Now in its sixth year, Dirt is a bi-monthly magazine for those who aspire to live closer to the earth and have some fun doing it. While many have jumped on the green bandwagon, it’s here — in the culturally and agriculturally fertile black dirt region — that the movement took root.

Our readers are super greenies as well as wannabe’s — people who engage in 10 or more green activities, such as recycling, using rechargeable batteries or re-using grocery store bags. Super Greenies — Dirt readers — are high-income, high-spending consumers who purchase luxury items and lead active lifestyles.

Dirt magazine is mailed to homes and businesses in the Goshen, Warwick, NY, Vernon, NJ corridor with additional copies dropped at select locations. Dirt represents a unique advertising showcase for the conscientious, discerning customer.
Dirt readers: super greenies
...your customers

- 100% own at least one car
- 86% reported dining out
- 78% are apt to buy beer or wine
- 62% plan to buy lawn and garden supplies
- 62% plan to take a vacation
- 55% hike
- 43% like to read
- 24% like to cook
- 14% like to garden

Source: Dirt readership survey

2016-2017 Advertising Calendar

<table>
<thead>
<tr>
<th>Issue</th>
<th>Ad Space Reservation</th>
<th>Ad Materials Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan/Feb 2016</td>
<td>Dec 1</td>
<td>Dec 4</td>
</tr>
<tr>
<td>Mar/Apr 2016</td>
<td>Feb 2</td>
<td>Feb 4</td>
</tr>
<tr>
<td>May/June 2016</td>
<td>Apr 4</td>
<td>Apr 7</td>
</tr>
<tr>
<td>July/Aug 2016</td>
<td>Jun 1</td>
<td>Jun 2</td>
</tr>
<tr>
<td>Sep/Oct 2016</td>
<td>Aug 2</td>
<td>Aug 4</td>
</tr>
<tr>
<td>Nov/Dec 2016</td>
<td>Oct 4</td>
<td>Oct 6</td>
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</table>

Editorial Calendar

- Jan/Feb: Green Health & Fitness
- Mar/April: Green Home
- July/Aug: Green Schools
- Nov/Dec: Green Holiday

dirt-mag.com
2016-2017
Advertising Information

<table>
<thead>
<tr>
<th>advertising office</th>
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<th>3x</th>
<th>6x</th>
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<tr>
<td>4-color ● ● ● ●</td>
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<tr>
<td>Full Page</td>
<td>1,980</td>
<td>1,680</td>
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<tr>
<td>1/2 Page</td>
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<tr>
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<td>325</td>
<td>255</td>
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</tbody>
</table>

Covers

| Inside Front/Back Cover | 2,900 | 2,500 | 2,000 |
| Back Cover             | 4,000 | 3,500 | 3,000 |

*All rates are net. *Other special positions: Add 10% to earned rate for position guarantee.

General Conditions:
Advertiser is responsible for supplying appropriate artwork by Materials Due Date. All advertising is subject to the publisher's approval.

Frequency rates are based on the total number of insertions within the contract year. All cancellations must be received within 30 days.

Mechanical Requirements

• Ad Sizes:
  Spread ................................. 16.75 x 10.875 (.25 bleed)
  Full Page with bleed .......... 8.375 x 10.875 (.25 bleed)
  Live Matter not to go beyond .............. 7.375 x 9.875
  Full Page no bleed ........................ 7.375 x 9.875

Electronic Files

High resolution (300 dpi or greater) PDF files are accepted. All components, (EPS and TIFF images) must also be 300 dpi or greater and must be embedded.

E-mail

Ads sent via email should not exceed 10MB gross file size. Files should be compressed into a Stuffit file, Zip file, or self-extracting archive. E-mail to:
artdept@strausnews.com

Mailing Instructions
Submit Advertising Material to:
Dirt
Production Department
20 West Ave
Chester, NY 10918
845.469.9000
artdept@strausnews.com

Please identify all material by name of advertiser, Dirt magazine and issue date.