

North Dakota

HORIZONS

PO Box 1091 • Bismarck, ND 58502
701-355-4458 • 1-866-462-0744 • www.ndhorizons.com
ndhorizons@clearwatercommunications.net

MEDIA KIT 2025

North Dakota Horizons magazine is published by Clearwater Communications of Bismarck. Founded in 1971, *North Dakota Horizons* is a high-quality, full-color magazine. Editorial emphasis is placed on North Dakota people, places, events, food, and history.

ADVERTISING

2025 ADVERTISING SALE!

- Buy one ad, get one 50% off in 2025
- Buy a one-page sponsored feature and get a second page for half price!
(The second page to be used in the same issue as the purchased page. Content subject to editorial discretion.)

AD PRICES - 4-COLOR

SIZE	COST
1/4 page	\$300
1/2 page	\$450
Full page	\$700
Inside back cover	\$1,000
2-page center spread....	\$1,500

Note: Ad rates are net

DEMOGRAPHICS AND CIRCULATION

The average reader of *North Dakota Horizons* is 55 years or older and female. Approximately half of *North Dakota Horizons* nearly 2,200 subscribers live in North Dakota, and the other half live throughout the United States. A small number of subscribers live outside of the United States. The passalong readership is nearly 4,500, more than double the subscription rate.

AD SIZES:

One-quarter page



3.75 x 5 inches

One-half page (horizontal)



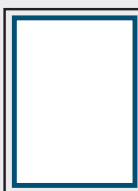
7.5 x 5 inches

One-half page (vertical)



3.75 x 10 inches

Full page



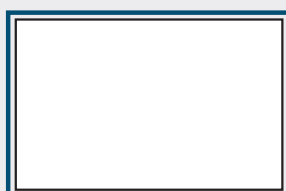
7.5 x 10 inches

Full page w/ bleed



8.5 x 11 inches with .25 inch bleed

2-page center spread w/ bleed



17 x 11 inches with .25 inch bleed

\$100/hr ad design fee for any designed or resized ads

Ads can be provided as digital files. High resolution (300 dpi) pdf, eps or tiff files are acceptable.

SPACE

RESERVATIONS DEADLINES

January 15 for Spring Issue

April 15 for Summer Issue

July 15 for Fall Issue

October 15 for Winter Issue

CREATIVE

DEADLINES

February 1 for Spring Issue

May 1 for Summer Issue

August 1 for Fall Issue

November 1 for Winter Issue

SUBMIT

SPACE RESERVATIONS & ARTWORK TO:

Annie Bennett, Co-Editor

701-355-4458

ndhorizons@clearwatercommunications.net

PAGE

SPONSORS

North Dakota Horizons magazine offers organizations, agencies and other entities the opportunity to sponsor feature story pages. These features could be written and submitted, or written by the magazine's writing staff. At the bottom of the page, the sponsor can include its logo and contact information.

PAGE SPONSOR PRICES

\$500 per page

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MEDIA BUYING FORM

Name: _____ Date: _____

Company/Organization: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email Address: _____

AD SIZES	QUANTITY	HORIZONS ISSUES			
<input type="checkbox"/> 1/4 Page (3.75 x 5) \$300	_____	<input type="checkbox"/> Spring	<input type="checkbox"/> Summer	<input type="checkbox"/> Fall	<input type="checkbox"/> Winter
<input type="checkbox"/> 1/2 Page Horizontal (7.5 x 5)..... \$450	_____	<input type="checkbox"/> Spring	<input type="checkbox"/> Summer	<input type="checkbox"/> Fall	<input type="checkbox"/> Winter
<input type="checkbox"/> 1/2 Page Vertical (3.75 x 10)..... \$450	_____	<input type="checkbox"/> Spring	<input type="checkbox"/> Summer	<input type="checkbox"/> Fall	<input type="checkbox"/> Winter
<input type="checkbox"/> Full Page (7.5 x 10)..... \$700	_____	<input type="checkbox"/> Spring	<input type="checkbox"/> Summer	<input type="checkbox"/> Fall	<input type="checkbox"/> Winter
<input type="checkbox"/> Full Page with Bleed \$700 (8.5 x 11 w/ .25 inch bleed)	_____	<input type="checkbox"/> Spring	<input type="checkbox"/> Summer	<input type="checkbox"/> Fall	<input type="checkbox"/> Winter
<input type="checkbox"/> Inside Back Cover (7.5 x 10).... \$1,000	_____	<input type="checkbox"/> Spring	<input type="checkbox"/> Summer	<input type="checkbox"/> Fall	<input type="checkbox"/> Winter
<input type="checkbox"/> 2-Page Center Spread \$1,500 (17 x 11 inches w/ .25 inch bleed)	_____	<input type="checkbox"/> Spring	<input type="checkbox"/> Summer	<input type="checkbox"/> Fall	<input type="checkbox"/> Winter
<input type="checkbox"/> Page Sponsor \$500	_____	<input type="checkbox"/> Spring	<input type="checkbox"/> Summer	<input type="checkbox"/> Fall	<input type="checkbox"/> Winter

PAYMENT INFORMATION

Check enclosed payable to *North Dakota Horizons* for the amount of \$ _____

Please charge my credit card of the amount of \$ _____

MasterCard Visa American Express Credit Card # _____

Expiration Date: _____ CVV: _____
3 digit number on back of card

Name on Card: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Phone: _____

SEND COMPLETED FORM TO:
North Dakota Horizons • P.O. Box 1091 Bismarck, ND 58502
Email: ndhorizons@clearwatercommunications.net

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HORIZONS

COMPANY OVERVIEW

North Dakota Horizons magazine was established in 1971, and for more than 50 years, has served as the state magazine of North Dakota. The long-standing publication is built on positive, special-interest stories that highlight the unique people, places, events, and history of North Dakota. Each quarterly issue's content spans the state, encouraging residents and visitors to learn, discover and enjoy the many unique experiences available in North Dakota.

Since May 2003, Clearwater Communications, a full-service communication and public relations firm located in Bismarck, has coordinated the writing, editing, design, and production for the 32-page, full-color quarterly publication. The magazine was purchased by Clearwater Communications in 2013. This publication has taken on a fresher look and its editorial content has become more relevant to today's publication trends in the years since Clearwater has been its manager/owner.

North Dakota Horizons magazine takes pride in showcasing North Dakota's many offerings, from large-scale events and attractions to small-town businesses and celebrations, while focusing on locations across the state, not just one area or region. The magazine covers all areas of interest to residents and visitors in North Dakota from outdoor adventure, history and culture to city and urban offerings.

- Each feature article in *North Dakota Horizons* includes contact and visitor information to encourage readers to learn more about the featured topic. Our feature articles lead readers to a variety of cities, towns, attraction, restaurants, and events around the state.
- *North Dakota Horizons* has a website and Facebook page where feature articles are posted as well as links to a featured topic's websites and social media sites.

Although we have not tracked the monetary value of these added value opportunities, we do know the reach of the magazine extends beyond the initial reader with a pass along readership of 4,500 and more than 80 percent of the issues are read by more than one person. The *North Dakota Horizons* Facebook page has more than 4,200 followers and the posts featuring an article from a recent issue are the most highly liked and shared.

LEADS CREATED

Each issue, all stories and the related contacts are highlighted in a post on the *North Dakota Horizons* Facebook page. Each city, town, site, event, or individual, that is available to be, is linked in the post, which allows individuals viewing the *North Dakota Horizons* Facebook post to also visit the embedded Facebook pages and websites of those featured in the issue.