \$100/hour.

custom content

Our custom content solutions can help you showcase your organization's unique attributes. Here are some of our most common offerings.

ADVERTORIAL (FULL PAGE) - \$2,000

Inserted into the editorial flow of the magazine, advertorials are ideal for those who feel they have a unique story to share. Can be supplied as print-ready art, or we can create a custom piece for you at a rate of \$100/hour.

FIELD NOTES SPOTLIGHT (HALF PAGE) - \$950

Placed within the Field Notes (news) section of the magazine, this custom article features one business or organization and calls attention to what sets it apart from the rest. Maximum 500 words; includes minimum one image.

FEATURED EVENT - \$475

Your event will be featured on our Events page, with a written description (100 words maximum), photo, and contact/registration info.

BRANDED EVENT LISTING - \$350

Up to 10 of your events are grouped in a color box, with your logo, that appears at the beginning of our Events listings.

LOGO EVENT LISTING - \$50

Draw more attention to your event with a four-color logo placed next to your listing on our Events pages.

digital advertising

Along with our print options, *Terrain* offers digital opportunities to connect your brand to our affluent, active audience.

WEBSITE/SOCIAL MEDIA

- terrain-mag.com
- @terrainmag
- @terrain_magazine

TRAFFIC/SOCIAL FOLLOWERS

As of August 2024

- 404,000 Monthly Website Impressions
- 5,000 Monthly Website Visitors
- 10,000 E-newsletter Subscribers
- 6,100 Facebook Followers
- 3,000 Instagram Followers

WEBSITE ADVERTISING

- Billboard Ad \$350/month (home page + all interior pages)
- Banner Ad (home page only) \$250/month
- Tower Ad (all interior pages) \$200/month
- Tile Ad (all interior pages) \$100/month

E-NEWSLETTER ADVERTISING

- Banner Ad \$300/month



Website ads

digital advertising

sponsored content/posts

Share your story on our digital channels, featuring cost-effective options that work for any marketing goal and budget.

DEDICATED E-BLAST - \$800

Directly reach our targeted audience of outdoor enthusiasts with your custom message and visuals.

DEDICATED ONLINE STORY - \$700

Like an advertorial, but hosted on our website. Up to 1,000 words and four visuals. Content can be supplied, or we can create a custom piece for you at a rate of \$100/hour. Does not include social media promotion.

DEDICATED E-NEWSLETTER ITEM - \$400

Includes one image, cutline (80 words maximum), and live link. Great for events!

CUSTOM SOCIAL MEDIA POST - \$200

We post your provided message and image on our Facebook or Instagram channel. One platform/fee.

SHARED SOCIAL MEDIA POST - \$100

We share your previously posted message with our Facebook or Instagram channel. One platform/fee.

FEATURED EVENT LISTING - \$50

Your event is showcased as a featured item on the *Terrain* website calendar, moving it to the top of the pile and including an image and details.



E-blast



E-newsletter



Shared social media post

additional benefits

Without our advertising sponsors and partners, *Terrain* would not exist. In 2024, we had a record-setting number of destinations, brands, retailers, organizations, and events aid in our efforts to grow outdoor recreation culture and community.

As a way of acknowledging those that support us and providing added value, we display the logos of our partners on the masthead page of each magazine issue. In addition, we exclusively list the events of our advertising sponsors and partners in our monthly e-newsletters.

Some of our incredible partners from last year include:





events

GATEWAY OUTDOOR expo

GATEWAY OUTDOOR EXPO

Fall 2025

St. Louis, Missouri

The Gateway Outdoor Expo is the premier consumer show and cultural gathering for the regional outdoor community. Browse 200+ exhibit booths and find the latest products, services, and resources from local and national vendors. Exhibitors are invited to show and sell their wares, share information with customers face-to-face, and host demos and special attractions.

The Gateway Outdoor Expo is produced by *Terrain Magazine* and River City Foundation.

For more information on exhibiting, sponsoring, or marketing at the Gateway Outdoor Expo, please contact brad@terrain-mag.com.