

In Every Issue

FEATURES:

Sierra magazine and sierramagazine.org inspire readers to enjoy, explore and protect our planet through award-winning journalism. With over 30 journalism and design awards, *Sierra* boasts an impressive list of well-known writers and photographers who transport our readers to amazing destinations and inform them on how to preserve the planet.

DEPARTMENTS:

EXPLORE: ADVENTURE TRAVEL

Act: First-person accounts of ordinary folks doing extraordinary things.

Artifact: Celebrities share an item they own that triggers memories of a moment in nature.

Escape: Reviews of ecofriendly resorts in every corner of the globe.

Explore: Stories of amazing experiences in wilderness.

Survive: A graphic-novel style retelling of various outdoor adventures gone wrong, with expert advice on how to stay alive if you're caught in a similar situation.

ENJOY: GREEN LIVING

Ask Mr. Green: Bob Schildgen answers your questions about environmentalism and how to live an ecofriendly life.

Enjoy: This green living section informs readers about the latest trends, products, and tips in food, fashion, and outdoor recreation.

Faces of Clean Energy: Every day, the clean-energy revolution is creating new jobs for American workers. In every issue of *Sierra*, we ask one of them to tell us his or her story.

Innovate: A close look at cutting-edge innovations in green technology.

Repurpose: We show you how to turn trash into treasure by making something useful out of obsolete household items.

PROTECT: CONSERVATION INSPIRATION

Bulletin: Spotlight on Sierra Club members and how they are supporting the Club's mission.

NEW FOR 2016! *Sierra* is dramatically increasing its online reporting and web exclusives to empower readers with the latest information to drive the national conversation and set the national agenda.



Space: 4/25/16
Materials: 5/4/16
Live: 6/9/16

JULY/AUGUST

National Parks 100 Celebration. *Special Issue*

Featuring a 20-page editorial package celebrating the Sierra Club's national park legacy including our leader and park pioneer John Muir and the challenges that face our parks and national monuments for the next 100. **Sponsorships available.**

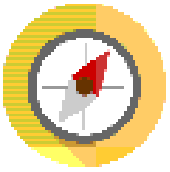
Sierra's Print + Event Package: Digital & print partners who join us in celebrating our parks have the opportunity to sponsor our west coast Wilderness Outdoor Weekend and east coast FloydFest. Both events include product integration, demos, and activation sponsorships.

Buy 1, Get 1: Buy a page in this issue and get 1 Month of advertising on sierramagazine.org.

Special Edition National Park Bucket List Map: From Maine to Hawaii, we list the must-see places and must-do activities at our National Parks on a keepsake fold out map. Back of map can be advertisers creative or more custom content such as leave no trace tips.

PLUS:

- ▲ Backpacking with Kids
- ▲ Hiking the Grand Canyon



Space: 6/27/16
Materials: 7/1/16
Live: 8/11/16

SEPTEMBER/OCTOBER

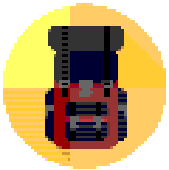
Cool Schools. *Featuring America's Top 10 Green Schools*

Sierra's ranking of America's greenest colleges. **Sponsorship available.**

NPS100 National Park Adventures Special Section: From paddling the Everglades to climbing the Tetons — the Editor-in-Chief of Elevation Outdoors, Douglas Schnitzspahn, brings our readers a bucket list of national park adventures.

Digital Quiz: Do you Know your National Parks? Sponsorship available.

2016 Great Gear Giveaway Sponsorship: Celebrate the outdoors by giving readers the opportunity to win your gear and products.



Space: 8/22/16
Materials: 8/26/16
Live: 10/6/16

NOVEMBER/DECEMBER

Winter Adventures. *Featuring Winter Gear & Adventure Travel*

Holiday Gift Guide Sponsorship: Offering readers gift ideas & exclusive discounts.