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
“l 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
“Theyir 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
60% of the BP audience considers themselves Outdoor Enthusiasts

- Urban Athletes, Aspirational Core and Athleisurists

40% consider themselves Backpackers

- The Achiever and Outdoor Native OIA Segment

BP Audience identifies themselves as...
1) Outdoor Enthusiasts
2) Hikers/Campers
3) Backpackers

60% of the BP audience considers themselves Outdoor Enthusiasts

1 in 3 is new to the outdoors

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

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

<table>
<thead>
<tr>
<th><strong>AUDIENCE (000)</strong></th>
<th><strong>COMPOSITION (%)</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>READERSHIP</strong></td>
<td></td>
</tr>
<tr>
<td>Male</td>
<td>852</td>
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<tr>
<td>Female</td>
<td>411</td>
</tr>
<tr>
<td><strong>FAMILY</strong></td>
<td></td>
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<tr>
<td>Married</td>
<td>696</td>
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<tr>
<td>Single</td>
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<tr>
<td>Children in HH</td>
<td>495</td>
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<tr>
<td><strong>AGE</strong></td>
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<tr>
<td>Median: 39</td>
<td>Average: 41</td>
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<tr>
<td>18-24</td>
<td>186</td>
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<tr>
<td>25-34</td>
<td>340</td>
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<tr>
<td>35-44</td>
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<td>217</td>
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<tr>
<td>45-54</td>
<td>69</td>
</tr>
<tr>
<td><strong>EDUCATION</strong></td>
<td></td>
</tr>
<tr>
<td>Attended/Graduated College +</td>
<td>1,051</td>
</tr>
<tr>
<td>Graduated College +</td>
<td>645</td>
</tr>
<tr>
<td><strong>EMPLOYMENT</strong></td>
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<tr>
<td>Employed</td>
<td>903</td>
</tr>
<tr>
<td>Professional/Managerial</td>
<td>494</td>
</tr>
<tr>
<td><strong>HOUSEHOLD INCOME</strong></td>
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</tr>
<tr>
<td>Median: $78,879</td>
<td>Average: $97,053</td>
</tr>
<tr>
<td>HHI $75K+</td>
<td>662</td>
</tr>
</tbody>
</table>

SOURCE: MRI DOUBLEBASE

40% are between 18 – 34
## 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

## 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

## 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

## 2017-18 EDITORIAL CALENDAR (PRINT & DIGITAL)

<table>
<thead>
<tr>
<th>JANUARY</th>
<th>MARCH</th>
<th>APRIL</th>
<th>MAY</th>
</tr>
</thead>
<tbody>
<tr>
<td>ADVENTURE TRAVEL AWARDS</td>
<td>SPECIAL ISSUE PUBLIC LANDS</td>
<td>GEAR GUIDE EDITORS’ CHOICE 25TH ANNIVERSARY EDITION</td>
<td>HIKES NEAR YOU</td>
</tr>
<tr>
<td>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.</td>
<td>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.</td>
<td>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.</td>
<td>Local Secrets The best hikes, chosen by those who love them. <strong>Great Plains Trail</strong> Will the next great long path go through Nebraska? <strong>Airbnb Backpacking</strong> No campsites, no problem <strong>Beginner Skills</strong> Everything novices need to know</td>
</tr>
<tr>
<td><strong>Gear</strong> Adventure travel gear</td>
<td><strong>Gear</strong> Essential gear picks from the pros who guide, manage, and work on public lands</td>
<td>*Reissued July 1 in time for Outdoor Retailer for an additional 100K newsstand copies</td>
<td><strong>Gear</strong> Footwear</td>
</tr>
<tr>
<td>CLOSE 10.3.17</td>
<td>CLOSE 11.7.17</td>
<td>CLOSE 1.16.18</td>
<td>CLOSE 2.20.18</td>
</tr>
<tr>
<td>MATERIALS DUE 10.10.17</td>
<td>MATERIALS DUE 11.14.17</td>
<td>MATERIALS DUE 1.23.18</td>
<td>MATERIALS DUE 2.26.18</td>
</tr>
<tr>
<td>ON SALE 11.28.17</td>
<td>ON SALE 1.16.18</td>
<td>ON SALE 3.13.18</td>
<td>ON SALE 4.17.18</td>
</tr>
</tbody>
</table>

## 2017-18 EDITORIAL CALENDAR (PRINT & DIGITAL)

<table>
<thead>
<tr>
<th>SEPTEMBER</th>
<th>OCTOBER</th>
<th>NOVEMBER</th>
</tr>
</thead>
<tbody>
<tr>
<td>THE MOUNTAIN ISSUE</td>
<td>SPECIAL ISSUE SURVIVAL</td>
<td>FALL GEAR GUIDE</td>
</tr>
<tr>
<td><strong>Around the Mountain</strong> See the peak from all sides on these circumambulations. <strong>The Grand Teton in photos</strong> <strong>The best mountain every state</strong> <strong>First Aid</strong> Our expert guide to staying healthy and injury free</td>
<td><strong>Survival stories, skills, techniques, and gear you need to come through any backcountry disaster.</strong> <strong>Ledges</strong> The best airy hikes across the country <strong>Gear</strong> Watches, lighting, cookware</td>
<td><strong>The best new winter gear. Plus Editors’ Choice Snow Awards</strong></td>
</tr>
</tbody>
</table>
| **Gear** Tents | **Gear** Watches, lighting, cookware | **CLOSE** 8.21.18  
**MATERIALS DUE** 8.28.18  
**ON SALE** 10.16.18 | **CLOSE** 6.5.18  
**MATERIALS DUE** 6.12.18  
**ON SALE** 7.31.18 | **CLOSE** 7.17.18  
**MATERIALS DUE** 7.24.18  
**ON SALE** 9.11.18 | **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

SOURCE: MRI DOUBLEBASE 2016
BACKPACKER 2016 AUDIENCE STUDY
PRINT: READER DEMAND & DUPLICATION

PAID & VERIFIED 200,944
DIGITAL 96,462
SUBS 25,821

NEVER MISSED RATEBASE
RATEBASE 315k
TOTAL PAID & VERIFIED 323,227
(3% above Ratebase)
8% NEWSSTAND GROWTH IN 2017

91% SUBS
9% NEWSSTAND

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%

SOURCE: AAM STATEMENT 2017
**PRINT: SPECS & RATES**

### PRODUCTION SPECS

**MAGAZINE TRIM SIZE IS 8.5" X 10.875"**

<table>
<thead>
<tr>
<th>AD SIZE</th>
<th>NON-BLEED</th>
<th>BLEED</th>
<th>LIVE AREA</th>
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</thead>
<tbody>
<tr>
<td>Full Page Ad</td>
<td>7.125&quot; x 9.625&quot;</td>
<td>8.75&quot; x 11.125&quot;</td>
<td>7.75&quot; x 10.125&quot;</td>
</tr>
<tr>
<td>2 Page Spread Ad</td>
<td>15.625&quot; x 9.625&quot;</td>
<td>17.25&quot; x 11.125&quot;</td>
<td>16.25&quot; x 10.125&quot;</td>
</tr>
<tr>
<td></td>
<td>with .375' safety in gutter</td>
<td>with .375' safety in gutter</td>
<td>with .375' safety in gutter</td>
</tr>
<tr>
<td>1/2 Horizontal Ad</td>
<td>7.125&quot; x 4.6875&quot;</td>
<td>8.75&quot; x 5.5625&quot;</td>
<td>7.75&quot; x 4.9375&quot;</td>
</tr>
<tr>
<td>1/2 Vertical Ad</td>
<td>3.4375&quot; x 9.625&quot;</td>
<td>4.375&quot; x 11.125&quot;</td>
<td>3.75&quot; x 10.125&quot;</td>
</tr>
<tr>
<td>1/2 Horizontal Spread</td>
<td>15.625&quot; x 4.6875&quot;</td>
<td>17.25&quot; x 5.5625&quot;</td>
<td>16.25&quot; x 4.9375&quot;</td>
</tr>
<tr>
<td></td>
<td>with .375' safety in gutter</td>
<td>with .375' safety in gutter</td>
<td>with .375' safety in gutter</td>
</tr>
<tr>
<td>1/3 Vertical Ad</td>
<td>2.25&quot; x 9.625&quot;</td>
<td>3.375&quot; x 11.125&quot;</td>
<td>2.375&quot; x 10.125&quot;</td>
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<tr>
<td>1/4 Page Ad</td>
<td>3.4375&quot; x 4.6875&quot;</td>
<td>N/A</td>
<td>N/A</td>
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</table>

### 2018 GENERAL RATE CARD

**2017 RATE BASE: 315,000**

#### ADVERTISING RATES*

<table>
<thead>
<tr>
<th>FULL RUN</th>
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<tbody>
<tr>
<td>Full Page</td>
<td>$40,314</td>
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<tr>
<td>2-Page Spread, Non-Cover</td>
<td>$72,565</td>
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<tr>
<td>2/3 Page</td>
<td>$27,776</td>
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<tr>
<td>1/2 Page</td>
<td>$22,626</td>
</tr>
<tr>
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<td>$15,515</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$10,080</td>
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#### COVERS

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>2nd Cover</td>
<td>$48,374</td>
</tr>
<tr>
<td>3rd Cover</td>
<td>$46,364</td>
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<tr>
<td>4th Cover</td>
<td>$54,424</td>
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<tr>
<td>Cover 2 Spread</td>
<td>$79,813</td>
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</table>

#### MARKETPLACE SECTION

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<table>
<thead>
<tr>
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<tbody>
<tr>
<td>1/2 Page</td>
<td>$16,022</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>$12,108</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$8,904</td>
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<tr>
<td>1/6 Page</td>
<td>$6,726</td>
</tr>
<tr>
<td>1/12 Page</td>
<td>$3,432</td>
</tr>
<tr>
<td>1/24 Page</td>
<td>$1,767</td>
</tr>
<tr>
<td>Text Ad*</td>
<td>$602</td>
</tr>
</tbody>
</table>

*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

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%

MALE 65%

FEMALE 35%

AGE (25-34 years old) 31%

AVG. CTR 0.23% Desktop
0.24% MOBILE

Custom Emails 100% SOV brand messaging

OPEN RATE 19%

SOURCE: GOOGLE ANALYTICS 2017
# Digital: Banner Specs

## Standard Banners

<table>
<thead>
<tr>
<th>Name</th>
<th>Dimensions</th>
<th>Accepted Files</th>
<th>Lead Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>728 x 90</td>
<td>JPG, GIF, 3rd Party</td>
<td>10 business days</td>
</tr>
<tr>
<td>Rectangle</td>
<td>300 x 250</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pencil</td>
<td>970 x 90</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Billboard</td>
<td>970 x 250</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Half Page</td>
<td>300 x 600</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mobile</td>
<td>320 x 50</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Channel Roadblock</td>
<td>970 x 250</td>
<td>320 x 50</td>
<td>300 x 250</td>
</tr>
<tr>
<td>Desktop Adhesion</td>
<td>728 x 90</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mobile Adhesion</td>
<td>320 x 50</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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

## Rich Media Banners

<table>
<thead>
<tr>
<th>Name</th>
<th>Dimensions</th>
<th>Accepted Files</th>
<th>Animation</th>
<th>User Load</th>
</tr>
</thead>
<tbody>
<tr>
<td>Expanding Leaderboard</td>
<td>728 x 90 expands to 728 x 315, down</td>
<td>3 loops max 15 seconds max</td>
<td>2.2 MB</td>
<td></td>
</tr>
<tr>
<td>Super Leaderboard Pushdown/Expansion</td>
<td>970 x 90 expands to 970 x 415, down</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Billboard Pushdown</td>
<td>970 x 250 expands to 970 x 415, down</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Expanding Half Page</td>
<td>300 x 600 expands to 600 x 600, left</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Desktop Expanding Adhesion</td>
<td>728 x 90 Desktop Adhesion, High Impact (Video, Custom Video Controls, Clickouts, Full-Screen Expandable)</td>
<td>3 loops max 15 seconds max</td>
<td>2.2 MB</td>
<td></td>
</tr>
<tr>
<td>Mobile Expanding Adhesion</td>
<td>320 x 50 Mobile Adhesion, High Impact (Video, Custom Video Controls, Clickouts, Full-Screen Expandable)</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Notes**: Click through URL must be provided for all ads. Expansion must be click initiated. Mouseover expansion is accepted but must included 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.

## Standard Banners

<table>
<thead>
<tr>
<th>Name</th>
<th>Dimensions</th>
<th>Accepted Files</th>
<th>Lead Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>728 x 90</td>
<td>JPG, GIF, 3rd Party</td>
<td>10 business days</td>
</tr>
<tr>
<td>Rectangle</td>
<td>300 x 250</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pencil</td>
<td>970 x 90</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Billboard</td>
<td>970 x 250</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Half Page</td>
<td>300 x 600</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mobile</td>
<td>320 x 50</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Channel Roadblock</td>
<td>970 x 250</td>
<td>320 x 50</td>
<td>300 x 250</td>
</tr>
<tr>
<td>Desktop Adhesion</td>
<td>728 x 90</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mobile Adhesion</td>
<td>320 x 50</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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

## Rich Media Banners

<table>
<thead>
<tr>
<th>Name</th>
<th>Dimensions</th>
<th>Accepted Files</th>
<th>Animation</th>
<th>User Load</th>
</tr>
</thead>
<tbody>
<tr>
<td>Expanding Leaderboard</td>
<td>728 x 90 expands to 728 x 315, down</td>
<td>3 loops max 15 seconds max</td>
<td>2.2 MB</td>
<td></td>
</tr>
<tr>
<td>Super Leaderboard Pushdown/Expansion</td>
<td>970 x 90 expands to 970 x 415, down</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Billboard Pushdown</td>
<td>970 x 250 expands to 970 x 415, down</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Expanding Half Page</td>
<td>300 x 600 expands to 600 x 600, left</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Desktop Expanding Adhesion</td>
<td>728 x 90 Desktop Adhesion, High Impact (Video, Custom Video Controls, Clickouts, Full-Screen Expandable)</td>
<td>3 loops max 15 seconds max</td>
<td>2.2 MB</td>
<td></td>
</tr>
<tr>
<td>Mobile Expanding Adhesion</td>
<td>320 x 50 Mobile Adhesion, High Impact (Video, Custom Video Controls, Clickouts, Full-Screen Expandable)</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Notes**: Click through URL must be provided for all ads. Expansion must be click initiated. Mouseover expansion is accepted but must included 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.
### DIGITAL: VIDEO, NEWSLETTER & EMAIL

#### VIDEO

<table>
<thead>
<tr>
<th>NAME</th>
<th>DIMENSIONS</th>
<th>FILE TYPES</th>
<th>MAX FILE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Video Pre-Roll</td>
<td>640 x 480</td>
<td>VAST tags, MOV, WMV, MP4</td>
<td>3MB</td>
</tr>
<tr>
<td>inRead Video Banner</td>
<td>16:9 Aspect Ratio</td>
<td>VAST/VPAID tags, FLV, MP4</td>
<td>15MB</td>
</tr>
</tbody>
</table>

**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

<table>
<thead>
<tr>
<th>NAME</th>
<th>DIMENSIONS</th>
<th>FILE TYPES</th>
<th>MAX FILE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Editorial Newsletter</td>
<td>300 x 250</td>
<td>JPG, GIF</td>
<td>40KB or less</td>
</tr>
<tr>
<td>Custom Email</td>
<td>600 pixel width (height variable)</td>
<td>Images must be client-hosted</td>
<td>Under 100KB</td>
</tr>
</tbody>
</table>

**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 ratio 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

**LEAD TIME**: 10 business days

<table>
<thead>
<tr>
<th>NAME</th>
<th>SIZE</th>
<th>CONTENT</th>
<th>ADDITIONAL SPECS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>Image must be included in site-meta data for standard Facebook Post</td>
<td>• Up to 25 words of copy for promo post including any @mentions &amp; hashtags</td>
<td>• Facebook no longer allows business pages to customize images and link descriptions for websites they do not own.</td>
</tr>
<tr>
<td>Facebook Carousel</td>
<td>1200 x 628 (3 Images)</td>
<td>• Up to 25 words of copy for promo post including any @mentions &amp; hashtags</td>
<td>• Here is a guide to help you add the code to your site <a href="https://developers.facebook.com/docs/reference/opengraph">https://developers.facebook.com/docs/reference/opengraph</a>.</td>
</tr>
<tr>
<td></td>
<td>Action/lifestyle focused (product images are not recommended)</td>
<td>• URL provided as a shortened bit.ly</td>
<td>• You can check your link here [<a href="https://developers.facebook.com/tools/debug/">https://developers.facebook.com/tools/debug/</a>]</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• A screenshot of what the post should look like</td>
<td>• Please double check that your link pulls through the appropriate meta data (image and link headline/description) before sending it over</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Links to brand’s official FB page and/or people’s pages that need to be tagged in the post</td>
<td></td>
</tr>
<tr>
<td>Facebook Video</td>
<td>16:9 (landscape) 9:16 (portrait)</td>
<td>• Up to 25 words of copy for promo post including any @mentions &amp; hashtags</td>
<td>• Headlines</td>
</tr>
<tr>
<td></td>
<td>Aspect Ratio</td>
<td>• URL provided as a shortened bit.ly</td>
<td>• Descriptions</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• A screenshot of what the post should look like</td>
<td>• Best practices</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Thumbnails image (if no usable stop in video)</td>
<td>• Option call to action button. Choose from: no button, Shop Now, Book Now, Learn More, Sign Up, Send Message</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Links to brand’s official FB page and/or people’s pages that need to be tagged in the post</td>
<td>• Please double check that your image follows best practices for image-to-text ration before submitting to us <a href="https://www.facebook.com/ads/tools/text_overlay">https://www.facebook.com/ads/tools/text_overlay</a>.</td>
</tr>
<tr>
<td>Instagram</td>
<td>1080 x 1080</td>
<td>• Up to 25 words of copy for promo post including any @mentions &amp; hashtags</td>
<td>• Max file size</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• URL provided as a shortened bit.ly</td>
<td>• Max FPS</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• A screenshot of what the post should look like</td>
<td>• Video cannot contain title cards or logos within the first 3 seconds</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Links to brand’s official FB page and/or people’s pages that need to be tagged in the post</td>
<td>• Option call to action button. Choose from: no button, Shop Now, Book Now, Learn More, Sign Up, Send Message</td>
</tr>
<tr>
<td>Twitter</td>
<td>1024 x 512</td>
<td>• Tweet copy must start with “Sponsored:”</td>
<td>• Action/lifestyle focused image is best (product images are not recommended)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Additional 130 characters or less (including spaces, URL, image, @mentions, and hashtags)</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>• URL provided as a shortened bit.ly</td>
<td></td>
</tr>
</tbody>
</table>

**AIM can request a new image if there is text/logo overlaid:**

**Action/lifestyle focused image is best (product images are not recommended)**
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
AIM ADVENTURE U

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

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CHARLOTTE SIBBING
312.730.7173
csibbing@aimmedia.com

EASTERN ACCOUNT MANAGER
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303.253.6353
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ROCKY MOUNTAIN ACCOUNT MANAGER
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EASTERN ACCOUNT DIRECTOR – NON-ENDEMIC
JOANN MARTIN
joannmartin@aimmedia.com