

Arkansas Outside is the state's leading digital publication dedicated exclusively to outdoor recreation, active travel, trails, parks, cycling, paddling, hiking, camping, and outdoor adventure.

This editorial calendar is designed to help advertisers identify the best opportunities to reach Arkansas's growing outdoor recreation audience. Each month combines seasonal travel inspiration, timely news coverage, destination guides, event coverage, trail updates, outdoor recreation policy, and economic development stories that attract highly engaged readers who actively seek places to visit, equipment to purchase, and businesses to support.

Unlike traditional travel publications, Arkansas Outside provides year-round coverage of the people, places, projects, businesses, and experiences shaping outdoor recreation throughout Arkansas.

OUR AUDIENCE

Arkansas Outside reaches an audience that is actively planning trips, purchasing outdoor gear, participating in events, and exploring Arkansas.

Our readers include:

- Hikers
- Cyclists
- Mountain bikers
- Gravel cyclists
- Trail runners
- Paddlers
- Campers
- Climbers
- Outdoor travelers
- State park visitors
- Families seeking outdoor experiences
- Adventure tourists
- Outdoor recreation advocates
- Out-of-state visitors

Readers regularly visit Arkansas Outside to:

- Plan weekend trips
- Discover new destinations
- Learn about outdoor recreation news
- Find races and events
- Research gear
- Stay informed on trail projects
- Follow public land and recreation issues

WHAT MAKES ARKANSAS OUTSIDE DIFFERENT

Arkansas Outside is more than an outdoor magazine.

Every month our editorial coverage focuses on six core content areas that consistently generate readership and provide valuable opportunities for advertisers.



MONTH	EDITORIAL THEME	PLANNED CONTENT	IDEAL ADVERTISERS
September 2026	Peak Outdoor Season Begins	• Fall hiking guide • Camping destinations • Gravel cycling • Backpacking • Trail towns • Fall event coverage	• Lodging • Outdoor apparel • Camping equipment • Bicycle shops • Breweries • Restaurants • Tourism organizations
October 2026	Peak Arkansas Outdoors	• Weekly fall color reports • Scenic drives • Fall festivals • Photography locations • Mountain destinations • State parks	• Tourism • Lodges • Resorts • Automotive • Outdoor apparel • Restaurants • Local attractions
November 2026	Late Fall Adventures	• Thanksgiving travel • Cabin escapes • Late fall hiking • Waterfalls • Holiday gift guide	• Retail • Outdoor gear • Cabin rentals • State parks • Tourism partners • Gift retailers
December 2026	Outdoor Giving Season	• Holiday gift guides • Winter hiking • Year in review • Outdoor bucket list • Winter destinations	• Retail • Outdoor gear • Apparel • Gift shops • Experience providers • Lodging
January 2027	Plan Your Adventure Year	• Outdoor bucket list • Events calendar • Trail projects • Winter adventures • Travel planning	• Tourism • Fitness • Outdoor retailers • Financial services • Travel companies
February 2027	Hidden Arkansas	• Hidden destinations • Romantic cabins • Winter hiking • Small-town adventures • Wildlife photography	• Lodging • Restaurants • Tourism • Camera retailers • Vehicle dealerships



MONTH	EDITORIAL THEME	PLANNED CONTENT	IDEAL ADVERTISERS
March 2027	Outdoor Season Returns	• Wildflowers • Waterfalls • Spring hiking • Gravel cycling • Paddling • Trail openings • March Madness Mountain Bike Trails	• Outdoor retailers • MTB trail managers • Bicycle shops • Footwear • Tourism • Outfitters • Camping equipment
April 2027	Trails, Conservation & Cycling	• Earth Day • Monument Trails • Arkansas River Trail • Conservation • Family camping • Spring cycling	• Bicycle companies • Conservation organizations • Outdoor apparel • Local governments • Trail builders
May 2027	Summer Begins	• Memorial Day adventures • Swimming holes • Float trips • Summer festivals • Camping	• Campgrounds • Coolers • Outdoor gear • Lodging • Paddle outfitters • Tourism
June 2027	Water & Summer Adventure	• Beat the heat • Paddle trips • Recreational water releases • Lake destinations • Summer safety	• Water sports retailers • Resorts • Beverage companies • Tourism • Marine businesses
July 2027	Summer Road Trips & Outdoor Economy	• Fourth of July guide • Tourism economic impact • Road trips • Family adventures • Camping • Outdoor recreation business	• Tourism organizations • Automotive • Lodging • Restaurants • Attractions • Outdoor retailers



YEAR-ROUND SPONSORSHIP OPPORTUNITIES

Recurring editorial series advertisers can align with throughout the year.

RECURRING SERIES

ADVERTISER VALUE

Outdoor Recreation News

Reach readers who follow developments affecting trails, parks, recreation, and tourism.

Trail & Infrastructure Updates

Align your brand with Arkansas's growing investment in trails and active transportation.

Destination Spotlight

Showcase communities, attractions, and tourism partners.

Outdoor Events Calendar

Reach participants before races, festivals, rides, paddles, and outdoor events.

Outdoor Skills & Gear

Position your products alongside trusted recommendations and seasonal buying guides.

Outdoor Recreation Economy

Connect with business leaders, tourism professionals, elected officials, and industry stakeholders.

FLEXIBLE MARKETING OPTIONS

- Website banner advertising
- Sponsored articles
- Newsletter sponsorships
- Event calendar sponsorships
- Destination spotlights
- Seasonal content sponsorships
- Social media promotion
- Custom content campaigns
- Video sponsorships
- Long-term integrated marketing partnerships