

THE EXPLORERS CLUB®

PUSHING THE LIMITS OF KNOWLEDGE AND HUMAN ENDURANCE FOR MORE THAN A CENTURY


THE EXPLORERS JOURNAL

DARE TO GO WHERE NO ONE HAS GONE BEFORE!

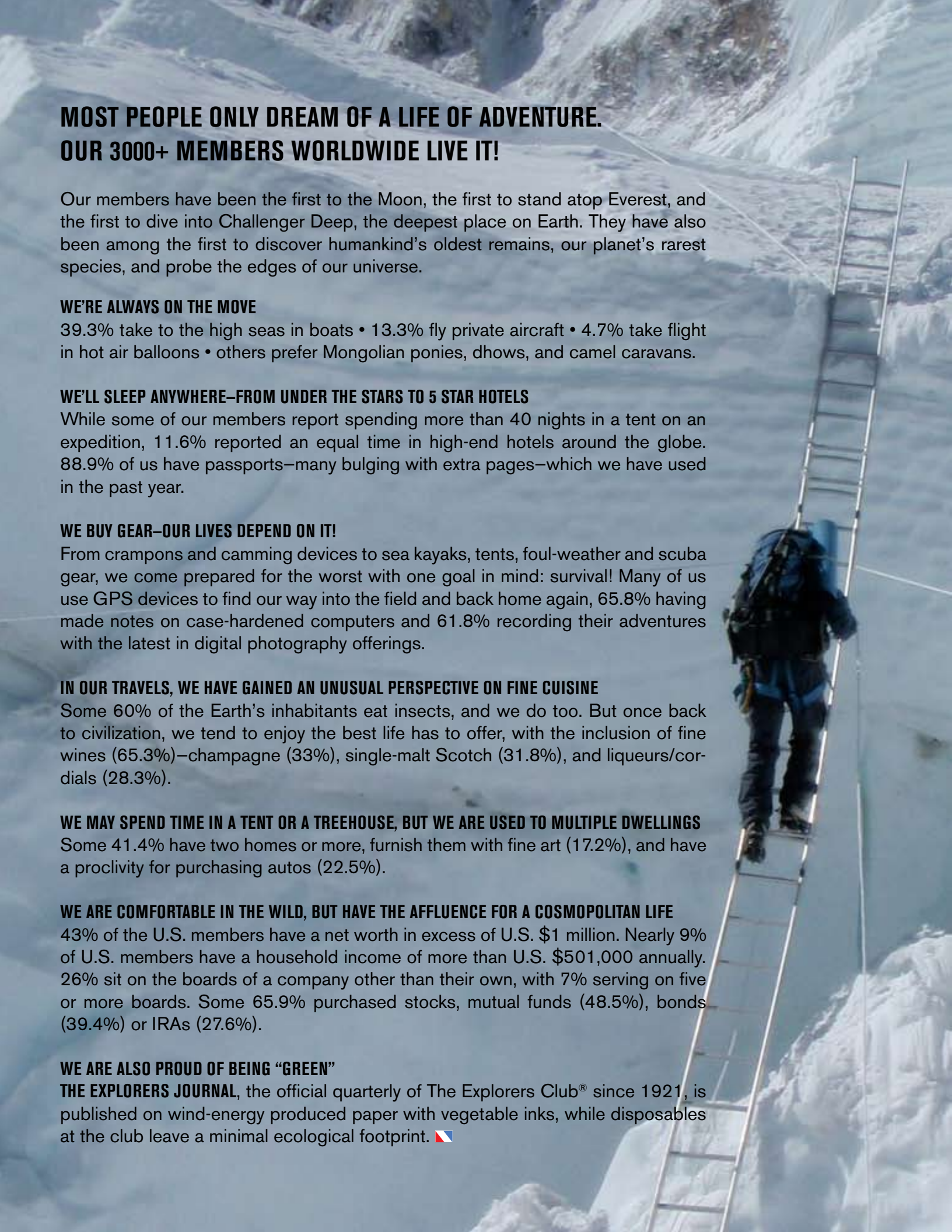
Founded in 1904 to promote exploration “by all means possible,” The Explorers Club® is an international organization dedicated to the advancement of field exploration and scientific inquiry. Our members are leading pioneers in oceanography, mountaineering, archaeology, and the planetary and environmental sciences.

From vast ocean depths to the frontiers of outer space, **THE EXPLORERS JOURNAL** offers first-hand reporting from those pushing the limits of knowledge and human endurance. Each issue, **THE EXPLORERS JOURNAL** reaches influential readers with a median HHI of \$250,000 and net worth of \$1,000,000.

*Hillary • Norgay • Peary • Henson • Aldrin •
Armstrong • Ride • Chiao • Johanson • Goodall •
Leakey • Piccard • Walsh • Earle • Roosevelt •
Heyerdahl • Bishop • Ballard • Wilson • Asimov ...*

www.explorers.org 



A person in a blue jacket and dark pants is climbing a long, narrow metal ladder that extends from the bottom right towards the top center of the frame. The ladder is set against a backdrop of a vast, snow-covered mountain range under a clear blue sky. The person is positioned on the lower half of the ladder, looking upwards. The overall scene conveys a sense of adventure and exploration in a high-altitude, snowy environment.

MOST PEOPLE ONLY DREAM OF A LIFE OF ADVENTURE. OUR 3000+ MEMBERS WORLDWIDE LIVE IT!

Our members have been the first to the Moon, the first to stand atop Everest, and the first to dive into Challenger Deep, the deepest place on Earth. They have also been among the first to discover humankind's oldest remains, our planet's rarest species, and probe the edges of our universe.

WE'RE ALWAYS ON THE MOVE

39.3% take to the high seas in boats • 13.3% fly private aircraft • 4.7% take flight in hot air balloons • others prefer Mongolian ponies, dhows, and camel caravans.

WE'LL SLEEP ANYWHERE—FROM UNDER THE STARS TO 5 STAR HOTELS

While some of our members report spending more than 40 nights in a tent on an expedition, 11.6% reported an equal time in high-end hotels around the globe. 88.9% of us have passports—many bulging with extra pages—which we have used in the past year.

WE BUY GEAR—OUR LIVES DEPEND ON IT!

From crampons and camming devices to sea kayaks, tents, foul-weather and scuba gear, we come prepared for the worst with one goal in mind: survival! Many of us use GPS devices to find our way into the field and back home again, 65.8% having made notes on case-hardened computers and 61.8% recording their adventures with the latest in digital photography offerings.

IN OUR TRAVELS, WE HAVE GAINED AN UNUSUAL PERSPECTIVE ON FINE CUISINE

Some 60% of the Earth's inhabitants eat insects, and we do too. But once back to civilization, we tend to enjoy the best life has to offer, with the inclusion of fine wines (65.3%)—champagne (33%), single-malt Scotch (31.8%), and liqueurs/cordials (28.3%).


WE MAY SPEND TIME IN A TENT OR A TREEHOUSE, BUT WE ARE USED TO MULTIPLE DWELLINGS

Some 41.4% have two homes or more, furnish them with fine art (17.2%), and have a proclivity for purchasing autos (22.5%).

WE ARE COMFORTABLE IN THE WILD, BUT HAVE THE AFFLUENCE FOR A COSMOPOLITAN LIFE

43% of the U.S. members have a net worth in excess of U.S. \$1 million. Nearly 9% of U.S. members have a household income of more than U.S. \$501,000 annually. 26% sit on the boards of a company other than their own, with 7% serving on five or more boards. Some 65.9% purchased stocks, mutual funds (48.5%), bonds (39.4%) or IRAs (27.6%).

WE ARE ALSO PROUD OF BEING “GREEN”

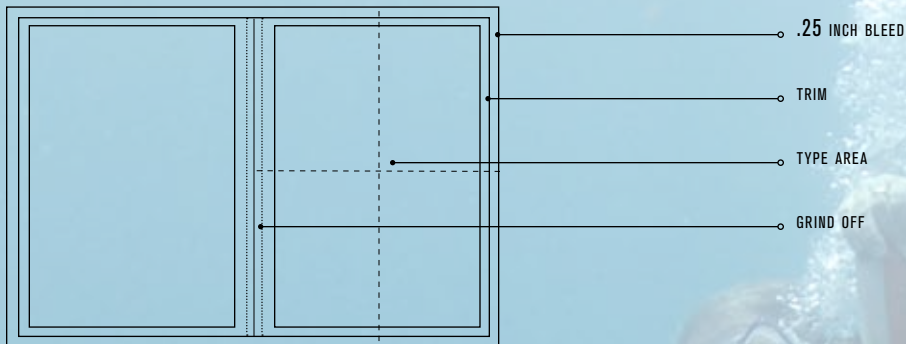
THE EXPLORERS JOURNAL, the official quarterly of The Explorers Club® since 1921, is published on wind-energy produced paper with vegetable inks, while disposables at the club leave a minimal ecological footprint. 

THE EXPLORERS JOURNAL

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2010 print advertising rates and specifications



DIMENSIONS

FULL PAGE:

Price: cover \$3500, inside \$2800

Trim size: 6.5 x 9.5 inches

Type area: 6 x 9 inches

Bleed: 7 x 10 inches

DOUBLE-PAGE SPREAD*:

Price: \$4000

Trim: 13 x 9.5 inches

Type area: 12 x 9 inches

Bleed: 13.5 x 10 inches

* Please allow for gutter grind off on double-page spreads.

½ PAGE HORIZONTAL:

Price: \$1500

Trim: 6.5 x 4.75 inches

Type area: 6 x 4.25 inches

Bleed: 7 x 5 inches

½ PAGE VERTICAL:

Price: \$1500

Trim: 3.25 x 9.5 inches

Type area: 3 x 9 inches

Bleed: 3.5 x 10 inches

DEADLINES

SPRING 2010

Insertion Order due January 15

Materials deadline February 15

SUMMER 2010

Insertion Order due April 15

Materials deadline May 15

FALL 2010

Insertion Order due July 15

Materials deadline August 15

WINTER 2010/2011

Insertion Order due October 15

Materials deadline November 15

DIGITAL FILE CREATION

Advertising artwork should be in a CMYK printer PDF format with all fonts and hi-resolution images and logos imbedded. All images contained in the file must be 300 dpi when 100% in size. Bleed advertisements should include a .25 inch allowance on all edges.

BENEFITS FOR CORPORATE MEMBERS AND MULTIPLE-INSERTION ADVERTISERS

Corporate members of The Explorers Club® receive preferential placement and a 20% discount on space in **THE EXPLORERS JOURNAL**

Advertisers may receive a 15% discount on two-time contracts, 20% on four-time contracts. Multiple insertions must be purchased within a single calendar year. Premium placement will be given to multiple-insertion advertisers. For agency discounts, please contact the editor.

PHOTO CAPTIONS AND CREDITS: BUZZ ALDRIN FLOATING IN SPACE DURING THE GEMINI XII MISSION, IMAGE COURTESY NASA. NEGOTIATING EVEREST'S KHUMBU ICE FALL, IMAGE COURTESY SCOTT PARAZYNSKI. FLYING THE FLAG OVER ENDANGERED CORALS IN THE BAHAMAS, IMAGE COURTESY STEFAN E. HARZEN