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
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
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

<table>
<thead>
<tr>
<th>Size</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$43,176</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$24,232</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>$16,617</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$10,796</td>
</tr>
</tbody>
</table>

#### COVERS

25% Premium for all covers

#### MARKETPLACE

<table>
<thead>
<tr>
<th>Size</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/2 Page</td>
<td>$17,159</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>$12,967</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$9,535</td>
</tr>
<tr>
<td>1/6 Page</td>
<td>$7,203</td>
</tr>
<tr>
<td>1/12 Page</td>
<td>$3,675</td>
</tr>
<tr>
<td>Classified</td>
<td>$644</td>
</tr>
</tbody>
</table>

*All listed rates are net. Discounts are earned when spending or insertion level increases.*

### STANDARD SIZES

<table>
<thead>
<tr>
<th>Size</th>
<th>WIDTH x HEIGHT</th>
</tr>
</thead>
<tbody>
<tr>
<td>SPREAD - TRIM</td>
<td>17” x 10.875”</td>
</tr>
<tr>
<td>SPREAD - BLEED</td>
<td>17.25” x 11.125”</td>
</tr>
<tr>
<td>SPREAD - LIVE AREA</td>
<td>16.25” x 10.125”</td>
</tr>
<tr>
<td>FULL PAGE - TRIM</td>
<td>8.5” x 10.875”</td>
</tr>
<tr>
<td>FULL PAGE - BLEED</td>
<td>8.75” x 11.125”</td>
</tr>
<tr>
<td>FULL PAGE - NON-BLEED</td>
<td>7.125” x 9.625”</td>
</tr>
<tr>
<td>FULL PAGE - LIVE AREA</td>
<td>7.75” x 10.125”</td>
</tr>
<tr>
<td>1/2 VERTICAL</td>
<td>3.4375” x 9.625”</td>
</tr>
<tr>
<td>1/2 VERTICAL - BLEED</td>
<td>4.375” x 11.125”</td>
</tr>
<tr>
<td>1/2 HORIZONTAL</td>
<td>7.125” x 4.6875”</td>
</tr>
<tr>
<td>1/2 HORIZONTAL - BLEED</td>
<td>8.75” x 5.5625”</td>
</tr>
<tr>
<td>1/2 HORIZ - SPREAD</td>
<td>15.625” x 4.6875”</td>
</tr>
<tr>
<td>1/2 HORIZ - SPREAD BLEED</td>
<td>17.25” x 5.5625”</td>
</tr>
<tr>
<td>1/3 VERTICAL</td>
<td>2.25” x 9.625”</td>
</tr>
<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>
</tr>
</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
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
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

<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 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.

<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 PUSHDOWN</td>
<td>970x90</td>
<td>970X415, down</td>
</tr>
<tr>
<td>BILLBOARD PUSHDOWN</td>
<td>970x250</td>
<td>970X415, down</td>
</tr>
<tr>
<td>EXPANDING HALF PAGE</td>
<td>300x600</td>
<td>600x600, left</td>
</tr>
<tr>
<td>DESKTOP EXPANDING ADHESION</td>
<td>728x90, high impact</td>
<td>n/a</td>
</tr>
<tr>
<td></td>
<td>(Video, Custom Video Controls, Clickouts, Full-Screen Expandable)</td>
<td></td>
</tr>
<tr>
<td>MOBILE EXPANDING ADHESION</td>
<td>320x50, high impact</td>
<td>n/a</td>
</tr>
<tr>
<td></td>
<td>(Video, Custom Video Controls, Clickouts, Full-Screen Expandable)</td>
<td></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</th>
</tr>
</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>
</tr>
</tbody>
</table>

SOCIAL MEDIA
Lead Time: 10 business days

<table>
<thead>
<tr>
<th>NAME</th>
<th>DIMENSIONS</th>
</tr>
</thead>
<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.
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.
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

**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

**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

**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 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.
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