

## 2019 Publications Report

### **Publications Department Staff:**

Andrea Masters, Editor

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ADK publishes 27 titles and its bimonthly member magazine, *Adirondac*. Our products reach out to those active in the outdoors as well as “armchair travelers.” In addition, each integrates educational components, a feature that aligns with our mission as environmental educators and resource stewards and sets us apart from other publishers of outdoor books and maps.

The program strives to expand the number of new titles, improve existing titles on a regular basis, and broaden the range of topics for readers of *Adirondac*.

ADK published 6 new editions and completed 3 revised reprints in 2019. Prominent among the new editions is *High Peaks: Adirondack Trail Map*, ADK’s authoritative hiker’s map, which sold over 10,274 copies. Now in its 15<sup>th</sup> edition, this map was first published in 1967.

The many copies of *Adirondac*, available in paper and digitally, made their way into member and nonmembers homes across the Northeast and the nation. Six issues offered features on such diverse topics as lake skating, making the outdoors one’s classroom, tick-borne diseases, and a 14-year-old volunteer’s perspective on trail work (“Mud, Bugs, and Bog Bridges”). *Adirondac*’s Editor-in-Chief is Neal Burdick, its Associate Editor, Lisa Crosby Metzger, both independent contractors of longstanding.

Popular titles such as fire tower guide *Views From On High* and *Kids on the Trail* and their associated Challenges engaged hikers who enjoy having a list and a specified goal, by no means an easy one. Challenge completers, many of whom spent time on trails they might otherwise not have experienced, totaled 166 and 8 for the Fire Tower and Kids Challenges, respectively. The Fire Tower Challenge tally included 10 winter completers. The *Kids on the Trail* tally took note of, but did not count, one stalwart dog who also met the Challenge.

For nonmembers, an ADK book, map, or calendar can serve as a portal to a community of like-minded people enriching their pursuit of outdoor adventures. In many instances, an ADK publication also provides a pathway to becoming an active, engaged member.