

## **NATIONAL PARKS 100 CELEBRATION! JULY/AUGUST ISSUE**

### ***Sierra celebrates 100 years of our National Parks.***

- \* Place your brand message in front of green advocates & outdoor enthusiasts in one of our highly-anticipated media packages of the year!
- \* 2.4 million members and supporters believe in exploring, enjoying, and protecting the outdoors and support mission aligned brands.



# JULY/AUGUST 2016 NPS 100

**THE NATIONAL PARK SERVICE (NPS) TURNS 100** this year! As our founding leader and a key figure in the creation of the National Parks system, John Muir sparked a movement 100 years ago that is even more prevalent and powerful today. Our media packages celebrate *America's Best Idea* and looks ahead to the next 100 years of parks and public lands. Partner with us to help inspire America to enjoy, explore, and protect our national and local parks.



## PRINT + DIGITAL EDITORIAL

### NPS PAST

- ▲ CNN Historian Douglas Brinkley writes an essay on *America's Best Idea* featuring photography by Ian Shive.
- ▲ A People's History of Sierra Nevada.
- ▲ Infographic map and timeline of the parks.

### NPS PRESENT

- ▲ Native Americans are leading the preservation efforts of the Grand Canyon.
- ▲ Everglades are being threatened by oil/gas drilling.
- ▲ Backpacking gear for kids.
- ▲ Escape to Yosemite.

### NPS FUTURE

- ▲ How we are overcoming the challenges climate change has created for Yellowstone and the entire park system.
- ▲ Map of special places that should have a National Park.
- ▲ Renewable energy projects at Pt. Reyes.

## ADVERTISER OPPORTUNITIES

### ALIGN YOUR BRAND WITH THE MOST TALKED ABOUT AND CELEBRATED EVENT OF THE YEAR!

Sierra offers custom programs with 100% SOV, product and content integration, native programming, and bonus distribution. Our members are leading green advocates with a passion for the outdoors — 77% have visited a national park in the past year.

- ▲ **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](http://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.

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