

BACKPACKER

GET OUT MORE



2017 **media** kit

reader profile

BACKPACKER delivers over a **MILLION** engaged and active readers who fuel our brand community. We enhance our conversation through the pages of our MAGAZINE, by offering robust and useful DIGITAL CONTENT and by communicating often on SOCIAL MEDIA. Throughout the year, Backpacker BRAND AMBASSADORS travel the country sharing, motivating and inspiring thousands of outdoor enthusiasts, and leveraging our extensive network of OUTDOOR RETAIL PARTNERS as the backdrop for the Get Out More Tour.

AN AFFLUENT AND EDUCATED AUDIENCE*

*in fact, the most affluent and most educated among our competitive set

Total Audience	1.1 Million
Male/Female	69% / 31%
Median Age	40 yrs
Median HHI	\$81,839
Grad College +	80%

Source: MRI Doublebase 2015.



BACKPACKER

2017 **editorial** features & calendar

FEB/MAR: Readers' Choice

Special Feature: Alaska

Gear: Your Top Hikes, Gear, Tips, & More

Ad Close: 11.8.16 / Materials Due: 11.15.16 / On Sale: 1.17.17

APRIL: Spring Gear Guide

The Year's Best Gear In Every Category

Plus: Editors' Choice Awards

Ad Close: 1.10.17 / Materials Due: 1.17.17 / On Sale: 3.7.17



MAY: America's Best-Kept Wilderness Secrets

Plus: The Science of Layering

Gear: Apparel Guide

Ad Close: 2.21.17 / Materials Due: 2.27.17 / On Sale: 4.18.17

JUNE: Extremes: The Backcountry's Most Unbelievable Places, People, & Things

Plus: Raising an Outdoor Kid

Gear: Packs

Ad Close: 3.28.17 / Materials Due: 4.4.17 / On Sale: 5.23.17

JUL/AUG: Secrets of the Guides: Pro Tips for Every Situation

Gear: Boots

Ad Close: 5.2.17 / Materials Due: 5.9.17 / On Sale: 6.27.17

SEPTEMBER: The Best Day Hikes in Every State

Gear: Tents

Ad Close: 6.6.17 / Materials Due: 6.13.17 / On Sale: 8.1.17

OCTOBER: Survival: The New Rules of Staying Alive

Gear: Sleeping Bags & Pads

Ad Close: 7.18.17 / Materials Due: 7.25.17 / On Sale: 9.12.17

NOVEMBER: Fall/Winter Gear Guide

After Months of Testing, We Unveil the Year's Best Winter Gear.

Comprehensive Reviews of Every Category, From Packs to Skis to Snowshoes

2017 Editor's Choice Snow Awards

Ad Close: 8.22.17 / Materials Due: 8.29.17 / On Sale: 10.17.17



DEC/JAN 2018: The Photo Issue

See the Outdoors in a Whole New Way with Hall-of-fame Images, and Learn How to Take Your Own

Plus: Pro Photographers Share Their Favorite Spots to Hike, Camp, and Shoot

Ad Close: 10.3.17 / Materials Due: 10.10.17 / On Sale: 11.28.17

FEB/MAR 2018: Readers' Choice

True Stories, Livesaving Skills, and Essential Tips on Winning the Mental Game

Ad Close: 11.7.17 / Materials Due: 11.14.17 / On Sale: 1.16.18

**Editorial details & dates subject to change.*

BACKPACKER

backpacker digital



ENGAGED DIGITAL COMMUNITY

[metrics]

4,797,000+
Monthly Page Views

976,000+
Monthly Unique Visitors

2:15 minutes
Avg. Time Spent on Site

43%
Traffic Comes from
Mobile Users

396,000+
Facebook Fans

109,000+
Twitter Followers

53,000+
Digital Replica
Monthly Launches

Leverage Backpacker's unique and targeted audience to take your marketing objectives to the next level with:

- » Custom Video & Pre-Roll
- » Native Advertising
- » Long-Form Storytelling
- » Content Sponsorship
- » Lead Generation
- » Social Strategy & Promotions
- » Email Marketing
- » Display Advertising
- » Targeting & Retargeting Capabilities
- » Custom Research Studies



Email Marketing

Custom Emails

- » 70,000 Opt-Ins to Hear from our Marketing Partners
- » 100% SOV
- » Sponsored Messaging
- » Opportunity to GeoTarget

Editorial Emails

- » GearHead
- » 95,000 Subscribers
- » Sent 1x Weekly

Basecamp

- » 106,000 Subscribers
- » Sent 2x Weekly

Source: Oct 2016. Google Analytics, WhatCounts, Adobe Digital Publishing-Suite-iTunes-Amazon-Barnes & Noble-Zinio, Google Play, Facebook & Twitter.

Please note: Email list sizes subject to fluctuation.

BACKPACKER

2017 general rate card

2017 RATE BASE: 315,000

ADVERTISING RATES*

FULL RUN

Full Page	\$49,949
2-Page Spread, Non-Cover	\$89,908
2/3 Page	\$34,414
1/2 Page	\$28,033
1/3 Page	\$19,222
1/4 Page	\$12,490

COVERS

2nd Cover	\$59,935
3rd Cover	\$57,445
4th Cover	\$67,431
Cover 2 Spread	\$98,889

MARKETPLACE SECTION

1/2 Page	\$19,852
1/3 Page	\$15,002
1/4 Page	\$11,032
1/6 Page	\$8,334
1/12 Page	\$4,253
1/24 Page	\$2,189
Text ad*	\$745

*All rates are reflected as gross.

Discounts are earned when spending or insertion level increases.

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production specs

Magazine trim size is 8.5" x 10.875"

AD SIZE	NON-BLEED	BLEED	LIVE AREA
Full Page Ad	7.125" x 9.625"	8.75" x 11.125"	7.75" x 10.125"
2 Page Spd Ad	15.625" x 9.625" with .375" Safety In Gutter	17.25" x 11.125" with .375" Safety In Gutter	16.25" x 10.125" with .375" Safety In Gutter
1/2 Horizontal Ad	7.125" x 4.6875"	8.75" x 5.5625"	7.75" x 4.9375"
1/2 Vertical Ad	3.4375" x 9.625"	4.375" x 11.125"	3.75" x 10.125"
1/2 Horizontal Spd	15.625" x 4.6875" with .375" Safety In Gutter	17.25" x 5.5625" with .375" Safety In Gutter	16.25" x 4.9375" with .375" Safety In Gutter
1/3 Vertical Ad	2.25" x 9.625"	3.375" x 11.125"	2.375" x 10.125"
1/4 Page Ad	3.4375" x 4.6875"	N/A	N/A

Marketplace

AD SIZE	NON-BLEED (bleed n/a)
1/2 Ad	7.0268" x 4.875"
1/3 Ad	2.25" x 9.625"
1/4 Ad	7.0268" x 2.375"
1/6 Ad	2.25" x 4.875"
1/12 Ad	2.25" x 2.375"
1/24 Ad	2.25" x 1.125"



material requirements

For Advertisers Running Spread Creative:

Any images or copy that is not to be lost in gutter binding should be kept 3/16" from binding edge. If you have any questions regarding ad setup, please contact production at adproduction@aimmedia.com prior to submitting materials.

Accepted Digital File Formats: PDF/x1a:2001 compliant for full page ads only. PDFs or InDesign files for partial page ads. Images should be saved as TIFF or EPS format. For a weblink to guidelines in making a standard PDF/x1a:2001 compliant file please contact adproduction@aimmedia.com.

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.

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.

Digital File Submission: Digital files may be submitted via Backpacker FTP site or other resources such as Hightail. To send files via Backpacker 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. Backpacker FTP site information is on the next page.



BACKPACKER

material requirements

Publisher cannot be held responsible for the reproduction quality of any materials submitted that do not comply with the previous specifications.

Hard Copy Proofs (must be made from supplied file): All proofs must be an offset press proof made to SWOP specifications, or an off-press proof made according to the manufacturer's SWOP Application Data Sheet using a SWOP Certified Proofing System. Proofs made from film are not acceptable. All proofs must contain a SWOP Certified Color Bar in order to be considered an acceptable SWOP proof and be clearly marked with available job information and proofing system identification. All color proofs should be in exact register. All proofs must be at 100% of final size. Include quality control patch (color bars) and all marks (trim, bleed, center) on supplied proofs. Laser proofs are not acceptable proofs for printing for color and will be used for content purposes only. 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.

Production Costs: The 15% commission will be forfeited if we produce your ad or re-create your digital file to meet press compliance.

Contact: All questions regarding materials, inserts, BRCs or other inquiries should be directed to: Barb Van Sickle, Group Production Director, 303.253.6426

Send proofs to Barb Van Sickle,
5720 Flatiron Parkway, Boulder, CO 80301

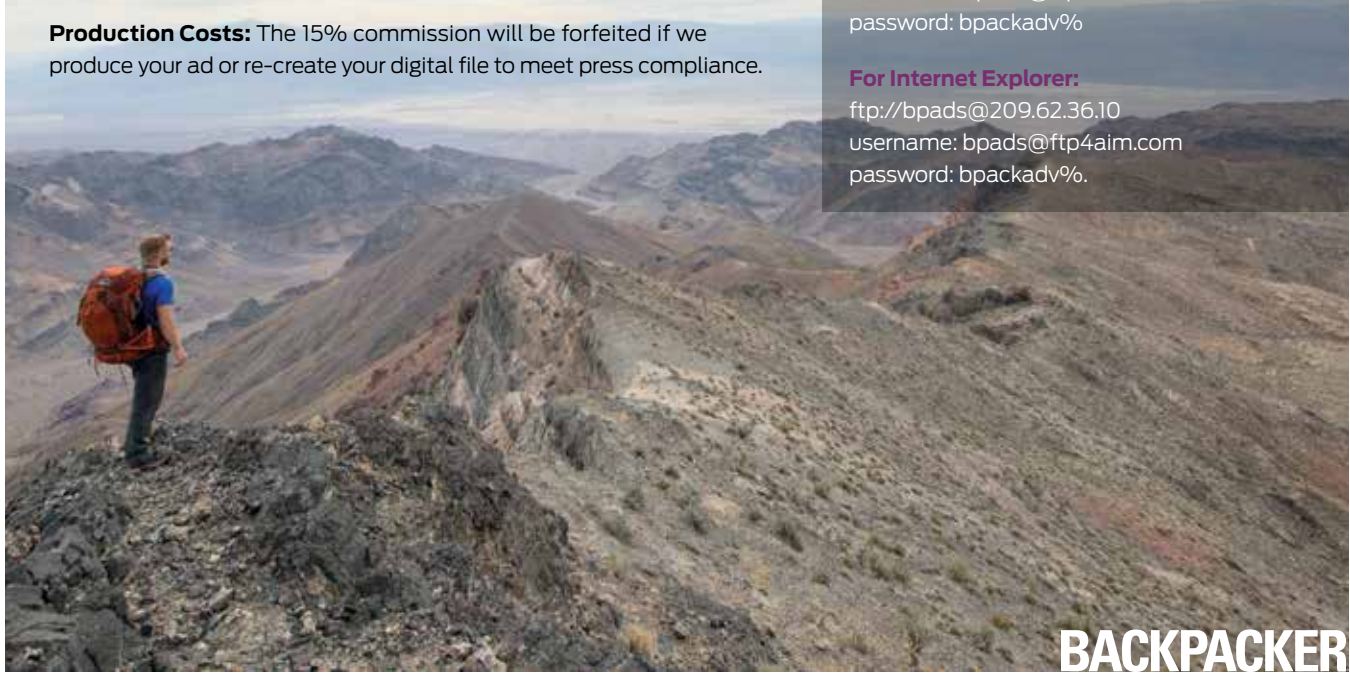
Send all materials to the Backpacker FTP site: Send an email notification when upload is complete to adproduction@aimmedia.com. Include the filename and a screen capture showing the upload on the Backpacker FTP site. [You must use a free program](#) such as Cyberduck or Filezilla to access this FTP site. These are free programs to download.

Backpacker FTP site information:

host: ftp4aim.com
username: bpads@ftp4aim.com
password: bpackadv%

For Internet Explorer:

ftp://bpads@209.62.36.10
username: bpads@ftp4aim.com
password: bpackadv%.



BACKPACKER

ipad advertising specs

BACKPACKER TABLET SPECS FOR ADOBE DPS APP PLATFORM

STANDARD STATIC ADS

- Standard ad size – portrait: 760 x 1024
- Accepted formats: gif, jpg, pdf
- No maximum file size for images

EXTERNAL URLS/TRACKING

- 3rd party tracking not supported
- Please provide your own unique url that you can track with your own software

INTERACTIVE DESIGN/ ENHANCEMENTS*

- Please contact your sales representative for interactive specs, and a creative call will be coordinated if needed

PHOTOS*

- Format is jpg
- Resolution 300 dpi
- RGB color space

VIDEO*

- Video will play at full screen on the tablet
- Please include a “play” button within the creative to launch the video
- Maximum size: 20mb
- Format: mp4

TABLET ISSUE MATERIAL DUE DATE

- Materials are due the same date print creative is due.
- For specific dates, please see editorial calendar.

TABLET ISSUE LIVE DATE

- Each tablet edition will go live in tandem with the relevant issue’s newsstand on-sale date
- For specific dates, please see editorial calendar.

UPLOAD INSTRUCTIONS

- You must use an ftp program to access the ftp site such as filezilla or cyberduck which are both free
- Host/server: **ftp4aim.com**
- Username: **bpads@ftp4aim.com**
- Password: **bpackadv%**
- Save files in: backpacker > bacpkackeripadads
- Naming convention: please include the relevant *Backpacker* issue and advertiser in the file name.
- Once uploaded, please send a confirmation email to: **jhall@aimmedia.com** and copy your sales representative.

*Additional fees apply.

BACKPACKER

advertising contact

BOULDER, CO - HEADQUARTERS

Sharon Houghton

Publisher

Backpacker & Climbing

shoughton@aimmedia.com

o. 303.253.6412

c. 719.210.3387

