

A hiker with a large backpack is walking on a rocky trail. The hiker is wearing a red and blue jacket and a blue backpack. The background features a valley with a river, snow-capped mountains, and autumn foliage. The scene is captured in a wide-angle shot, emphasizing the vastness of the landscape.

Wildheart

2021 MEDIA KIT

Wildheart

IN SUMMATION: Short, sweet, stylish, solid, soul food.

Started in June 2018, Wildheart is a print magazine for Alaskan women, bred by our environment to be both tough and tender. We can chop our own firewood, and we can also rock a killer pair of heels. We are used to the juxtaposition of wearing puffy jackets with skirts, skijoring and picking kids up from ballet, hunting and making cookies, taking care of families and taking care of ourselves, surviving and thriving in Alaska. Youthful, pioneering, wanting the best of both masculine and feminine worlds, and wanting what we do to have meaning.

Living in Alaska isn't always easy. So, we're making a magazine to highlight the spirit, the struggle, and the sheer beauty of our lives in The Last Frontier. It is our goal to capture and explore the stories of Alaskan women, young and old.



READERSHIP

Target Audience

Women in the greater Anchorage area who desire to be more connected to their fellow females. There are many of us living in the Last Frontier, and it can oftentimes be a difficult (and lonely) journey. This magazine is for anyone, of any age, who needs a pick-me-up to get through February, or a break during the busyness that can surround Summer solstice.

Demographic Information

- Anchorage-based*, with primary circulation throughout Alaska; orders are frequently shipped nationally (often to the Pacific Northwest), and on occasion, internationally.
- Our readership is primarily women, ages 20-55

*In the greater Anchorage area, there are currently an estimated 108,361 women over the age of 19. The median age of women in Anchorage is 34.8. *Statistics from Department of Labor and Workforce Development, Research & Analysis Section (<http://live.laborstats.alaska.gov/pop/>)*



ADVERTISING

Partnership vs Marketing

Our way of looking at advertising, is that it needs to be useful to our readers. We may not print every single ad that comes our way. That said, we are big into promoting the amazing businesses and people that surround us, and believe that there is a place for thoughtful and intentional advertising. We want Wildheart to feel like a breath of fresh air, and strive for a nice balance of advertising and editorial content. Let's think of this as a partnership, and not just another way to throw your hard-earned dollars at a wall.

Circulation

Our print run is ~500 copies per issue. These are carried at the Alaskan stockists listed below, and can also be ordered directly from our website. We provide a print subscription service, as well as digital versions of the magazine (after the print issues sell out).

ANCHORAGE

- Dos Manos
- La Bodega
- Second Run
- Skinny Raven Sports
- That Feeling Co.

GIRDWOOD

- La Bodega

HAINES

- The Bookstore

KETCHIKAN

- Ketchikan Dry Goods

SITKA

- Galanin & Klein

WRANGELL

- Shop Groundswell



RATES

All ads will be printed in full color on high quality paper, and placed thoughtfully around the editorial content. Please send as a high res jpeg to hello@wildheartmagazine.com.

- Inside Front or Back Cover: \$2,500
- Full Page: \$1000
- 1/2 Page: \$500
- 1/4 Page: \$250

Frequency Discount

- 10% OFF of each ad with a commitment of two or more ads.
- 20% OFF of each ad with a commitment of three or more ads.

Online Advertising

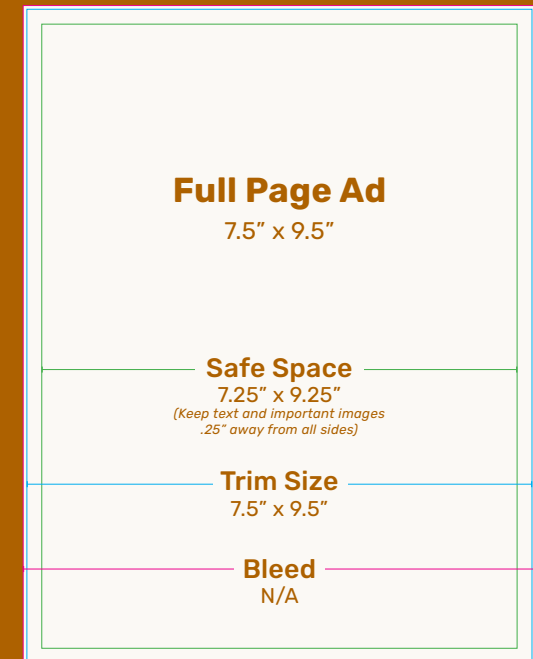
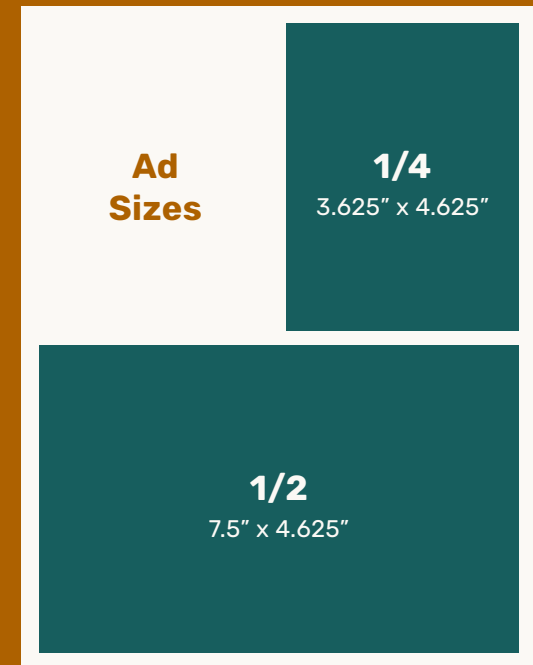
- We do not currently have an online advertising package, but this may become an option in the future. Let us know if this is something you would be interested in and you'll be the first to know when it's available.

Design Assistance

We want your ads to be best they can be. If you need some help getting them there, let us know! Jordan Bird (our Editor, Art Director, and Graphic Designer) would be happy to assist you with anything from a quick consultation, to a full ad design. The discounted design rate for Wildheart partners is \$75/hour.

2021 Editorial Deadlines

ISSUE	RELEASE	COMMITMENT	ADS DUE
SUMMER	JUNE	APRIL 15, 2021	APRIL 30, 2021
WINTER	NOVEMBER	OCTOBER 15, 2021	OCTOBER 31, 2021



We Believe

That what we do should have meaning.
That a day spent loving others is a day well spent.
That we are in a unique position to live great stories.
That nurturing our wild hearts everyday is mandatory.
That living in Alaska is an adventure and an honor.

SENIOR EDITOR Julia O'Malley |

Jordan Bird | MANAGING EDITOR
Solveig Pedersen | ART DIRECTION & DESIGN

COORDINATOR Tanya Val

& INSIDE COVER PHOTOS: That Feeling Co.

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Wildheart

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