OUR MISSION

*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

TABLET
PRINT
MOBILE
BACKPACKER.COM
EMAIL
SOCIAL
ONLINE COURSES
GET OUT MORE TOUR
EVENTS & FESTIVALS
BRANDED CONTENT

GEAR GUIDE
HIKING SEASON NEVER ENDS
37 PRIME-TIME TRAILS
101 FIELD-TESTED PRODUCTS
12 TRICKS TO UPGRADE ANY BAG
SLEEP WARM
MASTER SNOWY TRAILS
18 EXPERT TIPS FOR BETTER TRACTION
GEAR YOU NEED
Editors' Choice Awards
BACKCOUNTRY FEAST
HOLIDAY RECIPES FOR CAMP

SPECIAL ISSUE

BPMAR17_iPhone_Cover.indd   1
9/12/17   1:58 PM
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.

*The Gear Guide is reprinted in July and 100,000 copies are distributed with select newsstands and retail partners. Dates & editorial subject to change.
AD RATES & SPECS

2019

STANDARD SIZES

<table>
<thead>
<tr>
<th></th>
<th>WIDTH x HEIGHT</th>
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<tbody>
<tr>
<td>SPREAD - TRIM</td>
<td>17” x 10.875”</td>
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<tr>
<td>SPREAD - BLEED</td>
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<tr>
<td>SPREAD - LIVE AREA</td>
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<td>FULL PAGE - LIVE AREA</td>
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<tr>
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<td>8.75” x 5.5625”</td>
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<tr>
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<tr>
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<tr>
<td>1/3 VERTICAL</td>
<td>2.25” x 9.625”</td>
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<tr>
<td>1/3 VERTICAL - BLEED</td>
<td>3.375” x 11.125”</td>
</tr>
<tr>
<td>1/4 PAGE</td>
<td>3.4375” x 4.6875”</td>
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</tbody>
</table>

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. 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
or 303.253.6426

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.
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
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 SPECS**

### STANDARD DISPLAY

**Lead Time:** 10 business days  
**Formats:** JPEG, GIF, 3rd Party  
**Animation:** 15 seconds max, 3 loops max  
**Max File:** 200KB  
**HTML Max File:** 200KB for all files

<table>
<thead>
<tr>
<th>UNIT</th>
<th>SIZE</th>
</tr>
</thead>
<tbody>
<tr>
<td>LEADERBOARD</td>
<td>728x90</td>
</tr>
<tr>
<td>BILLBOARD</td>
<td>970x250</td>
</tr>
<tr>
<td>MOBILE BANNER</td>
<td>320x50</td>
</tr>
<tr>
<td>MEDIUM RECTANGLE</td>
<td>300x250</td>
</tr>
<tr>
<td>HALF PAGE</td>
<td>300x600</td>
</tr>
<tr>
<td>PENCIL</td>
<td>970x90</td>
</tr>
<tr>
<td>DESKTOP ADHESION</td>
<td>728x90</td>
</tr>
<tr>
<td>CHANNEL ROADBLOCK</td>
<td>970x250, 728x90, 300x250, 300x600, 320x50</td>
</tr>
</tbody>
</table>

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

### 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.

<table>
<thead>
<tr>
<th>UNIT</th>
<th>SIZE</th>
<th>EXPANDED</th>
</tr>
</thead>
<tbody>
<tr>
<td>EXPANDING LEADERBOARD</td>
<td>728x90</td>
<td>728x315, down</td>
</tr>
<tr>
<td>SUPER LEADERBOARD</td>
<td>970x90</td>
<td>970x415, down</td>
</tr>
<tr>
<td>PUSHDOWN</td>
<td>970x250</td>
<td>970x415, down</td>
</tr>
<tr>
<td>BILLBOARD PUSHDOWN</td>
<td>300x600</td>
<td>600x600, left</td>
</tr>
<tr>
<td>EXPANDING HALF PAGE</td>
<td>728x90, high impact</td>
<td>(Video, Custom Video Controls, Clickouts, Full-Screen Expandable)</td>
</tr>
<tr>
<td>DESKTOP EXPANDING ADHESION</td>
<td>320x50, high impact</td>
<td>(Video, Custom Video Controls, Clickouts, Full-Screen Expandable)</td>
</tr>
</tbody>
</table>

**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

<table>
<thead>
<tr>
<th>UNIT</th>
<th>SIZE</th>
<th>TIME</th>
<th>LOAD INITIAL</th>
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</thead>
<tbody>
<tr>
<td>PRE-ROLL</td>
<td>640x480</td>
<td>3 loops, 15 sec</td>
<td>3mb</td>
</tr>
<tr>
<td>IN-READ</td>
<td>16:9 aspect ratio</td>
<td>3 loops, 15 sec</td>
<td>15mb</td>
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</table>

**VIDEO BANNER**

Flash is NOT accepted.

### SOCIAL MEDIA

**Lead Time:** 10 business days

<table>
<thead>
<tr>
<th>NAME</th>
<th>DIMENSIONS</th>
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<tbody>
<tr>
<td>FACEBOOK</td>
<td>Image must be included in site-meta data for standard Facebook post</td>
</tr>
<tr>
<td>INSTAGRAM</td>
<td>1080x1080, Include copy, hashtags &amp; @vmentions</td>
</tr>
<tr>
<td>TWITTER</td>
<td>1080x1080, Include copy, hashtags &amp; @vmentions</td>
</tr>
</tbody>
</table>

### 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

**SOCIAL AUDITS & STRATEGY**
- Engagements audits
- Contents strategy & execution
- Analytics & measurement
- Influencer campaigns

**EVENT ACTIVATION**
- Logistics management
- Full turnkey strategy & execution
- Ticket sales
- Retail & other mobile tours

**RESEARCH SERVICES**
- Market studies
- Focus groups
- Reader panels
- Brand awareness/loyalty

**DATA SERVICES**
- Customer profiling & tracking
- Multi-audience marketing
- Predictive intelligence
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 markets 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 Mountainers. 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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