

wend

BEYOND ADVENTURE

CATFISH & KAYAK ON THE MEKONG

*Proposed Dams Versus
Paddle-Powered Science*

PASSPORT: *Imprints of Persia*

FEAST: *China*

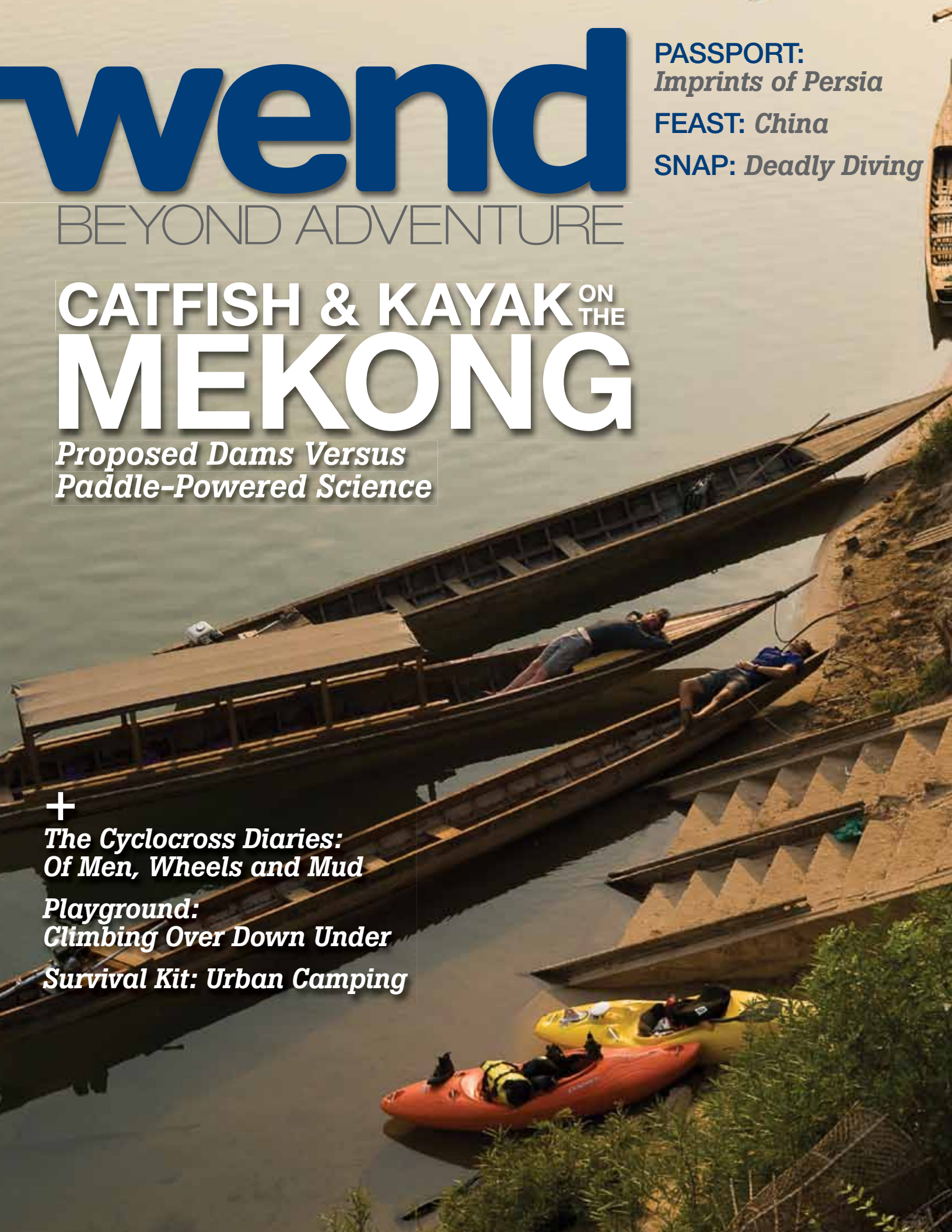
SNAP: *Deadly Diving*

+

*The Cyclocross Diaries:
Of Men, Wheels and Mud*

*Playground:
Climbing Over Down Under*

Survival Kit: Urban Camping



wend PASSPORT: On the Voodoo Trail
FEAST: Spanish Offal
SNAP: Surfing Haiti
BEYOND ADVENTURE

DELIVERY IN
PATAGONIA
Loss, Love, Risk and Rebirth

+
Winter in the Forgotten Flathead
Playground: Nature Propelled
Survival Kit: Dirty in the Desert

wend (wend)

v. wend-ed, wend-ing, wends

v.tr. To proceed on or along; go: *wend one's way home.*

v.intr. To go one's way; proceed.

wend BEYOND ADVENTURE

FROM
Nowhere to Nowhere
A JOURNEY TO THE SOUTH POLE

+
BIKEPACKING MONTANA'S BACKCOUNTRY
LEGENDARY TRAVEL: ON THE TRAIL OF AMERICA'S FIRST SKI TROOPERS
GREETINGS FROM THE NORTH ATLANTIC GYRE
FEAST: ISRAEL

ADVENTURE/INSPIRATION/TRAVEL/ACTIVISM

wend

Sharks Attacked
Dynamite & Deadly Nets: An Explosive History of Shark Management in South Africa

+
ICY PROVIDENCE IN EAST GREENLAND
RIDING THE SPINE, PART II: JUNGLE ALIENS AND MACHINE GUNS
RECEDING GLACIERS IN THE ALPS
SNAP: NIGHT VISIONS
FEAST: SWEDEN

ADVENTURE/INSPIRATION/TRAVEL/ACTIVISM

wend

Get Active
Bill McKibben: 350.org and the New Era of Environmental Organizing

+
SURFING VANCOUVER ISLAND
MONGOLIAN SOLAR ECLIPSE
1,000 STEPS IN PERU
SNAP: KASHMIR
FEAST: PENNSYLVANIA

The Wend Ambassadors
The Earth is a Playground to Protect

ADVENTURE/INSPIRATION/TRAVEL/ACTIVISM

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Finding Determination in Desolation
Cycling the Silk Road

Life on the Border Wall
Does U.S. Immigration Policy Threaten Wildlife Migratory Routes?
100,000 Wild Images
Sea Kayaking the World to Catalog Its Creatures
4,000 Miles Along North America's Northwest Coast
A Couple's Yearning: Hook by Foot, Pack Raft and Ski
Alien Architects
A Photographic Journey Through Utah's Grand Staircase-Escalante

Adventure Inspiration Travel Activism

wend

Every Ocean, Every Ecosystem
It's a Matter of Time
Krykko the World for Climate Change

Turns All Year
Hardcore Hiking for Snow That Never Melts

Tripping in Nagaland
A Soldier's Journey Through the India-China border in an unspoiled to know border

Green Tide
The World's Largest Ocean Wave?

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Capturing the Stare
Kevin Connolly turns his lens on the world that stares back at him

The North Pacific Gyre
A rising superplastic in the center of a marine plastic sea-thrower

The Scottish Expedition
Karl Sapper's final quest, covering the Arctic Circle by foot

Across the Andes Part 2
Gregg and Dora find their place in the world after two years of wending across half of it

Backcountry Jargon
Pushing the limits to find culture, camaraderie and pure, sweet powder

wend

Across the Andes
2 people, 4 feet & 7,800 miles

The Boyer of the West, part 2: **Positively Boyanz!**
America's first rock-climbing festival on the South Pacific

Cycling Iran
A 10,000-mile journey to the ends of the Earth

Under the City
Bikes, bicycles in the ruins of Rome

Canoeing the Canadian Boreal
History, wilderness and natural wilderness

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The Commute is the Thing
How We Get There Matters

Descent into Madness
A 100-mile descent of the world's most dangerous mountain

Indials in the Sahara
A 100-mile journey to the ends of the Earth

Ascenting the Dragon
A 100-mile journey to the ends of the Earth

Coming through the Gap
A 100-mile journey to the ends of the Earth

wend

Iceland
Glaciers, Rivers and Geothermal Power

Midwest Waynes
A 100-mile journey to the ends of the Earth

Voluntourism
Getting Found While Lost in Indonesia

Trekking Afghanistan
A 100-mile journey to the ends of the Earth

Kill the Spill!
A 100-mile journey to the ends of the Earth

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Agony & Ecstasy in Patagonia

Behind the Scenes
Cycling Mexico's Copper Canyon

Whisper and Swirl
Escaping a Flooding Cave

Knights of the Sea
Kayaking in Newfoundland

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The Voyage of Swell
Liz Clark sails the world in search of surf

Visiting the Everest
A 100-mile journey to the ends of the Earth

Sea Kayaking
A 100-mile journey to the ends of the Earth

Tal Trees in the Outback
A 100-mile journey to the ends of the Earth

Downs under the Tamaru
A 100-mile journey to the ends of the Earth

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The Last Shangri-La
Exploring the hidden Kingdom of Bhutan

Vancouver 2 Vancouver
A 100-mile journey to the ends of the Earth

Parkour
A 100-mile journey to the ends of the Earth

Oil & Water
A 100-mile journey to the ends of the Earth

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Surfing Africa's Zambezi River
The infinite barrel, the way to eleven

Downriver
A 100-mile journey to the ends of the Earth

Vancouver to Vancouver
A 100-mile journey to the ends of the Earth

The Pacific Gold
A 100-mile journey to the ends of the Earth

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Yosemite's Spine
Walking the line at 3,000 feet

Cascade riverboarding
A 100-mile journey to the ends of the Earth

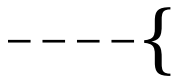
surfing
A 100-mile journey to the ends of the Earth

15,000 miles on 2 wheels
A 100-mile journey to the ends of the Earth

highlining
A 100-mile journey to the ends of the Earth

singletrack
A 100-mile journey to the ends of the Earth

Wend's mission is to *inspire* adventure



Wend magazine is the only true confluence of adventure, travel, sustainable design and environmental responsibility in the ever-changing outdoor market. No other magazine does what we do. It is our mission to be an independent voice that inspires our readers to explore their world like the characters they read about in our pages. Our stories are not just tales of personal challenge, but also of personal enlightenment and growth. We take the best campfire story you've ever heard and put it into print. Each issue of Wend takes the reader somewhere new—somewhere off the beaten path. Our stories are told by ordinary people experiencing an extraordinary planet

both as a playground for adventure, and as a giant ecosystem in need of protection. Our readers are male and female, affluent and educated. They value authenticity and a quality narrative over flash. What makes us different? We are a magazine with substance, tone and style that can only come from an authentic voice. How can we ensure our authenticity? The folks that produce the magazine are also the owners.

With a humble, creative spirit and an informed, green business model, the minds that bring you Wend will continue to reveal the wonders of the world to the wanderer we're most passionate about inspiring: YOU.

Actually, it is easy being

green

From top to bottom, Wend is green. Every issue of Wend is printed on Forest Stewardship Council (FSC)-certified paper. Wend's paper is 30% recycled and 70% sustainably-harvested wood products and grasses. Our inks are non-toxic, biodegradable and soy based. Our office is furnished with reclaimed furniture and computer equipment. Even the paint on the walls is recycled.

Because of our stringent adherence to green ethics, Wend has built partnerships with several environmental nonprofits, which allows us to brand our magazine in ways never before thought of in the outdoor publishing world. In each issue, we give an activist from one of these groups space in our "Platform" department to advocate for his or her group by speaking directly to our readers. In turn, our magazine is distributed to the entire membership of that group, broadcasting our message to an audience already aligned with our mission. These partnerships make the pages of Wend available to new markets on a massive scale far beyond our circulation. Also, to show our commitment to environmental causes, we donate 25% of our subscription fees back to our nonprofit partners.

Designing Answers
by Sami Ewers

Nis Apparel | Populus Short One of the first steps in the Nis design development process is considering "Does it even need this?" says Mark Galbraith, general manager of Nis Apparel. Once that's been determined, the process of creating a piece of clothing begins. Nis Apparel is made to maintain long-lasting durability, clean colors, quality of construction and multi-use purpose, so that can last as long as possible in the hands, as on the body, of a customer. Galbraith calls this durability "the end of sustainability," while the production bandwidth related to materials, dyes and selected substances is considered more "sustainable." The Populus short, like all Nis apparel, was developed with consideration for both the end user and end use of sustainability. It was incorporated in a collaborative, fluid and dynamic end-to-end process, developed with simple, timeless design principles and manufactured in a socially regulated facility with 100 percent organic cotton, without any additional hazardous substances.

Horry Toad Apparel | Rosta Jacket "Right now, it's the little engine that could," says Kara Laramendy-Wright, head designer for Horry Toad Apparel. She's referring to the Rosta jacket, made from Tencel, which is composed of almost 100 percent pulped and spun. "It wants to be better, and it's on the brink of a breakthrough," she adds. Next year, the jacket's cotton component will be 100 percent organic, which was possible until recently. According to Laramendy-Wright, this exemplifies the way Horry Toad operates a company—no extra steps or "do the right thing" within the product lines, and if it doesn't work the first time around (if organic cotton can't immediately be used), the designers try and try again. "Our approach to sustainability is a perpetual continuum. We're constantly learning, doing better and making better choices as soon as we can," says Laramendy-Wright.

Rickshaw Bagworks | Zero Messenger Bag When Rickshaw Bagworks came onto the scene in 2007, designers asked themselves one pivotal question: "Can we create a bag that prevents our manufacturing waste?" says Mark Dwyler, owner and founder of Rickshaw, who believes that the question has been given "the green" address in the design of the company's Zero messenger bag. In its case, simply using the scraps the back of the bag itself made from just one piece of fabric. What's more, a produce industry manufacturing waste: "Since we're cutting fabric from a roll, which is a really long rectangle, we can optimize the use of the rectangles for the bag around the width of the fabric, so we use up all of it." Of course, the bag doesn't look like a fabric rectangle—and despite its rectangular origin, it gets some nice curves. "When you look at the bag, you see a curved bag design that looks like the letter A. When we cut the bag in the curve shape, we end up with a triangle-looking piece on both sides." These scrap triangular pieces are sewn directly back into the seams, and added as strap holders on each side. As Dwyler explains, "We thought the scrap we're using is another way. When you're a dad and drive, there's no scrap left in the cutting room floor."

Patagonia | Short-Sleeved E1 Ray Shirt "It's a wonderful feeling to collaborate on green solutions to produce better gear for them," says John Rupp, designer for Patagonia, a company whose, as he puts it, "environment is committed to making gear whose organization as green as possible." But Rupp acknowledges that making sustainable apparel isn't exactly easy. "This is a major goal by whom we don't have direct decision-making authority, producing gear." And although you can't quite calculate the carbon footprint of the Short-Sleeved E1 Ray shirt, according to Rupp, it had a long and involved development process with sustainability in mind. "We designed the E1 Ray shirt with the idea of making long-lasting garments that are made with recycled materials, like cotton. A blend of organic and 100 percent recycled cotton makes the shirt's fabric, and the recycled polyester comes from used soda bottles and goes through a process of cleaning, adding to the recycled component. The shirt itself can be washed like a normal shirt after it has been worn in. The Patagonia Common Thanks Recycling program supports all of these items and other women's items and uses them into their recycled fabric to be used in future Patagonia apparel."

PLATFORM pf

My name is Claire Smallwood. I am an activist.

My passion is sharing what I love most—the outdoors. The vision we foster through SheJumps is to create a community of ambitious and compassionate women who are willing to take a "jump" to reach their potential and help others reach their own.

Our main objective is to increase and inspire the participation of women in outdoor activities. We are a multifaceted organization that works on three levels: Jump In (and try something new), Jump Up (challenge yourself to something better) and Jump Out (share it with someone new).

SheJumps.org is our website and main portal of inspiration that highlights the accomplishments and adventures of everyday women. We create many different programs that are opportunities for professional athletes or recreational enthusiasts to give back to their communities, such as our skiing camps at Alta with Boys & Girls Club teens from Salt Lake City.

We offer a multitude of resources to ensure that women have no excuse to not go outside. These resources come in many different ways, including our gear grant program that provides gear

through a simple application process. In return, we simply ask that the gear get used and that whoever is using it document the fun she's having with it.

SheJumps also strives to create community-organized events where women meet up with other women to have outdoor adventures of any nature (including hula-hooping). One of the most memorable is our Backcountry Tour for the Cure, an event for SheJumps to experience the challenge of winter camping in solidarity to raise money for women with breast cancer.

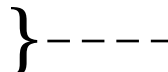
It's not that there haven't always been women excelling in the outdoors as leaders, athletes, activists and enthusiasts; at SheJumps, we believe it's time for women to become a part of something bigger. We started SheJumps to celebrate the beautiful, empowering camaraderie of what females and genuine, unselfish support can do. After all, "if she can do it, so can I."

Claire Smallwood is the Executive Director of SheJumps.org.

the *readers*



Wend readers are people who travel not to escape but to challenge themselves and discover the humanity that every culture, big or small, poor or rich, shares. They live simply, so others might simply live. They're the people who drive high-mpg Subarus or Hybrid SUVs, with several rack attachments on top and NPR stickers on the windows. They give to enviro groups like Leave No Trace. They get angry when they see people litter. Getting muddy is part of their style. Ultimately, the Wend reader cares deeply about the world they live in, and looks to our magazine to help inform their purchases and guide them to companies that embrace the green economy. After all, our readers are people who depend on the natural world for their adventures off the beaten path, and they work to make sure that the path they walk doesn't get beaten.



reader

demographics

Demographics:

Average age **33**
87% are 26-45
Male/Female **70/30**
47% are married
80% have College degrees
23% have Graduate degrees
Average HHI **\$94,400**
97% traveled by air last year
47% traveled internationally last year
93% traveled for an outdoor activity
Average amount spent on travel per year **\$5,000**
Average amount spent on travel last year **\$5,380**
Average amount spent on gear last year **\$3,350**

Participated last year in the following activities:

Backpacking/Hiking **83%**
Mountain Biking **67%**
Paddle Sports **40%**
Road Biking **70%**
Rock Climbing/Bouldering **20%**
Sailing **23%**
Snowsports **93%**
Surfing **43%**

Traveled last year for the following activities:

Backpacking/Hiking **70%**
Cycling **73%**
Mountaineering **23%**
Paddle Sports **27%**
Rock Climbing/Bouldering **13%**
Sailing **17%**
Snowsports **57%**
Surfing **30%**

distribution & circulation

Circulation:

Print Total **45,000**
Subscriptions **30%**
Newsstand **60%**
Promotion **10%**
Digital Edition **25,000**

Readership:

135,000 (2.5 readers per copy)

Website:

250,000 views per month

Wend is a nationally distributed, perfect bound magazine printed on FSC-certified recycled paper with soy-based ink. In 2010 Wend will be published 5 times.

From retail chains to local outdoor stores, Wend can be found anywhere fine magazines are sold. Nationally we are distributed through the following chains: B. Dalton Books, Barnes & Noble Bookstores, Borders, EMS, Hastings, MEC, REI, Waldenbooks and Whole Foods.

Our heaviest distribution is west of the Rockies in California, Oregon, Washington, Idaho and Colorado. We're also popular in outdoor pockets such as Boulder, Colorado and Boise, Idaho and states with active, outdoorsy communities such as Wyoming, Montana, Vermont, Maryland and Arizona.

Our second highest area of distribution (20 percent of our newsstand) is in the mid-Atlantic areas and New England.

the stories

Wend stories are first person, narrative non-fiction accounts of adventure travel, with a human-powered outdoor recreation theme. Smart, edgy adventure stories for active, environmentally conscious readers, we encourage authors to go on outdoor adventures and then explore the meaning beyond their experiences on our pages. Wend's content melds environmental stewardship and bold adventure which comes from across the planet and across the street. The majority of our stories are full-length features written by real people exploring the world on their own trips, voyages and odysseys.

Whether it's the ruins of New York or the summits of the Andes, curiosity about the unknown is intrinsic in all people. Wend transports readers to parts of the world they want to explore and exposes them to places they've never seen.

In every issue of Wend we show them the cultures, beauty and decay on our planet. In doing so, we make no distinction between love for the natural world and the duty to preserve it. Our stories are a melting pot of authentic experience viewed through a wide angle lens.

Our readers understand that all one needs to do to become a character in a Wend story is the will to GO, to BE and to DO.



WENDEX: **Wending by the Numbers**

Fun and freaky adventure factoids.

PLAYGROUND: **Breaking Down with Baby**

Kayaker Seth Warren and his bio-diesel fire truck on the Nature Propelled Tour.

NOW AND THEN: **Timeless Adventure**

Surfer cries shark...The great climber toddler debate...Dinosaur hunting in Patagonia...Haiti yields strange old water filters.

WIPEOUT: **The Poetry of Pain**

Heidi Swift captures a pileup at the Mt Hood Cycling Classic.

GREENERY: **Designing Answers**

A discussion about low-impact gear with the folks who help create it.

PLATFORM: **SheJumps**

Increasing and inspiring the participation of women in outdoor activities.

FOOTPRINT: **Winter in the Forgotten Flathead**

Bruce Kirkby makes a rare winter traverse of an iconic—and threatened—wilderness straddling the U.S.–Canada border.

FEAST: **Offal Encounters in Spain**

Peter Frick-Wright tastes what doesn't go to waste in this head-to-tail eating experiment in Madrid.

SNAP: **Surfing Haiti**

In 2009, just six months before the devastating tremor, professional surfer Holly Beck toured Haiti in search of the perfect wave.

WANDERLUST: **Delivery in Patagonia**

After suffering a miscarriage just two days before she is scheduled to fly to South America to compete in one of the world's most challenging adventure races, Chelsey Gribbon finds herself running on empty in Patagonia.

PASSPORT: **Trekking the Voodoo Trail**

James Michael Dorsey encounters fetishes, blood sacrifice and Tabasco in search of enlightenment about one of West Africa's most popular religious practices.

SURVIVAL KIT: **On a Bike with No Name**

Outdoor and urban gear and apparel.

TRAILHEAD: **Making and Breaking Me**

Sarah Outen reflects on the loss of her father, and how memories of him helped her row the Indian Ocean.

SKETCHBOOK: **Illustrating Adventure**

Featuring: Pyar Anderson

SEEN, READ, HEARD: **Feed Your Brain**

Wend-sanctioned consumables.

SANCTUARY: **Nature Divine**

ad specs

PUBLISHED 5 TIMES PER YEAR

ADVERTISING@WENDMAG.COM

503.419.6439

PREFERRED FORMAT:

High-resolution, press-ready PDFs are preferred.
High-resolution, non-OPI EPS files are also acceptable.

ADDITIONAL SOFTWARE SUPPORTED:

Native Adobe Photoshop, Illustrator and Indesign, version CS4 and below. Macromedia Freehand MX 11 and below.

AD MATERIAL CHECKLIST:

- Embed all fonts, or supply them with the job. Include both printer and screen fonts.
- Supply a proof of the ad. If sending the ad via email or FTP, include a low-resolution PDF for proofing.
- Make sure colors are named properly. Remove any unused, named colors.
- If high-resolution images are supplied, make sure they are 300dpi at 100% printed size and CMYK.
- Full bleed ads, keep text and other important elements within 1/8" from the outer edge, double-check overall dimensions and bleed.
- Supply all artwork in CMYK.

SENDING FILES:

Files may be sent via email, FTP, uploaded through our website, or shipped on CD. Do not email creative to your account rep.

EMAIL: 10MB file size limit.
advertising@wendmag.com

FTP INFO:

Host: ftp.wendmag.com
User: wendads
Password: w3ndAds@123

WEB UPLOAD: 20MB file size limit.
http://www.wendmag.com/file-upload

SHIPPING INFO:

Attn: Advertising
Wend Media
3439 NE Sandy Blvd. #346
Portland, OR 97232

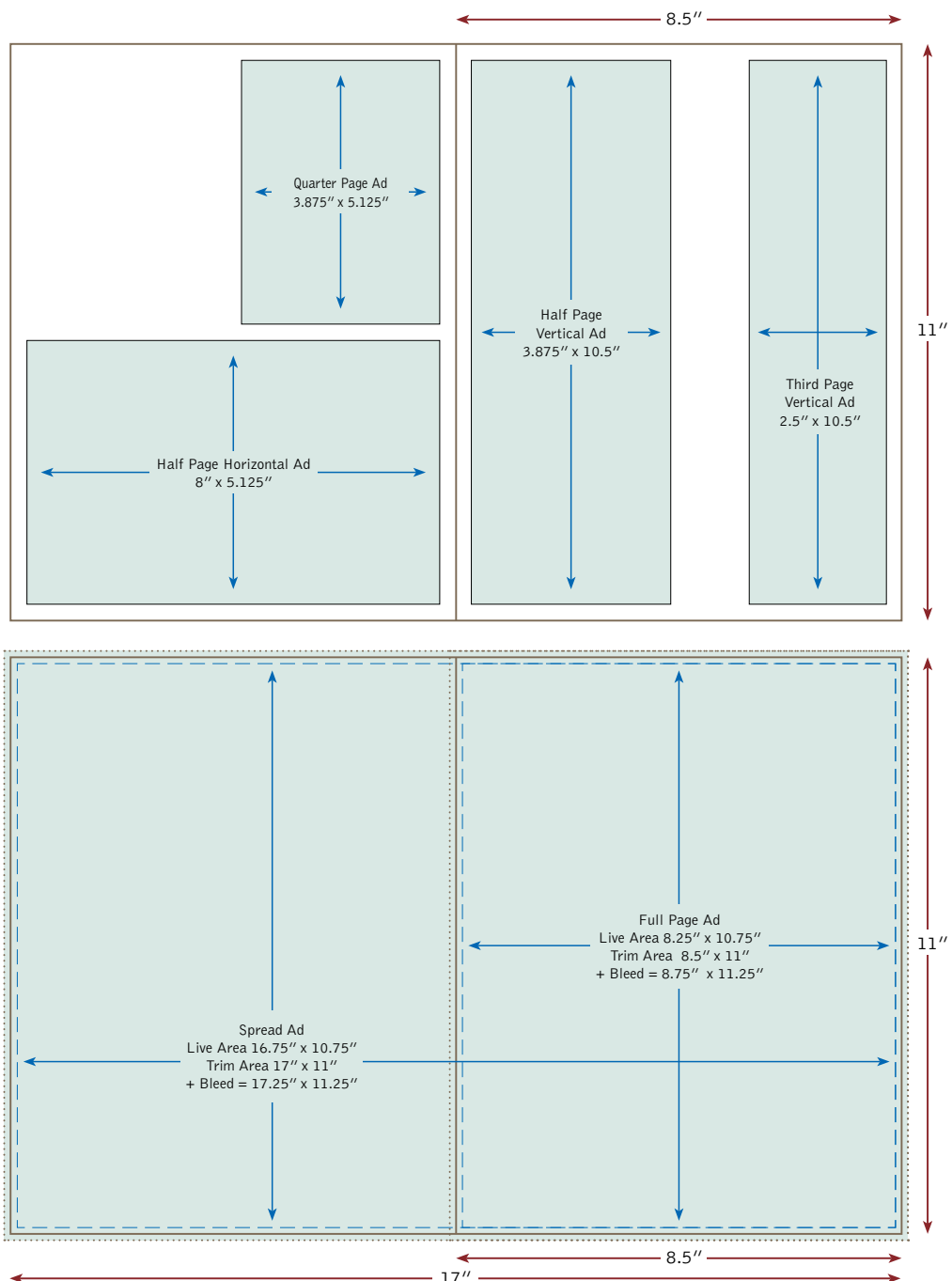
AD SIZES:

| TYPE | WIDTH | HEIGHT |
|-----------------|--------|--------|
| Spread* | 17" | 11" |
| Full Page* | 8.5" | 11" |
| Half Page Horiz | 8" | 5.125" |
| Half Page Vert | 3.875" | 10.5" |
| Third Page Vert | 2.5" | 10.5" |
| Quarter Page | 3.875" | 5.125" |

*Full bleed is only available on spread or full page ads. For full bleed, add .125" to outer edge dimensions.

QUESTIONS?

Technical and layout questions should be directed to creative@wendmag.com. All others should be directed to advertising@wendmag.com.



ad rates

2011

| | x 1 | x 2 | x 3 | x 4 | x 5 |
|---------------------------------------|-------|-------|-------|------|------|
| Inside Front Cover Double Page Spread | 11730 | 11143 | 10557 | 9970 | 9384 |
| Double Page Spread | 9180 | 8721 | 8262 | 7803 | 7344 |
| Outside Back Cover | 6678 | 6344 | 6010 | 5676 | 5342 |
| Inside Back Cover | 5308 | 5043 | 4778 | 4512 | 4246 |
| Masthead (FP + 1/3) | 6842 | 6574 | 6308 | 6040 | 5774 |
| Letter from the Editor | 4897 | 4652 | 4407 | 4162 | 3918 |
| Full Page | 4452 | 4230 | 4006 | 3784 | 3561 |
| Half Page | 2587 | 2457 | 2328 | 2199 | 2070 |
| Third Page | 1965 | 1867 | 1768 | 1670 | 1572 |
| Quarter Page | 1335 | 1268 | 1202 | 1135 | 1068 |

deadlines

2011

Issue:

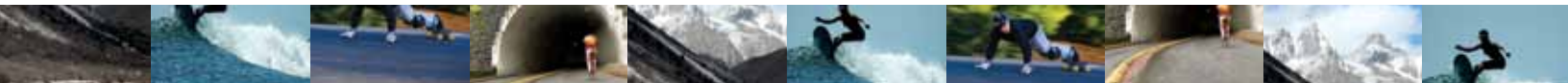
Volume 6, Issue 1
Volume 6, Issue 2
Volume 6, Issue 3
Volume 6, Issue 4
Volume 6, Issue 5

On Sale Date:

April 1
June 1
August 3
October 5
December 9

Creative Deadline:

February 1
April 1
June 3
August 5
October 9



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