

BACKPACKER[®]

GET OUT MORE

MEDIA KIT 2020



→ 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 | Managing Director
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

Magazine



2020



EDITORIAL CALENDAR

APR: THE GEAR GUIDE

Ad Close | 1.14.20 Materials | 1.21.20 On Sale | 3.17.20

MAY/JUN: WEEKENDS ISSUE

Ad Close | 2.25.20 Materials | 3.3.20 On Sale | 4.21.20

JULY/AUG: NATIONAL PARKS

Ad Close | 4.21.20 Materials | 4.28.20 On Sale | 6.16.20

SEP/OCT: HOW THINGS WORK

Ad Close | 6.23.20 Materials | 6.30.20 On Sale | 8.18.20

NOV/DEC: THE FALL GEAR GUIDE

Ad Close | 8.25.20 Materials | 9.1.20 On Sale | 10.20.20

JAN/FEB 2020:

Ad Close | 11.3.20 Materials | 11.10.20 On Sale | 12.29.20

Dates & editorial subject to change

2020

→ AD RATES* & SPECS

2020 RATES

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. 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





DIGITAL

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

483K Facebook Likes

556K Instagram Followers

CUSTOM EMAIL BLASTS

122K+ Subscribers

E-NEWSLETTERS

101,817 Basecamp Subscribers (2x per week)

105,092 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: 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 mouseover 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. It's all 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.

Custom



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
- › Content 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

→ BACKPACKER *Tour*

GET OUT MORE

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 a 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 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.



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.

→ CONTACT

PUBLISHER

Sharon Houghton - 303.253.6412
shoughton@aimmedia.com

EXECUTIVE MARKETING DIRECTOR

Courtney Matthews - 610.703.1964
cmatthews@aimmedia.com

SALES DIRECTOR

Rob Hudson - 303.552.4041
rhudson@aimmedia.com

MIDWEST + EAST COAST ENDEMIC SALES DIRECTOR

Brian Brigman - 773.329.3957
bbrigman@aimmedia.com

ROCKY MOUNTAIN + WEST COAST DIRECTOR

Lesli Krishnaiah - 303.253.6353
lkrishnaiah@aimmedia.com

UTAH SALES DIRECTOR

Ginna Larson - 303.859-7276
glarson@aimmedia.com

SALES MANAGER. OUTDOOR GROUP, SNEWS/THE VOICE. BACKPACKER AND THE MARKETPLACE

Casey Vandenoever - 303-253-6419
cvandenoever@aimmedia.com

EASTERN ACCOUNT DIRECTOR NON-ENDEMIC

JoAnn Martin - 917.577.0191 New York City office
joannmartin@aimmedia.com

BACKPACKER

