



Editorial Calendar

RACE ISSUE (JANUARY) / 117

• 24-page Wall Calendar.

MARCH / 118

• Trophy Series issue
• Race Training
• Yoga For Runners

DIRT (APRIL) / 119

• Fourth Annual Edition: the Trail Running Lifestyle

MAY / 119.5

• How to Trail Run
*Special size and rates

JUNE / 120

• Spring Shoe Review

JULY / 121

• 2nd Trophy Series edition
• Top Trail Towns

SEPTEMBER / 122

• 4-Footed Running Partners
• Public Lands Issue

OCTOBER / 123

• Fall Shoe Review
• Highlights from 2017 Photo Camp

DECEMBER / 124

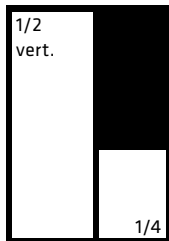
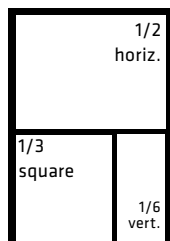
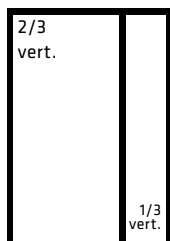
• Winter Training
• Winter Road Trip
• Product Showcase

| SCHEDULE | COVER DATE | ON-SALE | AD CLOSE | MATERIALS DUE |
|---------------------------|--------------------------|--------------------|----------|---------------|
| | MARCH #118 | Feb. 15 - March 31 | 12/30/16 | 01/06/17 |
| | DIRT (APRIL) #119 | April 1 | 02/03/17 | 02/10/17 |
| | How To Trail Run # 119.5 | May1 | 03/10/17 | 03/17/17 |
| | JUNE #120 | May 15 - June 30 | 03/31/17 | 04/7/17 |
| | JULY #121 | July 1 - Aug. 15 | 05/12/17 | 05/19/17 |
| | SEPTEMBER #122 | Aug. 15 - Sept. 30 | 06/23/17 | 06/30/17 |
| | OCTOBER #123 | Oct. 1 - Nov. 15 | 08/11/17 | 08/18/17 |
| | DECEMBER #124 | Nov. 15 - Dec. 31 | 09/29/17 | 10/06/17 |
| RACE ISSUE (JANUARY) #125 | Jan. 1 - Feb. 15 | 11/10/17 | 11/17/17 | |

| AD SPECS | AD SPACE | ORIENTATION | TRIM (width x height) | BLEED (width x height) | LIVE (width x height) |
|-------------------------|-----------------------|----------------|-----------------------|------------------------|-----------------------|
| | Spread | | 16" x 10.625" | 16.25" x 10.875" | 15.5" x 10.125" |
| | Half Page Spread | | 16" x 5.125" | 16.25" x 5.25" | 15.5" x 4.875" |
| | | | | *no bleed on top | |
| | Full Page | | 8" x 10.625" | 8.25" x 10.875" | 7.5" x 10.125" |
| | How To Trail Run Page | | 5.375 x 8.375 | 5.625 x 8.725 | 5.135 x 8.135 |
| | 2/3 Page | | 5.125" x 10.625" | 5.375" x 10.875" | 4.625" x 10.125" |
| | 1/2 Page | Vertical | 3.875" x 10.625" | 4.125" x 10.875" | 3.375" x 10.125" |
| | 1/2 Page | Horizontal | 8" x 5.125" | 8.25" x 5.25" | w 7.5" x 4.875" |
| | 1/3 Page | Vertical | 2.625" x 10.625" | 2.875" x 10.875" | 2.125" x 10.125" |
| | 1/3 Page | Square | 4.75" x 4.625" | | |
| | 1/4 Page | | 3.5" x 4.625" | | |
| 1/6 Page | | 2.25" x 4.625" | | | |
| Gear Finder/Race Finder | | 2.25" x 3" | | | |

Bleed refers to the areas of your ad that extends off the page and will be trimmed off. Trim refers to the size your ad will be trimmed to. Live area is reserved for anything you do not want to trim, such as text or your model's head.

AD SIZE



DIGITAL SUBMISSION

Digital advertisements are accepted if saved in a compatible format. Ads less than 10mb (including all support files and fonts) may be emailed to: ad@bigstonepub.com.

Larger files can be uploaded on our FTP site.

Host: [ftp.bigstonepub.com](ftp://ftp.bigstonepub.com)

User Name: bigstoneads@bigstonepub.com

Password: bigstone

Port: 21

Please place the file in the pertinent magazine and issue folder.

ADVERTISING MATERIALS

Materials requiring production are due seven days prior to materials deadline and should be accompanied by explicit instructions. Production \$100/hour; 1-hour minimum. Art submitted after deadline is subject to \$50 blueline fee.