

terrain

OUTDOOR ADVENTURE / ST. LOUIS & BEYOND

SOUNDBITE.

THE FLAVOR. THE SOUND. THE CITY.

One City. More to Explore.

OUTDOORS. FOOD.
MUSIC. PEOPLE.
A STRONGER ST. LOUIS.



OUTDOORS



DINING



MUSIC



COMMUNITY



PLACES

2027 MEDIA KIT

TWO MAGAZINES. A BRIGHTER, MORE CONNECTED ST. LOUIS.



WELCOME

For over a decade, *Terrain Magazine* has helped people discover more ways to get outside, explore the region, and connect with the landscape they call home.

We've grown quite a bit since then, and 2027 brings an exciting new chapter. *SoundBite*, a new publication celebrating the food, music, people, and places shaping St. Louis' cultural identity, will be included in every issue of *Terrain* throughout the year.

Why food and music in an outdoor magazine? Because we don't see these worlds as separate.

The trails, rivers, and parks we love are connected to the restaurants where we gather after a hike, the coffee shops where rides begin, and the concert venues that keep our creative energy going. Vibrant outdoor communities need vibrant communities around them.

For *Terrain*, featuring *SoundBite* means more than expanding what we cover. It means more magazines in more places, reaching more people, and creating more opportunities for our partners. Together, the two publications offer complementary ways to connect with readers — through outdoor recreation and through dining and entertainment.

And because *Terrain* is published by River City Outdoors, a nonprofit committed to expanding access to the outdoors, your partnership helps support more than a magazine. It helps us tell important stories, connect people with opportunities, and strengthen the communities we serve.

We're excited about where *Terrain* is headed — and we hope you'll come along for the ride.

More readers. More places. More stories. More impact.

That's a bigger *Terrain*, and we think it's something worth being part of.



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**Powered by River City Foundation*

Based in St. Louis, *Terrain* is distributed for free at nearly 400 locations across Missouri and Southern Illinois. We select distribution points to reach our core audience where they live, work, and play — outdoor retailers, rec centers, races and events, sports clinics, restaurants and bars, coffee shops, natural and specialty grocers, and through direct subscriptions.

BY THE NUMBERS

47,000

Readers Per Issue

15,000

Magazines Per Issue

6

Issues Per Year

390

Distribution Points

DEMOGRAPHICS

Gender: 58% Male / 40% Female / 2% Nonbinary

Age Range: 18-65 (Median: 43)

84% College Educated

65% Parents

50% Household Income \$100,000+

ACTIVITIES OUR READERS ENJOY

78% Hiking

53% Camping/Backpacking

53% Road Cycling

51% Paddling

47% Mountain Biking / Gravel Riding

21% Trail Running

19% Hunting /Fishing

19% Road Running

15% Winter Sports

11% Adventure Racing / Triathlon

7% Rock Climbing

ACTIONS READERS TOOK AFTER READING *TERRAIN*

42% Signed Up for a Race / Event

28% Planned a Trip / Adventure

26% Purchased a Product

6% Purchased a Service



EDITORIAL

Published six times a year, *Terrain* covers outdoor sports, destinations, races and events, gear, and the lifestyle that surrounds getting outside. Through *SoundBite*, each 2027 issue will also explore the restaurants, bars, and concert venues that shape St. Louis — highlighting the connections between recreation, food, music, and the communities that bring them together. **This schedule is subject to change.*

ISSUE	FEATURES/NOTES	AD RESERVATION DEADLINE	AD SUBMISSION DEADLINE	ISSUE RELEASE DATE
Jan/Feb	Annual Outdoor Recreation Guide; <i>SoundBite</i> Bonus Distribution at the Gateway Outdoor Expo	Nov 18	Nov 25	Dec 15
Mar/Apr	Performance Tips from Top Athletes; <i>SoundBite</i>	Jan 20	Jan 27	Feb 16
May/Jun	The Bike Issue — Programs, Places, and Gear; <i>SoundBite</i>	Mar 24	Mar 31	Apr 19
Jul/Aug	The Water Issue — Paddling and More; <i>SoundBite</i>	May 19	May 26	Jun 16
Sep/Oct	Hiking/Camping Issue — Destinations and Gear; <i>SoundBite</i> ; Bonus Distribution at the Gateway Outdoor Summit	Jul 21	Jul 28	Aug 16
Nov/Dec	Photo Contest Winners; Holiday Gift Guide; <i>SoundBite</i>	Sep 22	Sep 29	Oct 18



print advertising

Whether you want to connect with outdoor enthusiasts through *Terrain* or with readers passionate about food and music through *SoundBite*, you can choose the audience that best fits your needs. With *SoundBite* appearing in every 2027 issue, *Terrain* partners now have more ways to put their message in front of the people they want to reach. Ask us for specific placements in *Terrain* and *SoundBite*.

PREMIUM

	1x	4x	6x
Center Spread	\$4,000	\$3,500	\$3,000
Inside Front Cover	\$2,200	\$1,950	\$1,700

DISPLAY

	1x	4x	6x
Spread	\$3,750	\$3,250	\$2,750
Full Page	\$1,750	\$1,500	\$1,250
Half Page	\$950	\$875	\$800
Quarter Page	\$650	\$600	\$550

Spread
17" x 11.125" – bleed
16.75" x 10.875" – trim

- File format: PDF. Resolution: 300 dpi.
- Please include a .125" bleed on full page ads.
- All print ads will be included in our digital edition.
- Graphic design services are available at a rate of \$100/hour.

custom content

We create custom content that highlights your organization's unique voice and resonates with our active audience. Whether you're sharing a compelling story, promoting an event, or increasing visibility, we offer solutions tailored to your goals and budget.

ADVERTORIAL (FULL PAGE) - \$2,500

Ideal for storytelling and brand narrative. Content can be provided as print-ready artwork, or our editorial team can create a custom piece for you at a rate of \$100/hour.

FEATURED EVENT - \$400

Your event is featured on our Events page with a 100-word description, photo, and contact/registration information.

BRANDED EVENT LISTING - \$300

Highlight up to five events in a logo-branded box placed at the top of our Events listings.

LOGO EVENT LISTING - \$75

Make your event stand out with a full-color logo next to your Events listing.

Full Page

bleed size –
8.625" x 11.125"

trim size –
8.375" x 10.875"

1/4 Page
3.375"
x
4.875"

Half Page
7" x 4.875"

DIGITAL ADVERTISING

Beyond print, *Terrain* reaches readers through an active website and social media channels, with a range of digital advertising opportunities to connect your brand with our engaged outdoor audience.

WEBSITE/SOCIAL MEDIA

 terrain-mag.com

 @terrainmag

 @terrain_magazine

ONLINE ENGAGEMENT

As of September 2026

175,000 Monthly Website Impressions

4,000 Monthly Website Visitors

9,500 E-newsletter Subscribers

7,700 Facebook Followers

3,600 Instagram Followers

website advertising

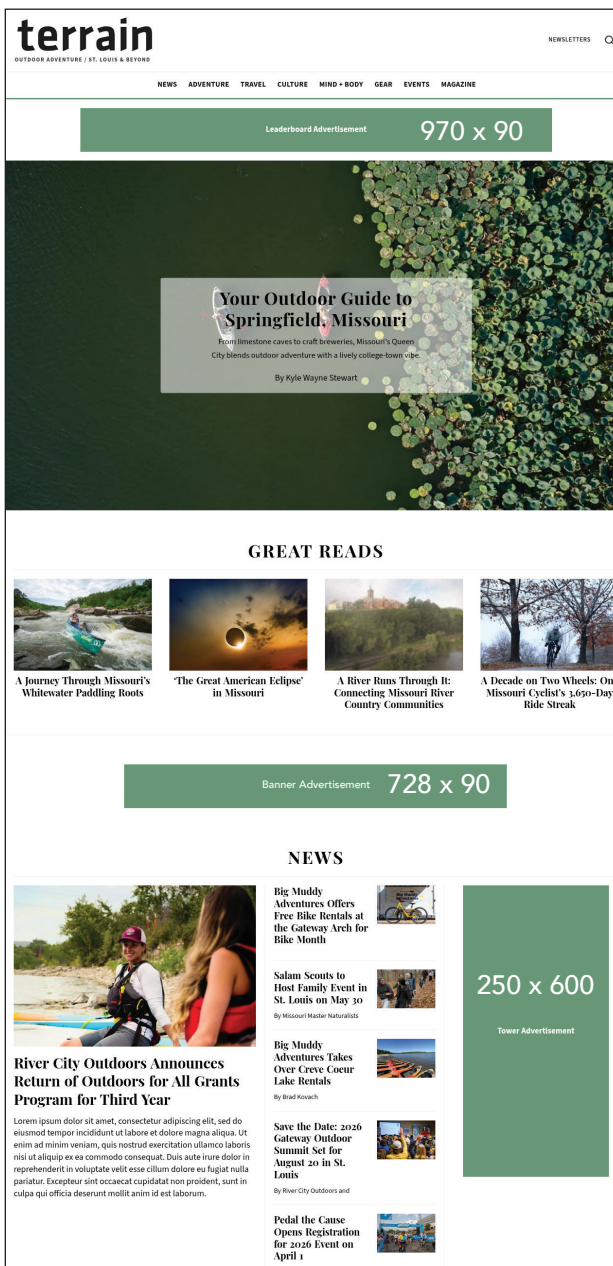
Banner Ad	\$300/month
Leaderboard Ad	\$500/month
Tile Ad	\$200/month
Tower Ad	\$400/month

DEDICATED ONLINE STORY – \$750

An advertorial-style feature hosted on our website (up to 750 words and four visuals). Provide your own content or have our editorial team create it for \$100/hour.

FEATURED EVENT LISTING – \$75

We boost visibility of your event on our web calendar, complete with an image and details.



Website ads

DIGITAL ADVERTISING

e-newsletter advertising

E-NEWSLETTER SPONSOR – \$450

Your brand is featured as the exclusive sponsor of that month's newsletter, with prominent logo placement and a dedicated e-newsletter item including one image, text (up to 100 words), and link.

DEDICATED E-NEWSLETTER ITEM – \$350

Place your message in our monthly e-newsletter, including one image, a brief text block (up to 60 words), and link.

BANNER AD – \$300

DEDICATED E-BLAST – \$850

Send a custom message to our targeted list of outdoor enthusiasts. Includes your messaging, visuals, and links.

social media advertising

CUSTOM SOCIAL MEDIA POST – \$200

We publish your custom message and image on one platform (Facebook or Instagram).

SHARED SOCIAL MEDIA POST – \$100

We share your existing post on one platform (Facebook or Instagram).

terrain

This newsletter sponsored by

FERGUSON TWILIGHT RUN
5K • 10K
1-MILE RUN RACE



ST. CHARLES RESIDENT RUNS SEVEN MARATHONS IN SEVEN DAYS ON SEVEN CONTINENTS

Julie Kulawiec was flying blind — in a cargo jet with no windows. The crew turned off the heat an hour before landing so she and 50 other passengers could acclimate and dress. After landing, they donned goggles, "so we wouldn't damage our corneas."

The doors opened at Ultima Base, Antarctica.

"The vastness was beautiful, though the wind was wicked," says Kulawiec of St. Charles, Missouri. "Then, I realized how few people experience this."

That step off the plane on January 31 was the first of the 14th marathon of her running career. Over the next six days, she completed marathons 15 to 20, each part of the 777 World Marathon Challenge.

[READ THE REST OF JULIE'S STORY](#)

Banner Advertisement 468 x 60

FIELD NOTES



RUN THE TWILIGHT THIS SATURDAY

Ferguson Twilight Run will host its 17th annual event on Saturday, May 16. Enjoy a USATF-certified course through Ferguson's beautiful historic neighborhoods and raise money for nonprofits in North St. Louis County.

The 2025 event includes 5K, 10K, and 1-mile distances, plus virtual options. For each race route, the top finishers in each age category grouped by gender will receive an award at a ceremony and post-event party.

[LEARN MORE AND REGISTER](#)



OUTDOORS FOR ALL GRANT'S RETURN FOR THIRD YEAR

St. Louis nonprofit River City Outdoors has announced the return of its Outdoors for All Grants program, offering one-time grants of up to \$5,000 to support community-focused outdoor recreation projects across the Greater St. Louis bi-state region. Now in its third year, the program continues to build momentum by investing in local initiatives that make outdoor spaces more accessible, welcoming, and sustainable.

[KEEP READING](#)

E-newsletter

FIND YOUR Stride

4HANDS / terrain
MAY 7 | 5-8PM

TERRAIN MAGAZINE MAY & JUNE ISSUE RELEASE

STRIDE ON TAP

- PRE-RUN WITH STRIDE BEFORE THE EVENT
- CHANCE TO WIN A RAFFLE

1200 S. 8TH STREET ST. LOUIS, MO 63104

A NIGHT OF RUNNING, BEER & COMMUNITY!

Celebrate the release of Stride beer from 4 Hands Brewing Co. and the launch of the May/June Issue of Terrain Magazine at our Find Your Stride event!

Thursday, May 7
5 pm - 8 pm
4 Hands Brewing Co. Downtown Taproom

You're invited to join the fun at this free launch party!

5:00 PM Pours
The evening kicks off with fresh pours of Stride in the upstairs bar at 4 Hand's downtown tasting room: 1220 S. Eighth St. in St. Louis.

6:30 PM Run
Hit the pavement with Three Run Four for a casual 2- or 3-mile run to the Gateway Arch and back — perfect for all paces.

Post-Run Party
Stick around for more Stride, a raffle (prizes pictured below), and good vibes with fellow outdoor enthusiasts.



E-blast

Terrain Magazine - St. Louis
Published by Brad Kovach
March 27 · 📍

SPONSORED POST: Today is a perfect day to register for the 2025 Ferguson Twilight Run. The 16th annual event will take place on Saturday, May 17th featuring a 1-mile, 5K, 10K, and 1-mile virtual options. See more



#RUNWITHFERGUSON
SATURDAY MAY 17, 2025

2025 FERGUSON TWILIGHT RUN

FEATURING

- TEAM DISCOUNTS
- COMMEMORATIVE SHIRTS
- CHEER STATIONS
- FINISHER MEDALS
- FINISH AREA VENDORS
- POST-RACE CONCERT

5 PM - 5-MILE | 6:45 PM - 10K | 6 PM - 5K
8 PM - AWARDS CEREMONY

[FergTwilightRun.com](#)

REGISTER TODAY

2025 FTA PRESENTING, TEAM PERFORMANCE, AND GOOD LIVING SPONSORS

Guid NEW POWER mortgage | Promise HOME | FERGUSON | BIG RIVER

Sat, May 17
2025 Ferguson Twilight Run
501 South Florissant, Ferguson, MO, United States, Missouri 63135
257 people interested

Shared social media post

ADDED VALUE

When you partner with *Terrain*, your relationship goes beyond advertising. We're grateful to the businesses and organizations that support our work and help us promote active living across the Midwest and are proud to offer the following added-value opportunities:

OUR ADDED VALUE:

- **Digital exposure:** Your print ad is also included in the corresponding digital issue of *Terrain*.
- **Logo recognition:** Your logo appears on the masthead page of every issue in which your ad appears.
- **Event promotion:** Sponsor races and events receive exclusive promotion in our monthly e-newsletters.

Some of our incredible partners from last year include:



EVENTS

GATEWAY OUTDOOR expo

February 13-14, 2027
St. Charles, Missouri

The Gateway Outdoor Expo is the St. Louis region's premier outdoor recreation event, bringing together enthusiasts, families, businesses, and organizations for a weekend of discovery and connection.

Through exhibit booths, educational programming, and hands-on activities, the Expo celebrates the joy of getting outside and helps people explore new ways to adventure close to home.

Exhibitors can:

- Showcase and sell products
- Host demos, talks, or interactive experiences
- Connect directly with the outdoor community

GATEWAY OUTDOOR summit

August 2027

The Gateway Outdoor Summit is a purpose-driven gathering focused on the future of outdoor recreation in St. Louis and across the Midwest.

Through keynote talks, panels, and networking, attendees build partnerships and leave with clear next steps for advancing outdoor recreation in our region.

Topics include:

- Economic impact
- Community leadership
- Outdoor access and inclusion

Produced in cooperation with River City Outdoors, the Expo and Summit are your opportunity to plug into one of the most passionate and growing outdoor communities in the country.

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

