

RECREATOR OVERVIEW

The Recreator is published three times a year—Spring, Summer and Fall—with **5,000 printed copies** distributed at City recreation centers. It's also available online and shared with the Fort Collins community through Parks and Recreation social media and e-newsletters.



BY THE NUMBERS

AUGUST 2024-2025



RECREATOR
SITE VIEWS

123K



RECREATOR
DOWNLOADS

20K



NEWSLETTER
SUBSCRIBERS

29K



FACEBOOK
REACH

470K



INSTAGRAM
REACH

33K



X
FOLLOWERS

4.6K

WHO ARE RECREATORS?

The Recreator's target audience are "recreators" — families, young professionals and active adults who participate in recreation programs, attend community events, and enjoy active, social and fun lifestyles.

MOST POPULAR PROGRAMS



FITNESS



SPORTS



ICE SKATING



AQUA FITNESS



AQUATICS

2024 TOTAL FACILITY VISITORS AND PARTICIPANTS

1.1 MILLION

ADVERTISING IN THE RECREATOR

Increase your reach with Recreator advertising!

Paid ads help fund the printing and distribution of this valuable resource guide.

2026 Recreator Advertising Rates

The Recreator is produced three times per year, and advertising is available in individual issues or all three. Pricing based on 5,000 print copies and digital distribution via fcgov.com/recreator.

Ad Size	Cost Per Issue
Back Cover	\$1,125
Inside Covers	\$875
Half Page	\$450
Quarter Page	\$280

Advertise in all three issues and rates will be discounted by 10%. Nonprofit organizations also receive an additional 10% discount.

Important Publication Dates*

Spring 2026:

Features February-May Programs

Ad Artwork Due October 10, 2025

Publication Release December 8, 2025

Summer 2026:

Features June-August Programs

Ad Artwork Due January 30, 2026

Publication Release March 23, 2026

Fall 2026:

Features September-December Programs

Ad Artwork Due May 22, 2026

Publication Release July 13, 2026

*Dates subject to change. Advertisers will be notified of any updates.

Interested in advertising?

Fill out the Advertiser Interest Form online at

fcgov.com/recreator-advertising

or by scanning this QR code.

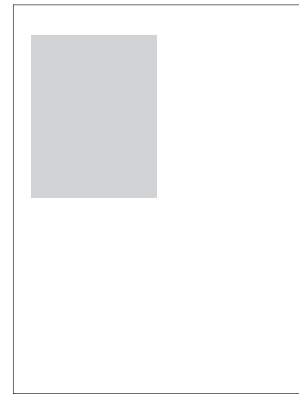


Ad Specs and Dimensions

All print artwork should be full color, 300 dpi, CMYK, JPEG or high quality PDF. Fonts should be outlined. No crop marks. Limit files to 10mb.

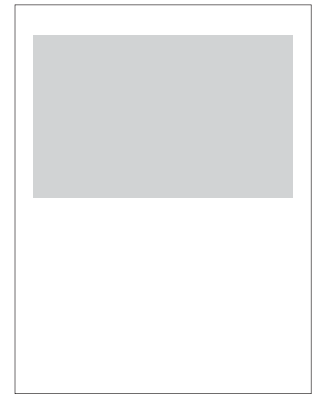
Quarter Page

3.375"w x 4.375"h



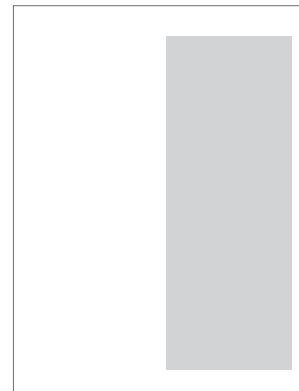
Half Page Horizontal

7"w x 4.375"h



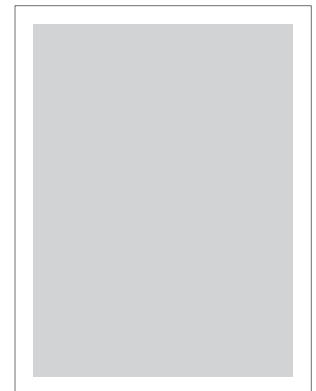
Half Page Vertical

3.375"w x 9"h



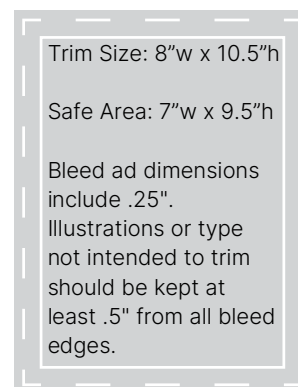
Covers, No Bleed

7"w x 9.5"h



Full Page with Bleed

8.5"wx 11"h



Ad Design Tips:

- 10+ pt is preferred for body copy.
- Left justify your text rather than centering it.
- Be mindful of margins - white space can be good!