

ADVERTISE TO YOUR TARGET AUDIENCE IN

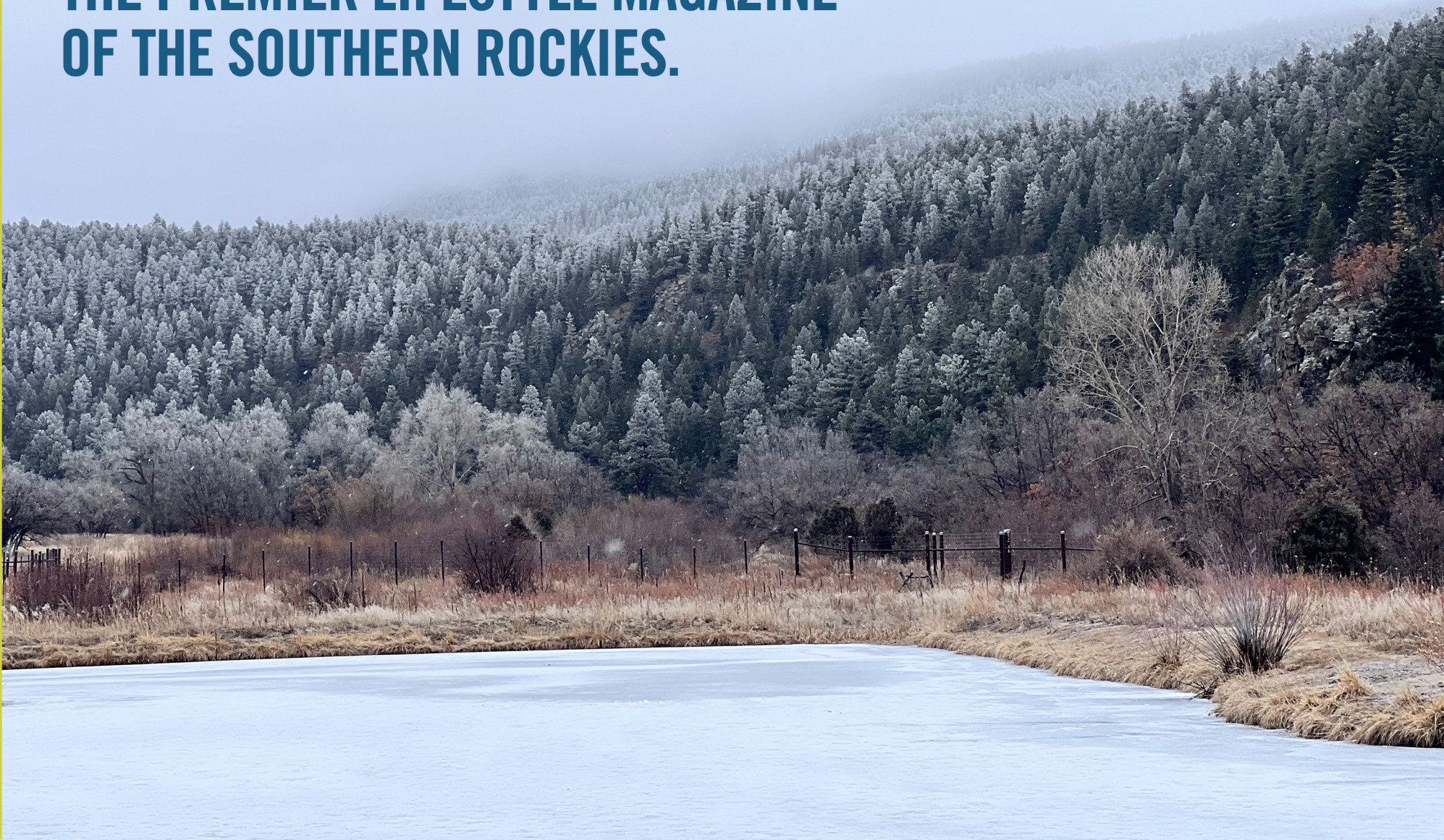
ENCHANTED OUTPOST

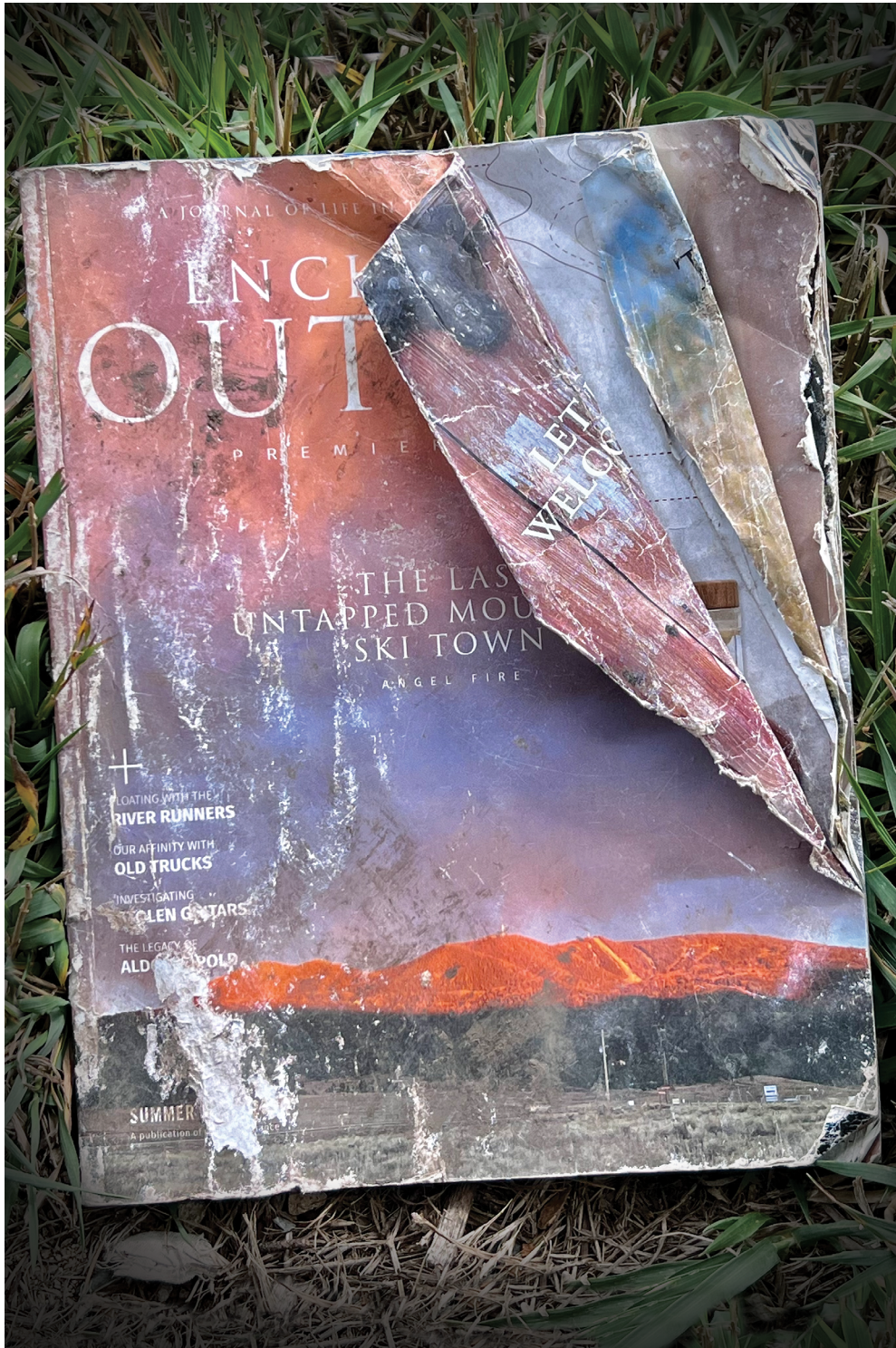
THE PREMIER LIFESTYLE MAGAZINE
OF THE SOUTHERN ROCKIES.

MEDIA KIT

2025

A PUBLICATION OF
OUTPOST ALLIANCE, LLC





HARD READ BUT NEVER DEAD.

At *Enchanted Outpost*, we pride ourselves in being a well-branded, upscale lifestyle journal. We strive for our magazine to be what we refer to as “Coffee Table Worthy.” We curate content and then sell advertising for support, instead of selling advertising and then filling the gaps with content that has no heart and soul. It takes tremendous effort to deliver a quality magazine but we wouldn’t have it any other way.

Our readers have expressed their heartfelt gratitude for what we are striving to achieve. We hear time and again that *Enchanted Outpost Magazine* is not only timely, but necessary, and holds significant value to the future outlook on our region.

Our magazine gets thoroughly read, and often—from what we have heard—re-read, and then re-read again. Rarely is our magazine tossed aside. Rather, each copy sees the mileage that a good read deserves. And, from what we’ve been told, it is passed along from friend to friend, and neighbor to neighbor with enthusiasm.

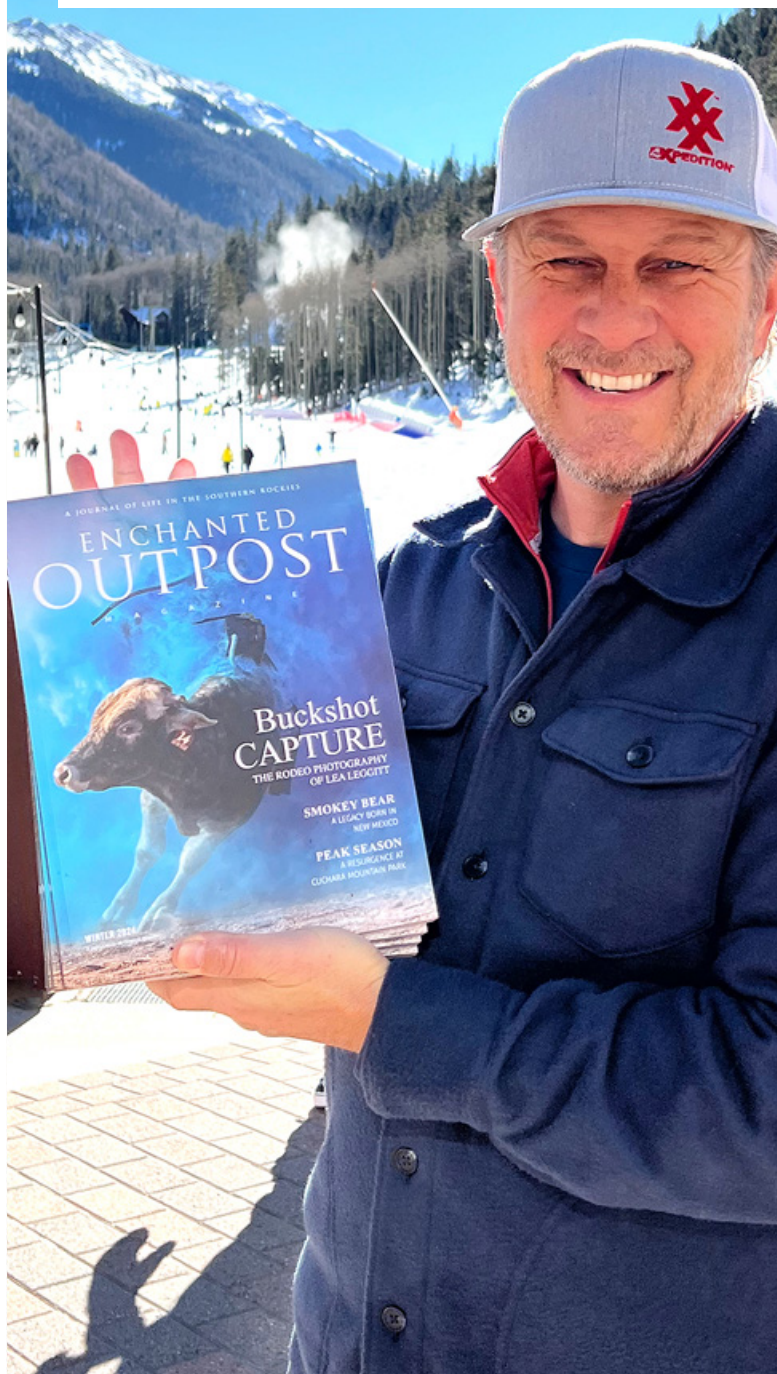
Our goal is for each story to immerse the reader as if delving into an epic novel. It is this attribute that gives *Enchanted Outpost* real staying power.

Smart business owners, media buyers, and brand managers know that effective marketing depends on prolonged exposure of a brand message. Equally important is a deep understanding of the target audience.

Enchanted Outpost Magazine is designed to appeal to local residents first and then to visitors. We believe if we capture the hearts and minds of our community members by sharing compelling stories, we will feed two birds with one loaf. Visitors who flip our pages will have a window into what makes our region so special. Having this clear view is what makes a truly effective regional lifestyle magazine.

Our mission is for every single issue of *Enchanted Outpost* to hold enough value that it is collected, cherished, and shared.

**We invite you to support our movement.
Reserve your ad space and be a catalyst for quality content.
Get started at EnchantedOutpost.com.**



We're Storytellers

Enchanted Outpost Magazine is published by Outpost Alliance, LLC, a media, marketing, and branding agency centered in Angel Fire, New Mexico founded by husband and wife co-founders, Scott and Heather Leuthold.

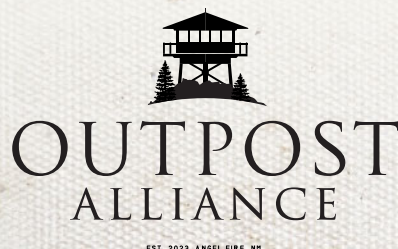
Outpost Alliance is the culmination of more than 30 years of award-winning experience in all things media. We've accumulated more than 10 national awards for design including recognition from the International Academy of Digital Arts and Sciences at the 14th Annual Webby Awards®.

We're passionate about capturing the essence of the region and sharing it with our readers. Watch for our magazine to only get better.

TOGETHER WE ASCEND.™

Advertising in Enchanted Outpost Magazine in partnership with Outpost Alliance is a winning strategy for reaching a wide range of potential customers in your area.

Get the exposure without the risk.



Enchanted Outpost Magazine
EnchantedOutpost.com

Outpost Alliance, LLC
OutpostAlliance.com

PO Box 1650
Angel Fire, New Mexico 87710



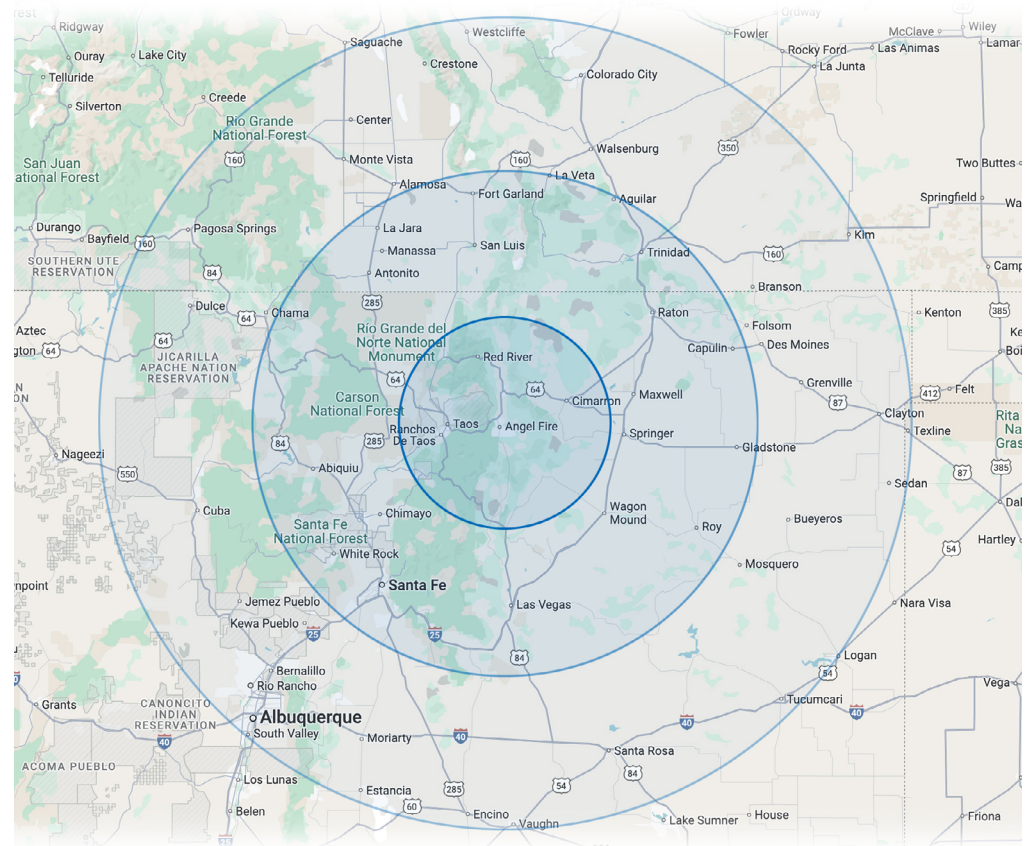


Our Content and Distribution Focus:

Our content and distribution is focused on the greater Southern Rockies region of northern New Mexico and southern Colorado within a radius of approximately 150 miles of our home in Angel Fire, New Mexico.

The Triple Ring of Focus:

Our primary attention, is centered around the communities within and surrounding New Mexico's Enchanted Circle region, however, we cover communities in our greater focus region in every issue.





OUR DISTRIBUTION

07

Statistics

We keep detailed data about the ever-changing popularity of our magazine. Our current production and distribution has exceeded our expectations.

30,000

We print up to 30,000 copies of our lifestyle magazine each issue and publish twice a year.

DOCUMENTED DISTRIBUTION LOCATIONS

775+

Our distribution has grown to over 775 distribution locations including 3 airports.

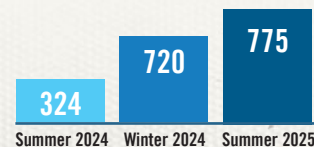
HOTEL PARTNERS

67 AND COUNTING
Including 25 hotels in Amarillo, and Lubbock, TX.

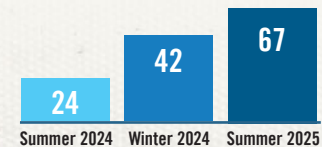
YEARS IN PUBLISHING

35

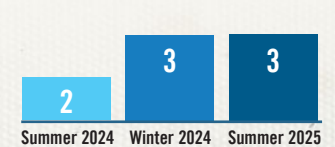
LOCATIONS



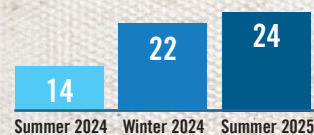
HOTELS



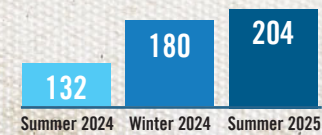
AIRPORTS



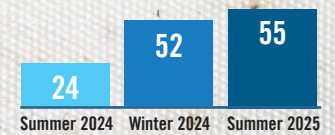
SUBSCRIBER STATES



PAGE COUNT



ADVERTISERS



OUR DISTRIBUTION

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Fulfillment Tracking

Our dynamic spreadsheet allows our distribution team to maintain realtime data about restocking numbers in an effort to collect distribution data on our racks and in other drop locations over time. This allows us to observe distribution trends month-over-month and year-over-year. Some of our racks are seeing over 600 magazines restocked per month. As an additional benefit, we can ensure we have minimal waste at the end of the season.

| A | B | C | D | E | F | G | H | I | J | K | L | M | N | O | P | Q | R | S | T | U | V | W | X | Y | Z | | | | |
|------------|-------------------------------|-----|----|----|----|----|----|----|----|----|----|----|----|------|----|----|----|----|----|----|---|----|----|----|----|------|--|--|--|
| New Mexico | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | May | | | | | | | | | | | | June | | | | | | | | | | | | July | | | |
| Racks | Angel Fire | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| X | Post Office | 66 | 14 | 66 | 11 | 22 | 22 | 22 | 22 | 22 | 22 | 22 | 22 | 22 | 66 | 22 | 9 | | | | | 44 | 11 | 11 | 11 | 11 | | | |
| | Remax | 22 | | | | | | | | | | | | 11 | | | | | | | | 0 | | | | | | | |
| | Bakery Café | 15 | 22 | 11 | 11 | | | | | | | | | 22 | 22 | 22 | | | | | | 17 | | | | | | | |
| | Off-Grid Grow Co | 7 | 3 | | | | | | | | | | | 11 | | | | | | | | 0 | | | | | | | |
| X | Rockies Market - Valero | 44 | 22 | 22 | 22 | 11 | | | | | | | | 22 | 11 | 11 | | | | | | 44 | | | | | | | |
| | Town of Angel Fire | 11 | | | | | | | | | | | | 11 | | | | | | | | 5 | | | | | | | |
| X | Chamber of Commerce | 55 | 44 | | | | | | | | | | | 22 | 10 | 22 | | | | | | 44 | | | | | | | |
| X | Lowes Grocery Store | 64 | 37 | 44 | 22 | 3 | 66 | 44 | 44 | 44 | 44 | 44 | 44 | 22 | 77 | 22 | 66 | 88 | 27 | 66 | | 44 | 33 | 44 | 88 | 22 | | | |
| | Tady at the Bump Coffee | 15 | 6 | 8 | | | | | | | | | | 11 | 11 | | | | | | | 11 | | | | | | | |
| | In Bank | 4 | | | | | | | | | | | | 0 | | | | | | | | 0 | | | | | | | |
| | Angel Fire Barber | 5 | | | | | | | | | | | | 0 | | | | | | | | 5 | | | | | | | |
| | Coldwell Banker - Lisa Sutton | 27 | | | | | | | | | | | | 11 | | | | | | | | 0 | | | | | | | |
| | Mountain Sports | 11 | 5 | | | | | | | | | | | 11 | | | | | | | | 11 | | | | | | | |
| | Angel Fire Real Estate | 22 | | | | | | | | | | | | 0 | | | | | | | | 0 | | | | | | | |
| | Angel Fire Country Club | 44 | | | | | | | | | | | | 22 | 44 | 5 | | | | | | 22 | | | | | | | |
| X | Angel Fire Resort Lobby | 44 | 22 | | | | | | | | | | | 44 | | | | | | | | 33 | | | | | | | |







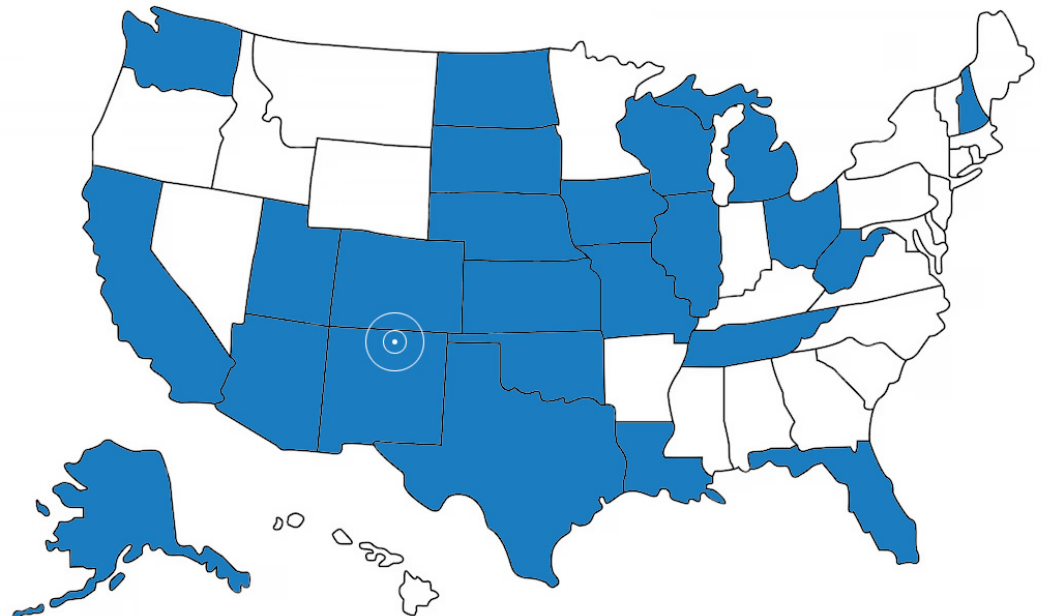
Statistics

In only one year, we have increased our coverage to include subscribers in 24 states. Our primary states include Texas (27 cities), New Mexico (12 cities), Arizona (9 cities), Oklahoma (6 cities), Colorado (6 cities), and Kansas (4 cities).

States

| | | | | |
|-----------------|---------------|-------------------|-----------------|---------------|
| Alaska | Illinois | Michigan | Ohio | Utah |
| Arizona | Iowa | Nebraska | Oklahoma | Washington |
| California | Kansas | New Hampshire | South Dakota | West Virginia |
| Colorado | Louisiana | New Mexico | Tennessee | Wisconsin |
| Florida | Missouri | North Dakota | Texas | |

SUBSCRIBER STATES



RATE SHEET

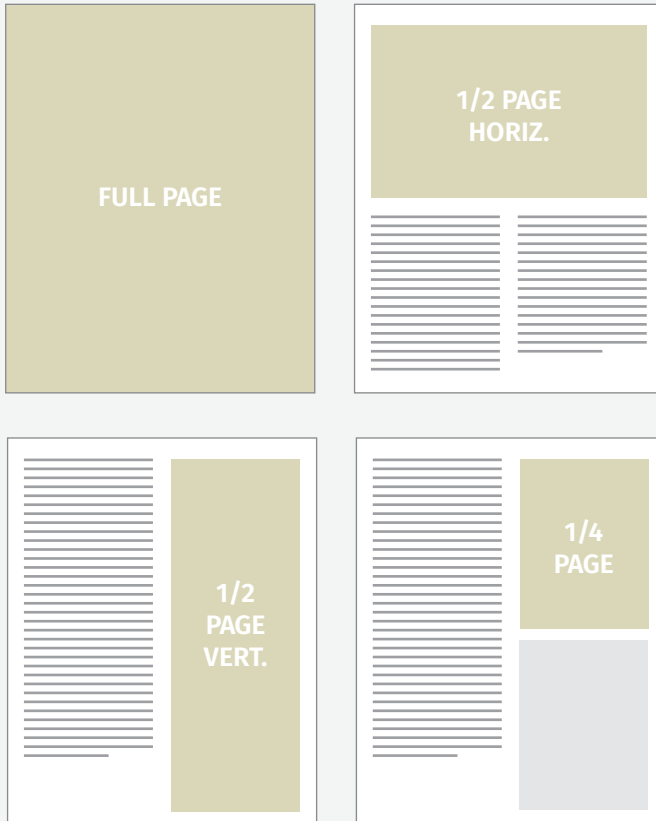
11

MAKE A CONNECTION

Reach out to Collin Leuthold, our Director of Sales, to develop a winning advertising strategy to drive business success in partnership with Enchanted Outpost. Visit our website's advertising page to complete our intake form to get started.



Advertising Size Options



Full Page

SIZE: 8.375 in. x 10.875 in. **LIVE AREA:** 7.375 in. x 9.875 in.

WITH .25-INCH BLEEDS: 8.877 in. x 11.375 in. [do not include crop marks]

AVAILABLE POSITIONS:

| | |
|------------------------------|------------------|
| Standard Position Full Page: | \$2,499.00 + Tax |
| Double Full Page Spread: | \$4,499.00 + Tax |
| Inside Front Cover: | \$2,999.00 + Tax |
| Inside Back Cover: | \$2,999.00 + Tax |
| Back Cover: | \$5,499.00 + Tax |

OPEN RATE

PREFERRED POSITION:

Front section (excluding covers) throughout Feature Article pages add 10%.
We do not offer preferred placement for any ad less than a full page.

Half Page Horizontal

SIZE: 7.375 in. x 4.85 in.

AVAILABLE POSITIONS:

| | |
|------------------------------|------------------|
| Standard Position Half Page: | \$1,499.00 + Tax |
|------------------------------|------------------|

OPEN RATE

Half Page Vertical

SIZE: 3.6 in. x 9.875 in.

AVAILABLE POSITIONS:

| | |
|------------------------------|------------------|
| Standard Position Half Page: | \$1,599.00 + Tax |
|------------------------------|------------------|

OPEN RATE

Because vertical ads are more difficult to place, we charge an additional fee.

Quarter Page

SIZE: 3.6 in. x 4.85 in.

AVAILABLE POSITIONS:

| | |
|---------------------------------|----------------|
| Standard Position Quarter Page: | \$799.00 + Tax |
|---------------------------------|----------------|

OPEN RATE

Advertorial

A three-page advertising article about your business.

AVAILABLE POSITIONS:

| | |
|--------------------------------|--------------------|
| Standard Position Advertorial: | \$8,799.00 + Tax * |
|--------------------------------|--------------------|

OPEN RATE

* photography extra charge

SPECIFICATIONS

USE THIS INFORMATION TO DESIGN AND SUBMIT YOUR ADVERTISING DESIGNS TO OUR PRODUCTION TEAM.

Reserve your ad space:

To place an advertisement in the next issue of Enchanted Outpost Magazine e-mail us at:

eo-advertising@outpostalliance.com

or call (602) 321-8277.

You may also complete our online advertising intake form at <https://enchantedoutpost.com/eo-ads/>

Ad Specifications

ACCEPTABLE DIGITAL FORMATS INCLUDE:

PDF, .jpeg, .tiff, .psd, .ai or EPS. Image resolution must be 300 dpi or greater (400 dpi is preferred). We cannot accept low resolution images. Provided photo size must be within a 20% threshold of the size that will be used in the ad. Please only submit images that will be used for current ad. If sending a PSD file, all fonts must be included. DO NOT INCLUDE CROP MARKS.

Press quality digital files may be sent via email or file transfer services. Files sent must have corresponding identification to your ad and contact information. If sending large files, we either recommend **wetransfer.com** or **Drobox.com** to transfer.

Sending Artwork

If sending Artwork by email:

eo-advertising@outpostalliance.com

Ad Proofs

Proofs will be provided via email in PDF or JPEG format. It's the responsibility of the advertiser to approve or make revisions within 7 days of proof receipt. We will not be held responsible for errors in ads that are not proofed within this time frame. We will provide up to two proof revisions per advertiser.

Excessive proofing, revisions or extensive design will incur an additional design charge of \$150 per hour.

Ad Design Templates

We offer easy to use Adobe Advertising templates downloadable from our website. Visit enchantedoutpost.com and click on advertise to locate the files.

Art and Payment Deadlines

Summer: Final Art and paid in full no later than April 30

Winter: Final Art and paid in full no later than October 31

We look forward to working with you. **Together, We Ascend.™**