

BACKPACKER

GET OUT MORE[®]

MEDIA KIT 2018



ABOUT US



MISSION STATEMENT

BACKPACKER delivers over a **2 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.



AWARDS + NOTABLES

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



WHAT OUR READERS ARE SAYING

“I really enjoy the Editor’s Choice issue and it guides a lot of my purchases. Even when I don’t need anything—even loosely interpreting the word ‘need’—I like to see what’s out there.”



WHAT OUR BRAND PARTNERS ARE SAYING

“Their video production team delivered! They know their audience, produce high quality content and are a breeze to work with. Would strongly recommend partnering with their team”

- Kyle Adelman, [Thermacell Products](#)

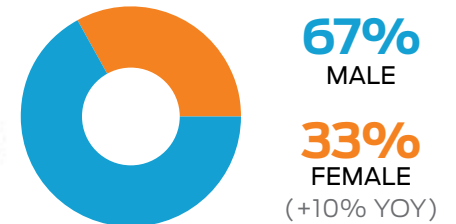
BACKPACKER TOTAL AUDIENCE

SCALE & REACH CROSS PLATFORMS

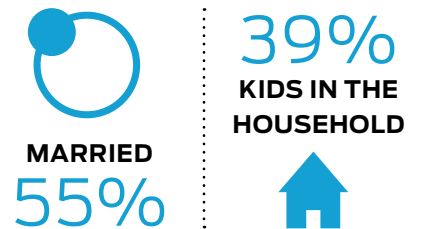


TOTAL PRINT AUDIENCE **1.4 M**
(up 11% YOY)

DIGITAL AUDIENCE **1.3M** | SOCIAL AUDIENCE **1M**



39 MEDIAN AGE
(younger than last year)



MEDIAN HHI **\$78,879**

83% COLLEGE EDUCATED+
(up 48% YOY)

72% EMPLOYED

BACKPACKER AUDIENCE

BACKPACKER 2016 AUDIENCE STUDY HIGHLIGHTS VS. OIA SEGMENTATION STUDY

60%

of the BP audience considers themselves **Outdoor Enthusiasts**

» Urban Athletes, Aspirational Core and Athleisureists

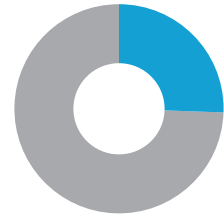
40%

consider themselves **Backpackers**

» The Achiever and Outdoor Native OIA Segment

BP Audience identifies themselves as...

- 1) Outdoor Enthusiasts
- 2) Hikers/Campers
- 3) Backpackers



BP audience represents **23% (\$4.6B)** of the total market spend on trail sports (including gear, tech apparel and footwear)

1 in 3

is new to the outdoors

8 in 10 give advice on planning trips

3 in 4 made gear recommendations to others



BACKPACKER audience spent

\$7.4B

for outdoor related travel in 2016



PRINT: AUDIENCE

→ **TOTAL AUDIENCE**
1,404,000

→ **RATE BASE**
315,000

→ **FREQUENCY**
9x



	AUDIENCE (000)	COMPOSITION (%)
READERSHIP	1,404,000	100%
>> Male	852	68%
>> Female	411	32%
FAMILY		
>> Married	696	55%
>> Single	567	45%
>> Children in HH	495	39%
AGE		
Median: 39 Average: 41		
>> 18-24	186	15%
>> 25-34	340	27%
>> 35-44	266	21%
>> 45-54	186	15%
>> 35-44	217	17%
>> 45-54	69	6%
EDUCATION		
>> Attended/Graduated College +	1,051	83%
>> Graduated College +	645	61%
EMPLOYMENT		
>> Employed	903	71%
>> Professional/Managerial	494	39%
HOUSEHOLD INCOME		
Median: \$78,879 Average: \$97,053		
>> HHI \$75K+	662	52%

40%
are between
18 - 34

2017.18 EDITORIAL CALENDAR (PRINT & DIGITAL)



JANUARY

ADVENTURE TRAVEL AWARDS

The best trails. The best huts. The best views and food and experiences. Our scouts offer dispatches from the top hiking around the world, including: New Zealand, Scotland, Switzerland, Canada, Philippines, Turkey, Columbia, and Vietnam.

Gear Adventure travel gear

CLOSE	10.3.17
MATERIALS DUE	10.10.17
ON SALE	11.28.17

MAY

HIKES NEAR YOU

Local Secrets The best hikes, chosen by those who love them

Great Plains Trail Will the next great long path go through Nebraska?

Airbnb Backpacking No campsites, no problem

Beginner Skills Everything novices need to know

Gear Footwear

CLOSE	2.20.18
MATERIALS DUE	2.26.18
ON SALE	4.17.18

SEPTEMBER

THE MOUNTAIN ISSUE

Around the Mountain See the peak from all sides on these circumambulations.

The Grand Teton in photos
The best mountain every state

First Aid Our expert guide to staying healthy and injury free

Gear Tents

CLOSE	6.5.18
MATERIALS DUE	6.12.18
ON SALE	7.31.18

MARCH

SPECIAL ISSUE PUBLIC LANDS

This wall-to-wall special issue examines how public lands—the places backpackers rely on for recreation—are under new threats, and what's being done to protect them. Plus: The places you have to hike to save.

Gear Essential gear picks from the pros who guide, manage, and work on public lands

CLOSE	11.7.17
MATERIALS DUE	11.14.17
ON SALE	1.16.18

JUNE

SPECIAL ISSUE NATIONAL SCENIC TRAILS AND RIVERS 50TH ANNIVERSARY

It's been a half-century since Congress established the nation's premier network of trails and rivers. Celebrate by getting out there on one. Here's how.

Gear Apparel and sunglasses

CLOSE	3.27.18
MATERIALS DUE	4.3.18
ON SALE	5.22.18

OCTOBER

SPECIAL ISSUE SURVIVAL

Survival stories, skills, techniques, and gear you need to come through any backcountry disaster.

Ledges The best airy hikes across the country

Gear Watches, lighting, cookware

CLOSE	7.17.18
MATERIALS DUE	7.24.18
ON SALE	9.11.18

APRIL

GEAR GUIDE EDITORS' CHOICE 25TH ANNIVERSARY EDITION

The editors assess the best new gear in every category. Plus: BACKPACKER's Editors' Choice Awards—the industry's gold standard—celebrates 25 years of best-in-class products.

**Reissued July 1 in time for Outdoor Retailer for an additional 100K newsstand copies*

CLOSE	1.16.18
MATERIALS DUE	1.23.18
ON SALE	3.13.18

AUGUST

NATIONAL PARKS ISSUE

High Point Obsession The race to the top of every state

National Parks Merit Badges The 50 key skills and experiences every hiker should have in our national parks.

Navigation The skills and gear to stay on track

Gear Packs

CLOSE	5.1.18
MATERIALS DUE	5.8.18
ON SALE	6.26.18

NOVEMBER

FALL GEAR GUIDE

The best new winter gear. Plus Editors' Choice Snow Awards

CLOSE	8.21.18
MATERIALS DUE	8.28.18
ON SALE	10.16.18

PRINT: AUDIENCE HIGHLIGHTS



BACKPACKER RANKS #1

→ CAMPING, HIKING, & BACKPACKING

- » 18-54 adults who went hiking/ backpacking, climbing, and other outdoor activities in the last year
- » 18-54 and camped 2+ times in the past year (state parks, national parks, etc.)
- » 18-54 adults who own any camping equipment AND in-tune with nature
- » 18-54 and spent \$100-\$200+ on equipment in the last year
- » “If a product is made by a company I trust, I’ll buy it even if it’s slightly more expensive”- Agree

→ TRAVEL

- » 25-44 Active Adventurers and took domestic trip in past year, spent 3+ nights away and participated in outdoor activities, in the past year

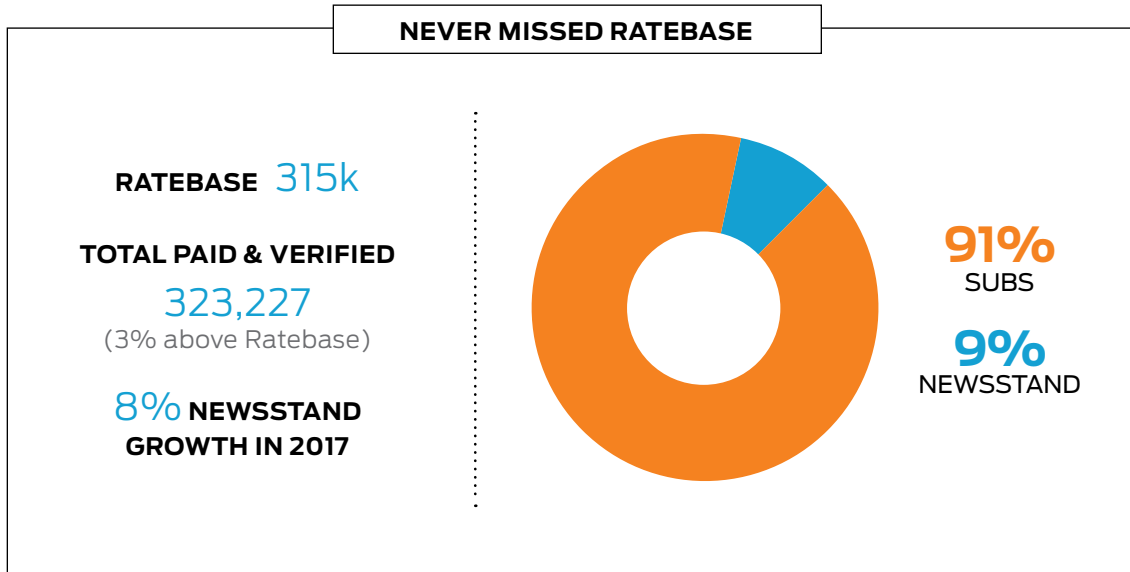
ACTIVE ADVENTURER Choose vacation destinations that give them plenty to do. Frequent and independent travelers, they like theme parks and sightseeing, physical exercise and outdoor recreation—especially while on vacation

PRINT: READER DEMAND & DUPLICATION

→ PAID & VERIFIED
200,944

→ DIGITAL
96,462

→ SUBS
25,821



DUPLICATION ACROSS BP COMPETITORS

OUTSIDE	30%
MEN'S HEALTH	20%
NAT GEO TRAVELER	20%
ROLLING STONE	15%
ESPN	12%
MEN'S FITNESS	10%
BICYCLING	10%
TRAVEL & LEISURE	9%
RUNNER'S WORLD	9%
MEN'S JOURNAL	7%
CONDE NAST TRAVELER	7%
SKI	7%
GOLF MAGAZINE	7%
GOLF DIGEST	6%
GQ	4%
ESQUIRE	3%

DUPLICATION ACROSS BP PLATFORMS

Those that read BACKPACKER Magazine

GO TO BACKPACKER.COM	81%
WATCH VIDEOS ON BACKPACKER.COM	44%
LIKE BACKPACKER ON FACEBOOK	40%
SUBSCRIBE TO BACKPACKER NEWSLETTERS & EMAILS	34%

PRINT: SPECS & RATES

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 Spread 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 Spread	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"

2018 GENERAL RATE CARD

2017 RATE BASE: 315,000

ADVERTISING RATES*

FULL RUN

Full Page	\$40,314
2-Page Spread, Non-Cover	\$72,565
2/3 Page	\$27,776
1/2 Page	\$22,626
1/3 Page	\$15,515
1/4 Page	\$10,080

COVERS

2nd Cover	\$48,374
3rd Cover	\$46,364
4th Cover	\$54,424
Cover 2 Spread	\$79,813

MARKETPLACE SECTION

1/2 Page	\$16,022
1/3 Page	\$12,108
1/4 Page	\$8,904
1/6 Page	\$6,726
1/12 Page	\$3,432
1/24 Page	\$1,767
Text Ad*	\$602

*All rates are reflected as gross.
DISCOUNTS ARE EARNED WHEN SPENDING OR
INSERTION LEVEL INCREASES.

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.

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.

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.

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.

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.

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
BVanSickle@aimmedia.com
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%.

DIGITAL: AUDIENCE & STATS

→ MUV
1,297,000

→ MPV
3,027,000

→ TOS
1 min 29 sec

NEW VS. RETURNING

new visitors +3% YOY

36%
RETURNING
64%
NEW



MALE 65%

FEMALE 35%

AGE (25-34 years old) 31%

AVG. CTR 0.23% Desktop
0.24% MOBILE

EMAIL & NEWSLETTER

BASECAMP
Destinations, Tips,
Lifestyle, Advice & More

CTR .32%
OPEN RATE 22%

GEARHEAD
Gear Reviews, Cooking
Advice, How-Tos & More

CTR .28%
OPEN RATE 22%

Custom Emails
100% SOV brand
messaging

OPEN RATE 19%



DIGITAL: BANNER SPECS

STANDARD BANNERS

NAME	DIMENSIONS
Leaderboard	728 x 90
Rectangle	300 x 250
Pencil	970 x 90
Billboard	970 x 250
Half Page	300 x 600
Mobile	320 x 50
Channel Roadblock	970 x 250 728 x 90 300 x 250 300 x 600 320 x 50 (Includes desktop & mobile adhesion unit)
Desktop Adhesion	728 x 90
Mobile Adhesion	320 x 50

<p>ACCEPTED FILES JPG, GIF, 3RD Party</p> <p>.....</p> <p>MAX FILE 200KB or less</p> <p>.....</p> <p>HTML MAX FILE 200KB total for all files combined including external files. Subsequent user-initiated file loads of up to 2.2MB is accepted.</p> <p>.....</p> <p>ANIMATION 3 loops max 15 seconds max</p> <p>.....</p> <p>LEAD TIME 10 business days</p>

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



RICH MEDIA BANNERS

NAME	DIMENSIONS
Expanding Leaderboard	728 x 90 expands to 728 x 315, down
Super Leaderboard Pushdown/Expansion	970 x 90 expands to 970 x 415, down
Billboard Pushdown	970 x 250 expands to 970 x 415, down
Expanding Half Page	300 x 600 expands to 600 x 600, left
Desktop Expanding Adhesion	728 x 90 Desktop Adhesion, High Impact (Video, Custom Video Controls, Clickouts, Full-Screen Expandable)
Mobile Expanding Adhesion	320 x 50 Mobile Adhesion, High Impact (Video, Custom Video Controls, Clickouts, Full-Screen Expandable)

NOTES | Click through URL must be provided for all ads. Expansion must be click initiated. Mouseover expansion is accepted but must include 1 second delay before expanding. Must include highly visible close button in top right corner at all times. Or mouse-off retraction is acceptable. If using DFA, please send internal redirects. If using HTML 5, please send third party SSL compatible tags or gzip files with clickTag.

<p>ACCEPTED FILES 3RD Party SSL Compatible Tag, HTML 5</p> <p>.....</p> <p>MAX FILE 200KB initial 100KB polite</p> <p>.....</p> <p>HTML MAX FILE 200KB total for all files combined including external files. If running rich media, subsequent user-initiated file loads of up to 2.2MB is accepted.</p> <p>.....</p> <p>ANIMATION 3 loops max 15 seconds max</p> <p>.....</p> <p>USER LOAD 2.2 MB</p> <p>.....</p> <p>MAX FRAME RATE 24 FPS. Max video length 15 seconds. Audio must be click initiated. Play, pause, & mute (or volume level) controls must be included.</p> <p>.....</p> <p>EXPANSIONS No partial expansions approved by IAB. All expansions must expand to full screen. If expanded creative size is not full screen, it must be placed in center of screen. Expansion/retraction on click only. No mouse over or hover expansion/retraction allowed.</p>

DIGITAL: VIDEO, NEWSLETTER & EMAIL

VIDEO

NAME	DIMENSIONS	FILE TYPES	MAX FILE
Video Pre-Roll	640 x 480	VAST tags, MOV, WMV, MP4	3MB
inRead Video Banner	16:9 Aspect Ratio	VAST/VPAID tags, FLV, MP4	15MB

VIDEO PRE-ROLL NOTES | :15 and/or :30 pre-roll before featured videos. Click through URL must be provided for all ads. Flash is NOT accepted.

INREAD NOTES | Video appears while user is reading articles. Click through URL must be provided for all ads.



ANIMATION
3 loops max
15 seconds max

LEAD TIME
10 business days

EDITORIAL NEWSLETTER/CUSTOM EMAIL

NAME	DIMENSIONS	FILE TYPES	MAX FILE
Editorial Newsletter	300 x 250	JPG, GIF	40KB or less
Custom Email	600 pixel width (height variable)	Images must be client-hosted	Under 100KB

NEWSLETTER NOTES | JavaScript and animated images are NOT accepted.

EMAIL NOTES | 70-character or less subject line and test/seed email list. All custom emails must contain more html selectable text than images in order to reduce potential of being labeled as spam and bounce rate. Text to image ration is ideally 80:20. Creative with all images will NOT be accepted. CLIENT MUST BUILD FULL HTML EMAIL. IF YOU NEED BACKPACKER TO BUILD, THERE WILL BE ADDITIONAL FEES.

LEAD TIME 10 business days



DIGITAL: SOCIAL MEDIA

SOCIAL

LEAD TIME 10 business days

NAME	SIZE	CONTENT	ADDITIONAL SPECS
Facebook	Image must be included in site-meta data for standard Facebook Post	<ul style="list-style-type: none"> Up to 25 words of copy for promo post including any @mentions & hashtags URL provided as a shortened bit.ly A screenshot of what the post should look like Links to brand's official FB page and/or people's pages that need to be tagged in the post 	<ul style="list-style-type: none"> Facebook no longer allows business pages to customize images and link descriptions for websites they do not own. Here is a guide to help you add the code to your site https://developers.facebook.com/docs/reference/opengraph You can check your link here https://developers.facebook.com/tools/debug/ Please double check that your link pulls through the appropriate meta data (image and link headline/description) before sending it over
Facebook Carousel	1200 x 628 (3 Images) Action/lifestyle focused (product images are not recommended)	<ul style="list-style-type: none"> Up to 25 words of copy for promo post including any @mentions & hashtags URL provided as a shortened bit.ly A screenshot of what the post should look like Links to brand's official FB page and/or people's pages that need to be tagged in the post 	<ul style="list-style-type: none"> Headlines 40 characters per photo Descriptions 20 characters per photo Best practices tell a story as users scroll through images, or feature multiple products linking to different pages Option call to action button. Choose from: no button, Shop Now, Book Now, Learn More, Sign Up, Send Message Please double check that your image follows best practices for image-to-text ration before submitting to us https://www.facebook.com/ads/tools/text_overlay
Facebook Video	16:9 (landscape) 9:16 (portrait) Aspect Ratio	<ul style="list-style-type: none"> Up to 25 words of copy for promo post including any @mentions & hashtags URL provided as a shortened bit.ly A screenshot of what the post should look like Thumbnail image (if no usable stop in video) Links to brand's official FB page and/or people's pages that need to be tagged in the post 	<ul style="list-style-type: none"> Max file size 4GB Max FPS 30 Video cannot contain title cards or logos within the first 3 seconds Option call to action button. Choose from: no button, Shop Now, Book Now, Learn More, Sign Up, Send Message Action/lifestyle focused image is best. Product images are not recommended.
Instagram	1080 x 1080	<ul style="list-style-type: none"> Up to 25 words of copy for promo post including any @mentions & hashtags URL provided as a shortened bit.ly A screenshot of what the post should look like Links to brand's official FB page and/or people's pages that need to be tagged in the post 	<p>AIM can request a new image if there is text/logo overlaid; Action/lifestyle focused image is best (product images are not recommended)</p>
Twitter	1024 x 512	<ul style="list-style-type: none"> Tweet copy must start with "Sponsored:" Additional 130 characters or less (including spaces, URL, image, @mentions, and hashtags) URL provided as a shortened bit.ly 	<p>AIM can request a new image if there is text/logo overlaid; Action/lifestyle focused image is best (product images are not recommended)</p>

SOCIAL: AUDIENCE & STATS

 **FACEBOOK**
446K+



 **INSTAGRAM**
479K+



 **TWITTER**
128K+



 **YOUTUBE**
23K+



60%
MALE

40%
FEMALE

Female audience is greater across social pages than print and digital channels

38
MEDIAN AGE

\$86K
HHI

EVENTS: AUDIENCE & STATS

GET OUT MORE TOUR

MILES TRAVELED 34,039

STATES VISITED 43

DAYS ON TOUR 199

TOTAL EVENTS 57

ATTENDANCE REACH 62,338

RETAIL AUDIENCE +39%

FESTIVAL AUDIENCE +17%

QUALIFIED LEADS 7,272
(118% more leads generated than 2016)

TOTAL ATTENDANCE +18%

MOBILE IMPRESSIONS 55M+

SOCIAL MEDIA 5,680,117

75% of retailers reported that the tour directly drove sales in their store



BACKPACKER COURSES

2.5.18 HOW TO BE AN
OUTDOOR WRITER

5.7.18 OUTDOOR GEAR REPAIR

6.4.18 OUTDOOR PHOTOGRAPHER
(W/ MASTER CLASS OPTION)

7.2.18 OUTDOOR SURVIVAL 101

9.3.18 ULTRALIGHT BACKPACKING



BACKPACKER TEAM



PUBLISHER

SHARON HOUGHTON

303.253.6412

shoughton@aimmedia.com

MIDWEST

ACCOUNT MANAGER

CHARLOTTE SIBBING

312.730.7173

csibbing@aimmedia.com

EASTERN

ACCOUNT MANAGER

LESLI KRISHNAIAH

303.253.6353

lkrishnaiah@aimmedia.com

WEST COAST

ACCOUNT MANAGER

TANYA FOSTER

805.816.4354

tfoster@aimmedia.com

ROCKY MOUNTAIN

ACCOUNT MANAGER

REBECCA HAYDEN LOUZAN

781.635.6719

rhaydenlouzan@aimmedia.com

MARKETPLACE

ACCOUNT MANAGER

JENNIFER HALL

303.253.6419

jhall@aimmedia.com

EASTERN ACCOUNT

DIRECTOR – NON-ENDEMIC

JOANN MARTIN

joannmartin@aimmedia.com