

NORTHWEST IOWA OUTDOORS

Take advantage of the increasing popularity
of our paper, website, and radio show!

For as low as \$150 your print ad will be distributed to over 70
locations, receive WEEKLY coverage on our radio program,
AND as a bonus you'll get 3 months of online ads.

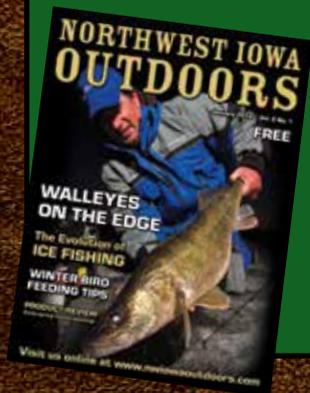
That's \$600 per year to reach
sportsmen & women in YOUR area

515,000 TIMES

That's less than 1 penny per ad pitch.

Exclusive Multi-Media Coverage
Direct to Your Target Audience

Print - Radio - Web



KSCJ
1360AM 94.9 FM



Why Advertise With Us?

The answer is simple – it's the same reason you would advertise in a local newspaper rather than USA Today. You want your ad shown to people who will actually visit your place of business.

Northwest Iowa Outdoors is a regional site, we do not reach as many people as a national publication, but the views we do get are from sportsmen **IN YOUR AREA**. The impact of showing your product or service to local outdoorsmen far outweighs that of advertising to a random audience. A single ad view from someone in your own area is far more valuable than 100 views from someone across the country, or even in distant parts of the state.

Our selling point is not numbers of eyeballs, but rather numbers of sportsmen eyeballs that are within driving distance of you. This is the premise NWIO advertising is built on. Local and affordable. No wasted money or effort advertising to people hundreds of miles away that may or may not be into what you are offering.

NORTHWEST IOWA OUTDOORS

Northwest Iowa Outdoors was launched in January of 2012 by graphic artist Drew Hackett and outdoor writer John Hackett. Starting in March 2014, NWIO launched it's quarterly print version, which can be found in various locations in Iowa and South Dakota. In December of 2015 the radio show first aired.

Northwest Iowa Outdoors is published by:
Dirt Road Design L.L.C.
P.O. Box 512 • 114 Main Street
Kingsley, Iowa 51028
712-898-8987 • dirtroaddesign.com

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The impact of showing your service specifically to sportsmen far outweighs that of advertising to a random audience.
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Interested?

Contact Drew Hackett
Drew@NwIowaOutdoors.com
712-898-8987



NORTHWEST IOWA OUTDOORS

Projected Publication Release Dates

Jan., April, July, Oct.

12,000 - 15,000 copies per year.

12-16 pages 11" x 16.6",
printed on 30# newsprint.

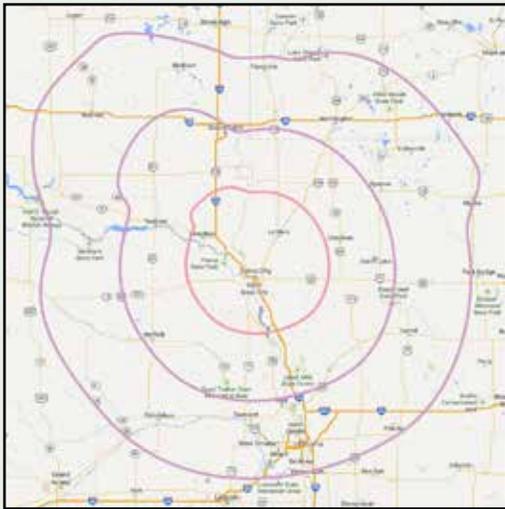
Radio

8,000 listeners per episode

1360 AM 94.9 FM KSCJ SIOUX CITY

The Outdoors with John show airs every
Saturday morning from 7-7:30.

Also streams on NwlowaOutdoors.com
(KSCJ Coverage Map)



Web

7,000 visits per month

NwlowaOutdoors.com

2015 AWstats Web Analytics

Month	Unique visitors	Number of visits	Pages
Jan 2015	3,608	6,916	38,013
Feb 2015	4,182	6,829	32,108
Mar 2015	4,081	6,566	33,139
Apr 2015	4,121	6,842	34,767
May 2015	4,217	8,215	38,557
Jun 2015	4,228	7,938	35,776
Jul 2015	3,586	6,340	28,074
Aug 2015	3,296	6,094	26,245
Sep 2015	3,437	8,421	30,036
Oct 2015	6,010	10,359	39,744
Nov 2015	3,484	6,783	28,038
Dec 2015	3,016	6,376	31,944
Total	47,266	87,679	396,441

Print

12,000 copies per year

Distribution Locations

70+ locations in IA and SD.



Price

\$600 per year to reach
sportsmen & women in YOUR area

515,000 TIMES

That's less than 1 penny per ad pitch.

A la cart options also available:

BUSINESS CARD AD

Black and White - \$100 year

REMOTE BROADCAST

Broadcast at your location - \$150

RADIO SPOT

2 minutes - \$30 per episode

HOME PAGE AD

Large ad on home page
\$50 per month