MISSION STATEMENT
The leading vertical publication since 1970, Climbing is a title by and for climbers of all stripes and abilities. With its feet planted in our history, Climbing also embraces the dynamic changes in the sport and industry, with the explosion of indoor climbing, the influx of new climbers, and the road to climbing in the 2020 Olympics. With deeply researched features, the world’s best photography, lively humor columns, technical and training how-to advice from pro climbers and leading experts, and a staff of active climbers with decades of experience, Climbing provides the top, authoritative voice in the genre. Between our print title, wildly popular website, and successful online-ed courses, Climbing has the broadest reach marketwide to the greatest number of climbers. We are the voice of the sport.

WHAT READERS SAY
“Keep up the great work! You make climbers feel connected even though we’re miles apart!”

“Still have my first issue with Charlie Fowler on the cover.”

“I loved your Women’s Issue. I didn’t think I would, but it was full of helpful advice. Steph Davis’s story was especially helpful in so many ways!”

“Been reading your magazine for twenty years.”

“You guys provide an amazing service to the climbing community.”

“Thanks for having this awesome magazine for our community!”
MEET THE EDITORS

MATT SAMET is a climber of 30 years who moved to Colorado in the 1990s. The author of multiple books including The Climbing Dictionary, The Crag Survival Handbook, and Colorado Bouldering 2, Samet has worked with Climbing since the mid-1990s as both a freelance and desk editor. He divides his days between work, family time, and exploring the hills around Boulder for new-route potential, and has been involved with the Flatirons Climbing Council, including bolt replacement and other volunteer work, for the past 12 years.

A climber of 19 years, JAMES LUCAS grew up on the East Coast and moved to Yosemite shortly after finishing high school. He attended the University of Santa Cruz, where he graduated with a degree in economics and business management. In 2016, Lucas began as associate editor at Climbing. His intimate knowledge of the climbing world has led to popular articles on dating amongst climbers, profiles of climbing-industry players, close to 50 published photographs in 2016, and an account of Alex Honnold’s free solo of El Capitan.

After getting a degree in journalism, KEVIN CORRIGAN cut his teeth working in comedy, first contributing to The Onion, and then working as a staff writer and editor at CollegeHumor.com. During that time, he created animated series for Nintendo, was featured on Good Morning America, garnered tens of millions of YouTube views, and discovered rock climbing. Now the digital editor at Climbing, Kevin still finds ways to work humor into his climbing writing. He created the advice column Unbelayvable, which to date has 1.8M pageviews.
YEAR IN REVIEW

CLIMBING MAGAZINE HIGHLIGHTS

1. Learn to Train: A Complete Guide to Climbing Training (5 stories + landing page)
   289,090 pageviews

2. Review: Our Top New Belay Devices for 2017
   Landing page—28,328 pageviews
   Single reviews (cumulative for 5 reviews)—53,006 pageviews

3. Behind the Scenes of Alex Honnold’s Freerider Freesolo
   51,322 pageviews

4. Unsent: Welcome to Sendhaus™—America’s Hippest New Climbing Gym
   32,926 pageviews

5. How Miguel’s Pizza Made the Red River Gorge What It Is Today
   28,008 pageviews

CLIMBING.COM NEWS HIGHLIGHTS

1. Royal Robbins obituary
   121,039 pageviews

2. The First Naked Ascent of El Cap
   118,875 pageviews

3. Remembering Hayden Kennedy and Inge Perkins
   69,200 pageviews

4. Margo Hayes Climbs La Rambla, Becomes First Woman to Send 5.15a
   57,758 pageviews

5. Ueli Steck Found Dead on Nuptse
   39,388 pageviews

CLIMBING.COM NON-NEWS HIGHLIGHTS

1. Learn to Train: A Complete Guide to Climbing Training (5 stories + landing page)
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CLIMBING MEDIA KIT 2018
CROSS PLATFORM REACH

ESTABLISHED:
1970

PRINT AUDIENCE:
54K

DIGITAL AUDIENCE:
1 M

SOCIAL AUDIENCE:
512K

FREQUENCY:
6x

MEDIAN AGE:
33

COLLEGE EDUCATED:
93%

MEDIAN HHI:
$67,300

MALE/FEMALE
85% male,
15% female

(Source: 2017 Climbing Magazine Audience Survey; Google Analytics 2017; 2017 Salesforce Marketing Cloud)

50% OF CLIMBING’S AUDIENCE ARE 18-34

63% OF THE CLIMBING AUDIENCE STAY IN A TENT WHEN THEY GO ON CLIMBING TRIPS

30% OF THE CLIMBING AUDIENCE USE YOGA FOR CLIMBING-RECOVERY THERAPY

43% OF THE CLIMBING AUDIENCE SAY THAT A COLD BEER IS THEIR POST-CLIMB DRINK OF CHOICE

TOP ANCILLARY ACTIVITIES
01 BACKPACKING
02 SKIING/SNOWBOARDING
03 TRAIL RUNNING
04 MOUNTAIN BIKING
05 KAYAKING
06 SLACKLINING
07 HUNTING/FISHING
08 PARAGLIDING

DAYS CLIMBED PER WEEK
1-2 38%
2-4 48%
5-6 12%
Every day 3%

CLIMBING MEDIA KIT 2018
**DIGITAL AND SOCIAL REACH**

**FACEBOOK FANS:**
187K+
(up 25% YOY)

**TOTAL INSTAGRAM FANS:**
260K+
(up 40% YOY)

**TOTAL TWITTER FOLLOWERS:**
50K+

**TOTAL YOUTUBE FOLLOWERS:**
15K+

**AVGERAGE MPVS:**
1,034,300+

**AVGERAGE MUVS:**
414,600+
(up 42% YOY)

**EDITORIAL EMAIL SUBSCRIBERS:**
14,400

**CUSTOM EMAIL SUBSCRIBERS:**
13,600
(up 36% YOY)

**TOP 10 MARKETS ONLINE:**
- California
- Colorado
- Texas
- Washington
- New York
- Illinois
- Florida
- Utah
- Oregon
- Massachusetts

**OTHER HIGHLIGHTS**
- Now 53% new visitors and 47% returning visitors
- More females online than in print, with 75% to 25% male/female split
- 50/50 split for mobile and desktop usage

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# 2018 Gear Guide
A regular issue featuring a special 25-page gear blowout, with the best and hottest items for climbers from 2017 and 2018, field-tested by staff and our stable of active testers. Categories include: basecamp, sport, bouldering, alpine, and trad.

**Gear**
A round-up of the best and most innovative gear of 2017/2018, with Editor’s Choice awards given in each category.

<table>
<thead>
<tr>
<th>Close</th>
<th>Materials Due</th>
<th>On Sale</th>
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<tbody>
<tr>
<td>1.11.18</td>
<td>1.18.18</td>
<td>3.13.18</td>
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</table>

# Summer Issue
Get psyched for sending season with a look at America’s raddest bouldering destinations, most stacked sport climbing areas, and a new approach to outdoor education for the über-psyched young climbers in your life.

**Gear**
Tested: The latest and greatest in the climbing space, field-vetted by our expert staff and testers.

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<th>Materials Due</th>
<th>On Sale</th>
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<tr>
<td>3.15.18</td>
<td>3.22.18</td>
<td>5.15.18</td>
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</table>

# 2018 Photo Annual
Travel North America and the globe with the very best in vertical photography, from up-and-coming young shooters to industry masters who’ve been at it for decades. Bonus: Master the art of redpointing with the world’s top climbers—learn the tips and tricks to send your hardest this year.

**Gear**
2018 harness round-up

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<td>5.17.18</td>
<td>5.24.18</td>
<td>7.17.18</td>
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# Training/Road to Olympics Issue
With the 2020 Olympics on the horizon, climbers are pushing harder than ever at the cliffs, in the gym, and in the weightroom to be ready to deliver the performances of their lives. Get on board with Climbing as we explore what it takes to realize your potential, for Olympians and regular Joes and Janes alike.

**Gear**
Must-have sport, trad, alpine, gym, and bouldering kits

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<th>Materials Due</th>
<th>On Sale</th>
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<tr>
<td>11.13.18</td>
<td>11.20.18</td>
<td>1.15.19</td>
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</table>
OBJECTIVE

→ Leverage Climbing’s brand strength to position yourself as a trusted, preferred partner
→ Share your unique products among competitors in a relevant editorial environment with custom print content
→ Deliver your message to our engaged audience of adventure enthusiasts
→ Speak to hand-raisers, increase awareness,

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>THEME</th>
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<tbody>
<tr>
<td>April/May</td>
<td>Fuel Zone</td>
</tr>
<tr>
<td>June/July</td>
<td>Training + Recovery</td>
</tr>
<tr>
<td>Aug/Sept</td>
<td>Local: Made in the USA</td>
</tr>
<tr>
<td>Oct/Nov</td>
<td>See the Beauty</td>
</tr>
<tr>
<td>Dec/Jan</td>
<td>Holiday Gift Guide</td>
</tr>
<tr>
<td>Feb/Mar</td>
<td>Alpine + Cold</td>
</tr>
</tbody>
</table>

PRINT
1/4 or 1/6 page with image, copy and link

DIGITAL
Image, Copy, Link + 728x90 and 300x600

TRAFFIC DRIVERS
Homepage Native Tile (1-wk.), 1x Co-Branded Facebook Post
In 2018, we’re excited to offer an injury prevention and rehabilitation course, focusing on key areas like the fingers, wrists, arms, shoulders, and knees, with Dr. Jared Vagy, a longtime climber and author of Climb Injury-Free. We’re also filling out our “Intro” series with “Boulder Harder” with pro boulderer Nina Williams, to help you step your game up at the boulders and in the gym—from tools and techniques to the tricks of the trade. And finally, we’re offering a premium high-end redpointing course with Heather Weidner and Arno Ilgner, covering everything you need to know to send your hardest, from logistics to physical training to planning to the mental and fear/falling game.

UPCOMING COURSES AND DATES:
April 2, 2018
Strength Training for Injury Prevention
June 4, 2018
Boulder Harder
August 6, 2018
The Art of Redpointing
## Magazine Specs:

<table>
<thead>
<tr>
<th>AD SIZE</th>
<th>NON-BLEED</th>
<th>BLEED</th>
<th>LIVE AREA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full-Page Ad</td>
<td>7.125&quot; X 9.625&quot;</td>
<td>8.75&quot; X 11.125&quot;</td>
<td>7.75&quot; X 10.125&quot;</td>
</tr>
<tr>
<td>2-Page Spread Ad</td>
<td>15.625&quot; X 9.625&quot;</td>
<td>17.25&quot; X 11.125&quot;</td>
<td>16.25&quot; X 10.125&quot;</td>
</tr>
<tr>
<td></td>
<td>with .375&quot; Safety In Gutter</td>
<td>with .375&quot; Safety In Gutter</td>
<td>with .375&quot; Safety In Gutter</td>
</tr>
<tr>
<td>One-Half Horizontal Ad</td>
<td>7.125&quot; X 4.6875&quot;</td>
<td>8.75&quot; X 5.5625&quot;</td>
<td>7.75&quot; X 4.9375&quot;</td>
</tr>
<tr>
<td>One-Half Vertical Ad</td>
<td>3.4375&quot; X 9.625&quot;</td>
<td>4.375&quot; X 11.125&quot;</td>
<td>3.75&quot; X 10.125&quot;</td>
</tr>
<tr>
<td>One-Half Horizontal Spread Ad</td>
<td>15.625&quot; X 4.6875&quot;</td>
<td>17.25&quot; X 5.5625&quot;</td>
<td>16.25&quot; X 4.9375&quot;</td>
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<tr>
<td></td>
<td>with .375&quot; Safety In Gutter</td>
<td>with .375&quot; Safety In Gutter</td>
<td>with .375&quot; Safety In Gutter</td>
</tr>
<tr>
<td>One-Third Vertical Ad</td>
<td>2.5625&quot; X 9.625&quot;</td>
<td>3.375&quot; X 11.125&quot;</td>
<td>2.375&quot; X 10.125&quot;</td>
</tr>
<tr>
<td>Quarter-Page Ad</td>
<td>3.4375&quot; X 4.6875&quot;</td>
<td>N/A</td>
<td>N/A</td>
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## Marketplace Specs:

<table>
<thead>
<tr>
<th>AD SIZE</th>
<th>AD SIZE</th>
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<tbody>
<tr>
<td>1/2 Ad</td>
<td>2.25&quot; X 9.875&quot;</td>
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<tr>
<td>1/3 Ad</td>
<td>7.0268&quot; X 2.375&quot;</td>
</tr>
<tr>
<td>1/4 Ad</td>
<td>2.25&quot; X 4.875&quot;</td>
</tr>
<tr>
<td>1/6 Ad</td>
<td>2.25&quot; X 2.375&quot;</td>
</tr>
</tbody>
</table>
## RATEBASE

<table>
<thead>
<tr>
<th>AD SIZE</th>
<th>OPEN RATE</th>
<th>15% DISCOUNT 2X</th>
<th>20% DISCOUNT 4X</th>
<th>25% DISCOUNT 6X</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full-Page Ad</td>
<td>$4,800</td>
<td>$4,080</td>
<td>$3,840</td>
<td>$3,600</td>
</tr>
<tr>
<td>2-Page Spread Ad</td>
<td>$8,500</td>
<td>$7,225</td>
<td>$6,800</td>
<td>$6,375</td>
</tr>
<tr>
<td>One-Half-Page Ad</td>
<td>$2,690</td>
<td>$2,285</td>
<td>$2,150</td>
<td>$2,020</td>
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<tr>
<td>One-Third-Page Ad</td>
<td>$1,860</td>
<td>$1,580</td>
<td>$1,490</td>
<td>$1,395</td>
</tr>
<tr>
<td>One-Quarter-Page Ad</td>
<td>$1,430</td>
<td>$1,215</td>
<td>$1,145</td>
<td>$1,075</td>
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*35% PREMIUM FOR COVERS*
MATERIAL REQUIREMENTS

FOR ADVERTISERS RUNNING SPREAD CREATIVE:
Any images or copy that are not to be lost in gutter binding should be kept 3/16” from binding edge. If you have any questions regarding ad setup, please email climbingproduction@aimmedia.com prior to submitting materials.

GENERAL FILE REQUIREMENTS:
File to contain only 1 page. All source files including fonts must be submitted with InDesign files for partial-page ads. Fonts must be Type 1 or 3 (no TrueType). Pages must be created to correct size of ad and bleeds included when required.

DIGITAL FILE NAMING:
Advertiser name and issue date should be used to name the file. Do not use the magazine title as the file name. File name(s) must be less than 23 characters.

MATERIAL REQUIREMENTS:
All materials must be sent on disk in one of the following digital formats and be accompanied by SWOP standard proof (made from supplied file) as well as a copy of insertion order or cover sheet containing advertiser and issue name.

PDF/X-1A FILE REQUIREMENTS:
File must be PDF/x1a:2001 compliant. Scanned images must be high resolution (300 dpi), CMYK (no spot or indexed colors, RGB, LAB, DCS, CT/LW, TIFFIT or ICC color profiles). Maximum ink density not to exceed 300%. All trapping must be turned off, except overprints and knockouts. OPI information must be turned off. Files to contain only 1 page; split spreads into single pages each saved as individual files. Please note on file LHP or RHP for spreads.

DIGITAL FILE SUBMISSION:
Digital files may be submitted via Climbing FTP site or other resources such as Hightail. To send files via Climbing FTP, you will need to use a program such as Filezilla, Fetch, or Cyberduck. Upload the file to the Backpacker folder and send an email including the filename to adproduction@aimmedia.com. Also include a screen capture showing the file located on the FTP site.

NOTE
The publisher cannot be held responsible for the reproduction quality if the supplied proof is not SWOP compliant. Materials received after the original deadline: Waiver must be signed and publisher cannot be held responsible for any reproduction quality.
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