



**eddy**  
MAGAZINE

Connecting people to the river

**GO  
FISH!**

Fishin' the  
Mississippi'  
Pg. 8

**INSIDE THIS ISSUE:**

- :: Geo-Caching
- :: Slow the Flow!
- :: Vroom! Vroom! Boats!
- :: 19th Century Steamboat Cruises
- :: Go Green Guide – Green Gardening

Non Profit Org  
US Postage  
PAID  
Dubuque, IA  
Permit No. 3037



*eddy Magazine* is a quarterly, full color, glossy magazine direct mailed and stack delivered to over 6,200 homes and businesses in the Quad Cities who have a passion for the environment and the outdoors. *eddy Magazine* is published by River Action, Inc., an organization dedicated to connecting people to the river.

**distribution**

**7,100**

*Eddy Magazine* is mailed to over 7,100 homes and businesses in our area who have expressed an interest in the environment or outdoor recreation through River Action, Inc. Plus stacked copies.

**geography**

**70 mile  
radius**

*Eddy Magazine* reaches people who live within a 70 mile radius of the Quad Cities. From Dubuque to Muscatine, north and south and from Iowa City to Dixon east and west.

**timing**

**February  
May  
August  
November**

*Eddy Magazine* is a quarterly publication that is timed to coincide with community events and outdoor activities in and around our region. Timing nicely coincides with many business calendars as well.

**deadlines**

**About  
6 weeks  
Before  
mailed**

*Eddy Magazine* advertising deadlines are as follows:  
**February 2016 Issue**  
 Dec. 13th  
**May 2016 Issue**  
 March 13th  
**August 2016 Issue**  
 June 15th  
**November 2016 Issue**  
 Sept. 13th

**Contact: River Action 563-322-2969 (riveraction@riveraction.org)**

1/6 H

1/6 V

1/12th

1/2 H

1/3 H

1/3 V

2/3 V

Full Page

Business  
Card Ads

## GENERAL INFORMATION:

*eddy Magazine* is printed in 4-color process, 133 line screen. Overall printing maximum density of all colors cannot exceed 280%. For detailed color match, color proof must be provided. BLEED SPECIFICATIONS: Full page trim: 8.375" X 10.875" . Allow 3/16" bleed. Live material should be kept in 5/16" from trim of magazine.

SEND FILES: All files must be emailed to bethcolbyclark@gmail.com. If you should experience any problems with this process, please contact Beth Clark at cell phone 309-269-3455. CDs can also be mailed to: eddy Magazine c/o Clark Publishing, LLC, P.O. Box 1010 Bettendorf, IA 52722 or can be delivered to River Action, Inc. , 822 E. River Drive, Davenport, IA 52803.

ACCEPTABLE FILE FORMATS: High resolution PDFs (300 to 600 dpi) zipped if necessary.

IMAGES / SCANS: Need to be scanned or created at minimum 300 dpi and saved as TIF, JPEG or EPS. No Pantone / PMS or RGB colors. All images provided on disk must be in CMYK format. Black and white scans should be saved as grayscale.

FONTS: All printer and screen fonts must be included with the CD or stuffed with the files uploaded to the ftp site. Use stylized fonts and do not use menu-styled fonts for bold, italic, or bold italic type. All fonts used in art files must be converted to outlines.

LOGOS AND ARTWORK: Do not nest EPS files in other EPS files. All fonts used in art files must be converted to outlines.

FOR FTP SITE: Please email: bethcolbyclark@gmail to receive ftp site information if needed. Please email a copy of the ad if posted on the ftp site with name of file.

## ADVERTISING SIZES AND RATES

| AD SIZE:      | DIMENSIONS          | 1 ISSUE | 4 ISSUES |
|---------------|---------------------|---------|----------|
| Back Cover    | 7.875" X 10.125"    | \$1,950 | \$1,755  |
| Inside Front  | 7.875" X 10.125"    | \$1,950 | \$1,755  |
| Page 3        | 7.875" X 10.125"    | \$1,950 | \$1,755  |
| Inside Back   | 7.875" X 10.125"    | \$1,755 | \$1,560  |
| Full Page     | 7.875" X 10.125"    | \$1,500 | \$1,350  |
| 2/3 Page      | 5.187" X 10.125"    | \$1,100 | \$ 990   |
| Half Page     | 7.875" X 5.187"     | \$ 950  | \$ 855   |
| Third Page    | 5.187" X 5.0" (H)   | \$ 700  | \$ 630   |
| Third Page    | 2.5" X 10.125" (V)  | \$ 700  | \$ 630   |
| Sixth Page*   | 5.187" X 2.375" (H) | \$ 385  | \$ 350   |
| Sixth Page*   | 2.5" X 5" (V)       | \$ 385  | \$ 350   |
| Twelfth Page  | 2.5" X 2.375"       | \$ 230  | \$ 200   |
| Business Card | 3.5" x 2" (grouped) | \$ 150  | \$ 125   |

*Note: Business Card ads are scanned versions of your business card—no design—and are grouped on a page. All ads include full color.*

**All space must be reserved via ad order or email space reservation by deadlines indicated for each issue.**

**Camera ready ads due six working days later.  
\$75 per hour charge for design work.**

**Ads invoiced upon space reservation received and paid within 30 days.**

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### Those who love the outdoors index high (150+) for these lifestyle interests\*:

Attending Cultural Events  
Travel  
Automotive Work  
Current Affairs / Politics  
Self Improvement  
Extreme Sports  
Water Activities / Boating  
Recreational Vehicles  
Photography  
Tennis

Fine Arts / Antiques  
Gourmet Cooking  
Collecting  
Home Workshop  
Investments  
Healthy Living  
Fishing  
Camping  
Golf  
Use wireless internet

Flower Gardening  
Wines  
Crafts  
Nation's Heritage  
Bicycling  
Snow Skiing  
Hunting  
Home Electronics  
Running / Jogging  
Own "smart phone"

\* SRDS Lifestyle Market Analyst

### DEMOGRAPHICS:

Age: 35—64 Primary; 25—34 Secondary. HH Income: \$50,000—\$100,000+.  
Married—Two Incomes; Married and Single Male (a bit higher than female)

### Eddy Magazine Distribution

*Eddy Magazine* is direct mailed to 7,100 area households and businesses and stacked in key locations that target your advertising message to people who care about the environment and outdoor recreation.

#### 7,100 DIRECT MAILED TO:

Members of River Action, Inc.

Those who have purchased rain barrels

Those who have attended the  
Upper Mississippi River Conference

Those who have attended a workshop

Those who have gone on the golf-cart tour  
(seniors)

Those who have donated to River Action

Those who participated in *Floatzilla*

Those who participated in *Taming of the Slough*

Those who attended *Fish & Fire*

Volunteers for any of the above.

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