

# 2017 Integrated Calendar

KEY THEMES AND OPPORTUNITIES FOR ADVERTISERS

**JAN/FEB**

Close: 10/24/16  
Live: 12/8/16



**MARCH/APRIL**

Close: 1/6/17  
Live: 2/18/17



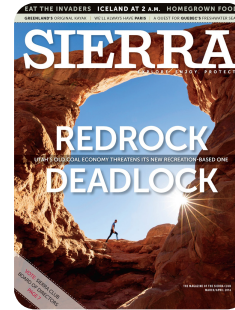
**MAY/JUNE**

Close: 3/2/17  
Live: 4/14/17



**JULY/AUGUST**

Close: 4/27/17  
Live: 6/9/17



**SEPT/OCT**

Close: 6/29/17  
Live: 8/11/17



**NOV/DEC**

Close: 8/24/17  
Live: 10/6/17



PRINT/DIGITAL/  
TABLET

INTEGRATED  
PACKAGES

EXPERIENTIAL  
PROGRAMS

Featuring outdoor adventures from around the globe including Sierra Club's annual Outings trips.

**THE FOOD ISSUE**

Includes sustainable agriculture and fair table practices.

Celebrating 125 Years of exploring, enjoying, and protecting our planet.

**EV Buyer's Guide** sponsorship

**GET OUTSIDE!**

Paddle, hike, and camp.

**COOL SCHOOLS**

**Top 10 Cool Schools** package

Featuring Winter Gear & Adventure Travel

 **PHOTO CONTESTS**  
Blueprint to Outdoor Photography + Reader Photo Contest

 **NATIVE ADVERTISING**  
Green ProductGuide native content sponsorship


 **PHOTO CONTESTS**  
Anniversary Celebration! instagram sweepstakes & print section  
**EV Buyer's Guide**

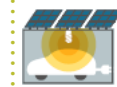

 **NATIVE ADVERTISING**  
Beginners Guide to Adventure Travel native content sponsorship

 **CONTENT SPONSORSHIP**  
Cool Schools video, edit, & facebook sponsorship

 **SWEEPSTAKES**  
Great Gear Giveaway sweepstakes  
Holiday Gift Guide sponsorship

 **OUTDOOR ADVENTURE**  
Annual Winter Demo Center Dec-March

 **WILDERNESS OUTDOOR WEEKEND**  
Sierra Club National Outings Conference Estes Park, May 18-21  
Wilderness Outdoor Weekend outside Lake Tahoe, June 10-11  
FloydFest Outdoor + Music Festival July  
Annual Summer Demo Center May-Sept

 **INNOVATIVE TECHNOLOGY**  
National Drive Electric Week September  
Mass Meetups @ Urban Farms NY + LA  
 **HEALTHY, GREEN LIVING**

 **OUTDOOR ADVENTURE**  
Annual Winter Demo Center Dec-March

# 2017 Marketing Programs

KEY OPPORTUNITIES FOR OUTDOOR ADVERTISERS



## Ambassador Program

Our mission is to get people outdoors & we do this live through Sierra Club Outings. With 350 trained outdoor leaders, Outings provides enviro-friendly outdoor adventures. Place your gear in the hands of these outdoor influencers through the following programs:

### OUTINGS LEADERSHIP ANNUAL CONFERENCE

May 18-21 in Estes Park, CO. Workshop + Hike sponsorships available.

### TRIP LEADER DEMO

Send a select number of leaders your gear to use on their trips. They will provide feedback and photos.

Opportunity to include a purchase incentive in to trip participants.

### PRODEAL PROGRAM

Include your pro purchase listing on our custom, password-protected microsite for our Outings Leaders.



## Annual Demo Center

Sponsor our Marquee Event Series — Annual Summer & Winter Demo Centers held at the Clair Tappaan Lodge. *Sierra's* demo center educates outdoor enthusiasts on your products and increases the demand of purchase. The Lodge, located outside Lake Tahoe, hosts over 6,000 guests/yr and offers unparalleled access to lakes, hiking, skiing, snowshoeing, biking, and rock climbing. Your gear and product literature is displayed and made available for guests to use for free during their stay.

### PROMOTIONS

- Co-branded print ad.
- Digital promotions, custom banner ads and eNewsletter sponsorships.
- Social media posts.



## Anniversary Celebration!

Help *Sierra* celebrate our 125th anniversary and mother earth with a sponsored print section and photo contest. We ask supporters to post a photo showing their love of our planet. Sponsor to provide a prize package for the winner(s).

### DIGITAL

- Photos are uploaded on a landing page & instagram.
- Sponsor logo, photo, & description placed on landing page and promoted on all Sierra Club channels.

### PRINT

- **May/June Special Section:** Written by an outdoor leader, the section will take readers on a Sierra Club adventure.
- Sponsors to be featured in a product showcase.



## Wilderness Outdoor Weekend

Driven by our mission to **EXPLORE, ENJOY, AND PROTECT THE PLANET** our annual Wilderness Outdoor Weekend celebrates our wild outdoors. From June 10-11, guests will gather at the CT Lodge outside of Lake Tahoe, to demo your gear & explore outdoor activities such as hikes, paddling, yoga, & rock climbing. Guests also enjoy music, food, gear giveaways and a speaker series.

**When:** June 10-11, 2017

**Where:** Clair Tappaan Lodge, CA

**Who:** 150+ outdoor enthusiasts

### SPONSORSHIP DETAILS

- Display and demo gear before guests go on their outing.
- Sponsor an activity.
- Promotional campaign reaching 7+ million impressions.



## Great Gear Giveaway

Sponsor our hottest sweepstakes of the year. This multi-platform sponsorship is a unique opportunity to reach Sierra Media's outdoor enthusiast audience by promoting your gear and brand to over 1 million readers!

**Live:** 10/6 - 12/9

### PROMOTIONS

- Nov/Dec full page ad.
- Digital landing page
- Social media posts.
- Sierramagazine.org ads.

2015 Sweepstakes garnered over 10,000 entries!



## Holiday Gift Guide

Promote and drive purchase of products or services during a key consumer buying period — *Sierra* delivers holiday shoppers who are ready to buy!

Gift-giving guide will be promoted in *Sierra* magazine's Nov/Dec issue and an interactive landing page: [sierramagazine.org/gift-guide](http://sierramagazine.org/gift-guide)

**Live:** 10/6 - 12/9