

DESERT ORACLE

"The Voice of the Desert"

A pocket-sized field guide to the great American deserts, the *DESERT ORACLE* is a new quarterly periodical for those who love the southwest's vast national parks, desert folklore, strange history, odd characters, roadside attractions, spiky plants and curious animals. Focused on the desert southwest with its vast landscapes and iconic

national parks such as Zion, Death Valley, Joshua Tree and Grand Canyon, the *DESERT ORACLE* is now launching its inaugural issue for Spring 2015.

As a paid-circulation collectible pocket guide available at boutique lodges, gift shops, restaurants, roadhouses, and booksellers, this striking quarterly makes a perfect countertop POP impulse buy.

DESERT ORACLE

SPRING 2015

\$3.95

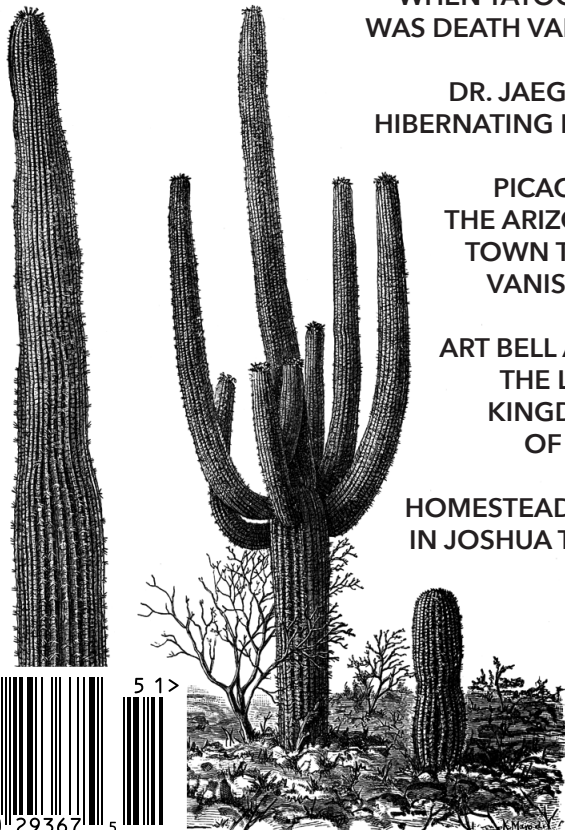
WHEN TATOOINE
WAS DEATH VALLEY

DR. JAEGER'S
HIBERNATING BIRD

PICACHO:
THE ARIZONA
TOWN THAT
VANISHED

ART BELL AND
THE LOST
KINGDOM
OF NYE

HOMESTEADING
IN JOSHUA TREE



Format: Pocket-sized 4.5"x 7" with color cardstock cover and all black printing, in the retro style of mid-century desert field guides.

Pages: Minimum of 44 (Spring 2015 issue).

Initial Print Run: 10,000 copies.

Retail Price: \$3.95.

Subscriptions: \$15 annually.

Editorial/Advertising ratio: 60% editorial, with a maximum of 40% advertising.

Audience: With 5 million annual recreational visitors to the top five desert national parks alone, leisure and adventure travelers are the key demographic, supplemented by desert conservationists and high-income retirees.

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