

Rock & Root

About Us



Rock and Root Magazine is dedicated to those in search of trails in the Appalachian Mountain Region, or Appalachia. We have chosen to focus solely on this region because of the large population that live in or near this region and are constantly exploring new trails to run.

We believe that we provide a service to our subscribers by inspiring them to get out and do what they love, giving them the beta to explore new areas safely and live a better, more healthy life in pursuit of physical fitness. Our readers care about not only their physical well-being but, also the environment and public spaces that call to them.

They are stewards of the trails as well as their social circles. They are professionals, students, young adults, and advocates for public lands. They are the future of a sustainable lifestyle that appreciates both our urban and rural heritage.

We salute them and appreciate that our advertising partners do as well.

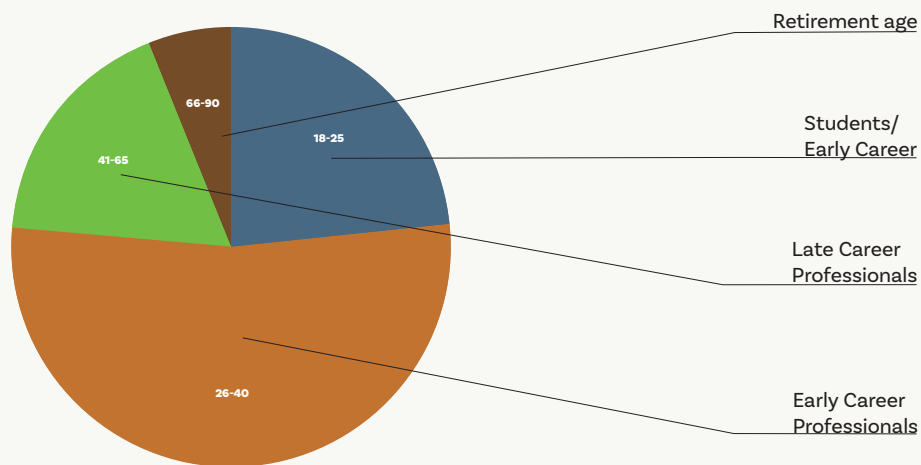
-Rock & Root Magazine

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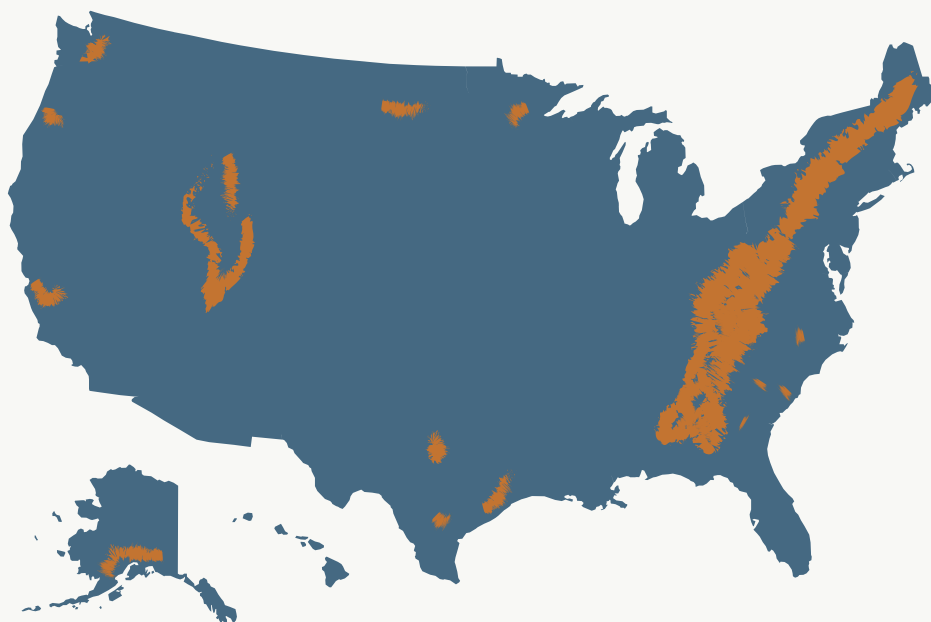
Circulation and Demographics



Age Information of Readership



Map of Readership Density in United States



** Global readership includes subscribers in Europe, Asia and Africa.*

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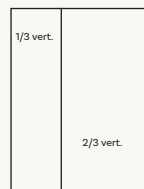
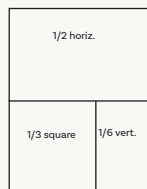
2018 Rate Card



AD SPACE	AD SPACE (inches)	1 ISSUE	2 ISSUES	3 ISSUES
SPREAD	11 X 17	\$100.00	\$175.00	\$300.00
1/2 PAGE SPREAD	5.5 X 17	\$50.00	\$75.00	\$250.00
FULL PAGE	8.5 X 11	\$65.00	\$90.00	\$225.00
2/3 PAGE	8.5 X 7.25	\$50.00	\$80.00	\$200.00
1/2 PAGE HORIZONTAL	8.5 X 5.5	\$30.00	\$60.00	\$180.00
1/2 PAGE VERTICAL	4.25 X 11	\$30.00	\$60.00	\$180.00
1/3 PAGE HORIZONTAL	8.5 X 3.25	\$25.00	\$45.00	\$60.00
1/3 PAGE VERTICAL	2.75 X 11	\$25.00	\$45.00	\$60.00
1/3 SQUARE	4.75 X 4.75	\$25.00	\$45.00	\$60.00
1/4 PAGE	4.25 X 5.5	\$20.00	\$40.00	\$55.00
1/6 PAGE	2.25 X 3	\$15.00	\$35.00	\$50.00

*Media should be submitted with full bleed (1/8")

Advertisement Sizing



DIGITAL SUBMISSION

Digital advertisements are accepted if saved in a compatible format. Ads less than 10mb (including all support files and fonts) may be emailed to: ad@rockandrootmag.com
 Larger files can be uploaded on our FTP site.
 Host: [ftp.rockandrootmag.com](ftp://rockandrootmag.com)
 User Name: rockrootads@rockandrootmag.com
 Password: rockandroot
 Port: 23
 Please place the file in the pertinent magazine and issue folder.