Sponsor a WTA event!

WTA has several opportunities for your organization to support our mission and gain exposure to our 15,000 members and hundreds of thousands of website users. Here are just a few of them:

15th Annual Hike-a-Thon
WTA's signature fundraiser had more than 490 participants and raised more than $135,000 for trails in 2017. Sponsors can contribute cash or product donations that serve as fundraising incentives for participants. Hikers that participate "make their miles count" by hiking for WTA throughout the month of August and collect donations from their friends and family.

Northwest Exposure Photo Contest
WTA's annual photo contest drew over 5,200 submissions in 2017 and the calendar that features the winning photographs is mailed to WTA's 15,000+ member households each January. By sponsoring prizes for contest winners or making a cash contribution, your logo can be featured on the contest website and even in the calendar itself.

For more information on how your brand can support a WTA event, email allie@wta.org.

Advertise in Washington Trails

Advertising with Washington Trails allows you to reach a unique, targeted audience of engaged and passionate hikers, outdoor recreationists and travelers. Our readers are eagerly seeking information to enhance their active lifestyles.

Readers turn to Washington Trails for hiking destinations, trail news and advocacy, Leave No Trace techniques, gear reviews and great outdoor photography. By both member subscription and newsstand sales, your ad reaches more than 70,000 active outdoor enthusiasts each issue!

Deadlines: Washington Trails is a bimonthly publication, with issues released in January, March, May, July, September and November. Ad orders must be placed no later than 6 weeks prior to publication month; artwork must be received by the first of the month prior to publication. Ad space is limited, so get your orders in early.

Ad Rates: Your rate gets better the more ads you place. Order in bulk for the best price and for consistent exposure to our readers—and your customers. Order 2 ads and save 10 percent on the total rate; order 3–4 ads and save 15 percent; order 5–6 ads and save 25 percent.

Trail News is for hikers!

Sent to the inboxes of more than 90,000 hikers and outdoor enthusiasts in Washington state (25% average open rate), Trail News is the monthly e-newsletter packed with great ideas for where to explore, expert hiking tips, in-depth feature stories, engagement opportunities, outdoor gear and events. Sponsorship of Trail News is exclusive, and your brand enjoys prominent, above-the-fold placement. Only $700 per issue.

Jessi Loerch | EDITOR
Jessi has been camping and hiking her whole life. Her background is in journalism, with a particular focus on outdoor recreation. She’s a devoted hiker who enjoys getting out all year—rain, snow or sun. She works to tell stories that promote WTA’s mission of supporting hikers and protecting Washington’s trails. jessi@wta.org

Allie Tripp | ANNUAL FUND AND EVENTS MANAGER
Allie knew within days of moving to Seattle that she would do her best to live here forever. She’s grateful to her mother for teaching her to love the outdoors and feels incredibly privileged to be a part of WTA’s efforts to introduce others to the wonders of nature. She loves working with members, companies and other nonprofits to further WTA’s mission of protecting and promoting hiking opportunities across this great state. allie@wta.org
Washington Trails 2018 Editorial Calendar

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Features and topics subject to change.

Washington Trails features content by noted guidebook authors, outdoor experts, professional photographers and a statewide team of hiking correspondents. Washington Trails readers are enthusiastic outdoor lovers.

15,000 households subscribe to Washington Trails
48 percent Read their magazine cover-to-cover

99 percent Dayhike
77 percent Backpack
66 percent Snowshoe
45 percent Cross-country ski
30 percent Mountain bike

131,500 Facebook
56,000 Instagram
16,400 Twitter
20,900 Pinterest