



# BACKPACKER<sup>®</sup>

GET OUT MORE

MEDIA KIT 2019



# ▶ OUR MISSION

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*It's simple.* Get people outdoors more. BACKPACKER welcomes travel and trail-loving adventurers with open arms. We deliver trusted, actionable advice and inspiration to outdoor enthusiasts.

Sharon Houghton | VP, General Manager  
Dennis Lewon | Editor-in-Chief



# *the* **BACKPACKER UNIVERSE**

*Over 2 million dedicated readers across platforms*





# PRINT

**1.2 MILLION** Total Readership

**315,000** Rate Base

**25%** Women | **75%** Men

**47.7** Median Age (**36%** Millennials)

**75%** Any College+

**54%** Married

**40%** Any Children

**40%** Professional Managerial

**\$91,053** Average HHI

**15%** Increase Since 2017

*Source: 2018 MRI Doublebase.*

BACKPACKER Readers spend close to **40 MINUTES** with each issue

Since 2006, BACKPACKER has been nominated for 16 National Magazine Awards, and has won **6 times**.

*Source: 2018 GfK MRI Doublebase*





# 2019 EDITORIAL CALENDAR

## JAN/FEB: **THE FITNESS ISSUE** | On Sale 1.15.19

It's time to get pumped up! We break down the backpacker's body into its muscle groups, offering a pathway to general fitness plus workout add-ons to prepare you for any adventure, no matter how big, far, or rigorous.

## **SPRING GEAR GUIDE\***

**Ad Close** 1.15.19 | **Materials Due** 1.22.19 | **On Sale** 3.19.19

2019 Editors' Choice Awards: It's the one you trust. After hundreds of testers run gear (and themselves) ragged for months, we release our hotly anticipated guide to what's new and what's best in hiking gear for the coming year.

## MAY/JUNE: **THE NEW RULES OF SOLITUDE**

**Ad Close** 3.1.19 | **Materials Due** 3.8.19 | **On Sale** 4.23.19

More and more people are getting outdoors, which we're glad to see. But that doesn't mean we want to share a campsite with them. We take an honest look at the problem and find solutions for every type of hiker.

## JULY/AUG: **THE SKILLS ISSUE**

**Ad Close** 5.10.19 | **Materials Due** 5.17.19 | **On Sale** 7.2.19

There's a better way to do everything, and our veteran hiker casts aside years of habit to learn them. Learn the best ways to do common camp chores, like tie shoes, pitch a tent in the wind, and more in this comprehensive skills package.

## SEPT/OCT: **LOCAL SECRETS**

**Ad Close** 6.28.19 | **Materials Due** 7.5.19 | **On Sale** 8.20.19

These trips have no paper trail. They are the gems that only locals know. Get ready to experience your nearby trails in an entirely new way.

## NOV/DEC: **THE FALL GEAR GUIDE**

**Ad Close** 8.23.19 | **Materials Due** 8.30.19 | **On Sale** 10.15.19

Editors' Choice Snow Awards: Your cheat sheet to the best of the best, the Editors' Choice Awards represent the latest and greatest of winter-weather hiking technology and apparel. These are the key pieces to make winter more fun.



# 2019 AD RATES\* & SPECS

## 2019 RATES

**RATE BASE** 315,000

## FULL COLOR

Full Page	\$43,176
1/2 Page	\$24,232
1/3 Page	\$16,617
1/4 Page	\$10,796

## COVERS

25% Premium for all covers

## MARKETPLACE

1/2 Page	\$17,159
1/3 Page	\$12,967
1/4 Page	\$9,535
1/6 Page	\$7,203
1/12 Page	\$3,675
Classified	\$644

*All listed rates are net.*

*Discounts are earned when spending or insertion level increases.*

## STANDARD SIZES

## WIDTH x HEIGHT

SPREAD - TRIM	17" x 10.875"
SPREAD - BLEED	17.25" x 11.125"
SPREAD - LIVE AREA	16.25" x 10.125"
FULL PAGE - TRIM	8.5" x 10.875"
FULL PAGE - BLEED	8.75" x 11.125"
FULL PAGE - NON-BLEED	7.125" x 9.625"
FULL PAGE - LIVE AREA	7.75" x 10.125"
1/2 VERTICAL	3.4375" x 9.625"
1/2 VERTICAL - BLEED	4.375" x 11.125"
1/2 HORIZONTAL	7.125" x 4.6875"
1/2 HORIZONTAL - BLEED	8.75" x 5.5625"
1/2 HORIZ - SPREAD	15.625" x 4.6875"
1/2 HORIZ - SPREAD BLEED	17.25" x 5.5625"
1/3 VERTICAL	2.25" x 9.625"
1/3 VERTICAL - BLEED	3.375" x 11.125"
1/4 PAGE	3.4375" x 4.6875"

**Publication trim size:** 8.5" x 10.875"

**Bleed (spread & full page ads):**

.125" beyond trim

**Safety area:** .375" inside trim  
(and gutter for spreads)

**Colors:** CMYK (no spot, index  
or RGB colors)

**Resolution:** 300 dpi placed at 100%

## SFTP info:

sftp.aimmedia.com

Port number: 22999

username: bpads

password: bpackadv%

Send an email notification when upload is complete to [adproduction@aimmedia.com](mailto:adproduction@aimmedia.com). Include the filename and a screen capture showing the upload on the BACKPACKER SFTP site.

*(To access the SFTP site, you must download a free SFTP program such as Cyberduck, Filezilla or Fetch. Selecting directly from your browser will not work. Also note it is SFTP, please include the S.)*

**For technical assistance,  
please contact:**

[adproduction@aimmedia.com](mailto:adproduction@aimmedia.com)  
or 303.253.6426



# ▶ DIGITAL

## BACKPACKER.COM

**770K** Unique Monthly Visitors

**2 MILLION** Monthly Page Views

**2.4** Page Views Per Session

**53%** Mobile **39%** Desktop **8%** Tablet

**68%/32%** Men/Women

**39** Average Age

**\$96,000** Average Household Income

## SOCIAL MEDIA

**463K** Facebook Likes

**518K** Instagram Followers

## CUSTOM EMAIL BLASTS

**252K+** Subscribers

## E-NEWSLETTERS

**159,920** Basecamp Subscribers (2x per week)

**140,790** GearHead Subscribers (1x per week)

Above Average CTR

*Source: Google Analytics*

digital





# **DISPLAY OFFERINGS**

## **HOMEPAGE + CHANNEL ROADBLOCKS**

Align your message with relevant content using roadblock banner placements on Backpacker.com's homepage and/or content-specific channels.

## **RUN OF SITE BANNERS**

Raise awareness of your brand through high volume banner ads appearing across Backpacker.com

## **RICH MEDIA**

Go beyond your standard banner awareness campaign and engage BACKPACKER's audience with ads that contain videos, slide shows, and much more.

## **CUSTOM RICH MEDIA**

Collaborate with the BACKPACKER marketing team to create a custom engagement ad unit.

## **TARGETED BANNERS**

Drill down to the segments in BACKPACKER's audience that best align with your target market. Target by geography, age, demographic, income, etc.

## **VIDEO**

Increase consideration through engaging video placements including inRead, pre-roll, video banners, and site specific high-impact video units.

## **NEWSLETTER PLACEMENTS**

Speak to an engaged segment of BACKPACKER's audience through an ad adjacent to editorial content in weekly newsletters.

## **DEDICATED EMAIL**

Drive clicks through our best performing digital asset. This exclusive messaging is delivered to more than 250k opt-in subscribers.

digital





## STANDARD DISPLAY

**Lead Time:** 10 business days

**Formats:** JPG, GIF, 3rd Party

**Animation:** 15 seconds max, 3 loops max

**Max File:** 200KB

**HTML Max File:** 200KB for all files

UNIT	SIZE
LEADERBOARD	728x90
BILLBOARD	970x250
MOBILE BANNER	320x50
MEDIUM RECTANGLE	300x250
HALF PAGE	300x600
PENCIL	970x90
DESKTOP ADHESION	728x90
CHANNEL ROADBLOCK (includes desktop & mobile adhesion unit)	970x250, 728x90, 300x250, 300x600, 320x50

NOTES | Click through URL must be provided for all ads. Flash is NOT accepted.

## RICH MEDIA NOTES

Expansion must be click initiated or mouseover expansion with 1 second delay before expanding.

Must include highly visible close button in top right corner at all times, Or mouse-off retraction.

In-banner video guidelines:

- Max video frame rate: 24 fps
- Max video length: 30 sec
- Audio must be click initiated
- Play, pause, and mute (or volume level) controls must be included

## RICH MEDIA BANNERS

**Lead Time:** creative due 3 weeks prior to launch

**Formats:** 3rd Party SSL Compatible Tag, HTML 5

**Animation:** 15 seconds max, 3 loops max

**User Load:** 2.2MB, **Max Frame Rate:** 24 FPS, 15 sec. max video length. Audio and controls must be initiated.

**Max File:** 200KB initial, 100KB polite,

**HTML Max File:** 200KB for all files

**Expansions:** No partial expansions approved by IAB.

All expansions must expand to full screen.

No mouse over or hover expansion/retraction allowed.

UNIT	SIZE	EXPANDED
EXPANDING LEADERBOARD	728x90	728x315, down
SUPER LEADERBOARD PUSHDOWN	970x90	970x415, down
BILLBOARD PUSHDOWN	970x250	970x415, down
EXPANDING HALF PAGE	300x600	600x600, left
DESKTOP EXPANDING ADHESION	728x90, high impact (Video, Custom Video Controls, Clickouts, Full-Screen Expandable)	n/a
MOBILE EXPANDING ADHESION	320x50, high impact (Video, Custom Video Controls, Clickouts, Full-Screen Expandable)	n/a

## 3RD PARTY TAGS

DoubleClick for Publishers is our ad-serving platform.

If using DoubleClick, please send internal redirects.

If using HTML5, please send 3rd party tags.

## VIDEO

**Lead Time:** 10 business days prior to launch

**Format:** VAST tags, MOV, WMV, MP4, VAST/VPAID tags, FLV

UNIT	SIZE	TIME	LOAD INITIAL
PRE-ROLL	640x480	3 loops, 15 sec	3mb
IN-READ VIDEO BANNER	16:9 aspect ratio	3 loops, 15 sec	15mb

Flash is NOT accepted.

## SOCIAL MEDIA

**Lead Time:** 10 business days

NAME	DIMENSIONS
FACEBOOK	Image must be included in site-meta data for standard Facebook post
INSTAGRAM	1080x1080, Include copy, hashtags & @vmentions
TWITTER	1080x1080, Include copy, hashtags & @vmentions

## CUSTOM EMAIL

Please provide us with:

- › Finished HTML file, under 100kb
- › Images must be client hosted
- › An email subject line of 70-characters or less
- › Width not to exceed 600 pixels
- › Email addresses for those who will receive tests for approvals, up to 3

## E-NEWSLETTERS

**Sizes:** 300x250 (one ad slot) in content

**File Type:** Static JPG or GIF, 40KB or less

*Availability is on a first-come, first-served basis.*

# ▶ **BRANDED CONTENT**

Work with BACKPACKER's editorial and marketing teams to create custom branded content that extends your messaging authentically to our audience, and outperforms branded placement.

## **VIDEO**

From highly produced and scripted commercial spots, to long-form documentary content, and everything in between, our production and editorial teams will create compelling storytelling for your brand. Powered by AIM Studios, our award-winning in-house production team.

## **NATIVE ARTICLES**

Expand the storytelling your brand does through service-driven content we produce that seamlessly integrates your brand and creates deeper connections with consumers.

## **IN-BOOK**

Drive better visibility and brand preference through high-impact gatefolds, perforated inserts, advertorial content, and other custom print offerings.

## **QUIZZES & SWEEPS**

Collaborate with BACKPACKER to engage readers and generate leads using custom contests, sweepstakes, and quizzes.

## **PHOTOGRAPHY**

Let BACKPACKER art direct and shoot your creative for use across our platforms or your own use to connect more organically to our trail-loving consumer.

*Please reach out for case studies and prior branded content examples.*





Catapult's mission is simple: To facilitate dynamic customer conversations. To achieve your marketing goals, they'll co-curate targeted messaging and tap the experts and technology of AIM's enthusiast network. Creative, credible, and connected — their team leverages unrivaled capabilities and reach for your brand.



### **CUSTOM CONTENT**

- › Native advertising
- › Blogs, newsletters, social
- › Influencer networks
- › Athlete & expert ghostwriting
- › Online classes (B2C & B2B)



### **VIDEO & TV PRODUCTION**

- › Short-form storytelling
- › Native content
- › Branding & corporate storytelling
- › Advertising campaigns
- › Long form features
- › TV production & consulting



### **LEAD GENERATION**

- › Simple name/email capture
- › Content campaigns
- › Live & virtual events
- › Full nurture/qualify campaigns



### **CREATIVE SERVICES**

- › Print & digital ad creative
- › Photo & video shoots
- › Branding strategy & execution
- › Logos & corporate assets
- › POS displays & packing



### **EVENT ACTIVATION**

- › Logistics management
- › Full turnkey strategy & execution
- › Ticket sales
- › Retail & other mobile tours



### **SOCIAL AUDITS & STRATEGY**

- › Engagements audits
- › Contents strategy & execution
- › Analytics & measurement
- › Influencer campaigns



### **RESEARCH SERVICES**

- › Market studies
- › Focus groups
- › Reader panels
- › Brand awareness/loyalty



### **DATA SERVICES**

- › Customer profiling & tracking
- › Multi-audience marketing
- › Predictive intelligence



experiential

The Award-winning Get Out More Tour provides opportunities for aspiring and active outdoor enthusiasts to learn new outdoor skills, brush-up on old ones, connect with like-minded individuals and check out the latest gear and apparel in the Outdoor Industry. BACKPACKER's annual mobile marketing tour includes a 90-minute seminar on trail stewardship, tips and tricks for getting outside, exciting gear and lessons from the trail.

Chalk full of entertainment, the Get Out More Tour rallies local outdoor communities, drives customers into specialty retailers, and inspires people to go exploring outdoors. This truly integrated program delivered more than 80M total impressions for our 2018 tour partners.

#### **GET OUT MORE IN NUMBERS:**

- › 37K Miles
- › 7 Months
- › 54K Total live attendance
- › 80M Overall impressions across print, social, email, in-store promotion + digital

#### **2018 IMAGINATION AWARD WINNER**

The annual Imagination Awards recognize the year's best work among the independent publishers within the Association of Magazine Media's membership. Get Our More Tour won the events category for promoting the magazine as well as outdoor brands and specialty retail partners for nearly two decades.





# ▶ EXPERIENTIAL EVENTS AND FESTIVALS



## HIKETOWN

How can the gift of gear transform a life? HikeTown is a BACKPACKER initiative to bring communities together and celebrate the hiking lifestyle.

In partnership with local governments' recreation officials and advocates, BACKPACKER invites community members to tell us why they should receive a gift of hiking gear to meet their health, personal or professional goals. Local advertising and PR outreach, a gear giveaway event and extensive custom content with the engagement of each market's unique hiking community gives HikeTown's sponsors a lasting impact on key markets.



## NATIONAL SUMMIT DAY

A national movement to celebrate inclusiveness and love for our mountains and those who climb them. Everyone with a pair of shoes and nearby hill or mountain is invited.

Register yourself, a group, or join a group hike to make National Summit Day a party that spans highpoints near and far, all while supporting Big City Mountaineers. Brand opportunities to support National Summit Day provide discounted advertising packages across BACKPACKER, Climbing, SKI and SNEWS. Print, digital and custom content packages available.



## BACKPACKER FESTIVAL TOUR

Music, yoga, mountain sports, camping, art, and workshops all brought together in some of the most beautiful destinations around the country? Yes please!

Join us as the BACKPACKER Festival Tour comes to life at ten incredible outdoor festivals during the summer of 2019. Are you looking for a comfortable festival chair? How about a new hammock to lounge in? Maybe you want to up your comfort in some blisterfree festival socks or get expert boot-fitting advice? From sun shades to hats, fleece, and jackets — the BACKPACKER Festival Tour has you covered.

We've teamed up BACKPACKER's expert advice with some of the country's best local specialty retailers to create a one-of-a-kind try-it-then-buy-it experience that will educate and inspire while offering great deals and exposure to the latest outdoor festival gear.



## NATIONAL PARKS TOUR

Join this inspiring team of two this summer, traveling from National Park to National Park while living the true van life.

Follow in the footsteps of these avid explorers, to learn the depths of some of the country's best hidden National Park gems. Learn the best trips to make your National Park journey the best it can be, while soaking up deep inspiration for experiencing the most amazing natural places our country has to offer. Brought to life in partnership with our sister brand, National Parks Trips media.

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**BACKPACKER**

