

Adventure **Outdoors**

2020 MEDIA KIT



5700 Memorial Highway Suite 117-118, Tampa, FL 33615



MISSION STATEMENT

Adventure
Outdoors



The mission of **Adventure Outdoors** is to provide its readers with information that encompasses the lifestyle of the outdoorsman. Each issue of **Adventure Outdoors** will take you on the ultimate outdoor adventure - from hunting and fishing, to camping, hiking and travel to exploring America's Parks, Going Off-Road, Paddling, Survival and Safety.



2020 EDITORIAL CALENDAR



SPRING 2020

- Most Challenging Trails
- Westward Expansion – The Oregon Trail
- Offbeat Excursions
- Inland Waterways
- Coastal Fishing vs. Inland Fishing



SUMMER 2020

- The Best Places for Stargazing
- Mudding Tips and Tricks
- Caving in America
- Top Whitewater Spots
- Rustic Retreats: Rugged Luxury for the Outdoorsman



FALL 2020

- The Duke of Ducks
- Bow Hunting
- Fall Hunting Highlight
- Cozy Camping Destinations
- The Gold Rush



BRAND OVERVIEW

Total Print & Digital Reach: 624,789

Newsstand:	37,500
(Up to 30K copies)	
Web & Digital Issue Page Views:	172,824
Facebook Engagements:	105,478
Facebook Video Views:	212,823
Instagram Impressions:	96,164

Average Boosted Post per client (Premium Digital Package only)

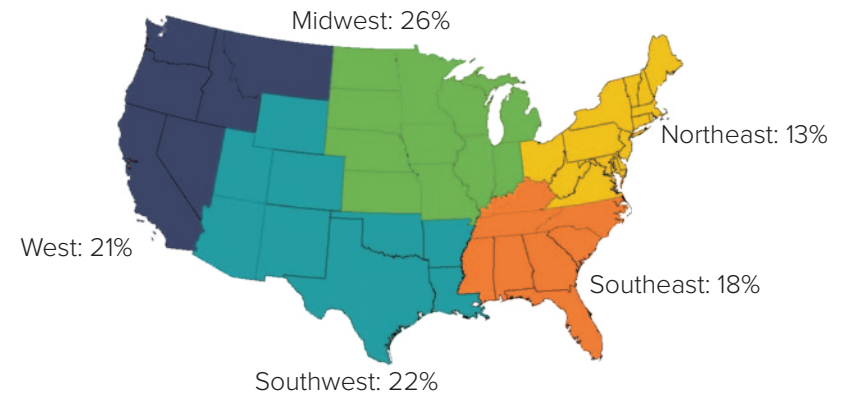
Boosted Post Reach:	7,023
Boosted Post Engagements:	1,206



*Clients unique URL is imbedded into all Digital and Banner Ads, Dedicated Pages on Website, Home Page Spotlight and Facebook Boosted Posts. It is the responsibility of the client to track their individual results of the campaign using Google Analytics or a tracking source of their choice.

Strongest form of advertising to combine print, digital and targeted social media.

Adventure Outdoors Magazine reaches a targeted audience throughout the United States, with regional distribution focused on avid outdoor enthusiasts, adventure seekers, and travel-inspired readers.



READER PROFILE

Audience Snapshot

Female Readers	21%
Male Readers	79%
Median Age	44 years
Median HHI	\$64,450
Employed	71%
Married	57%
Children Living at Home	40%
Graduated College	52%
Served in the Armed Forces	33%
Own Home	71%

Age Breakdown

18-34	29%
25-54	51%
50+	45%

HHI Breakdown

\$50,000+	62%
\$75,000+	40%
\$100,000	24%



Adventure Outdoors reaches a committed audience of avid adventurers, outdoor enthusiasts, and travel-minded consumers, throughout the United States and Canada. By blending cutting-edge design with informative, yet stimulating editorial, Adventure Outdoors is able to accurately and effectively present reader-friendly content to a niche market.



Print

Full Page Ad & Full Page Editorial

- 300 words of copy
- One full page advertisement
- 5-7 photos (not all photos used)
- One URL address per advertisement

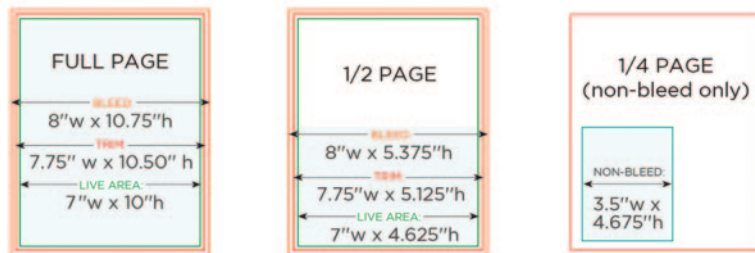
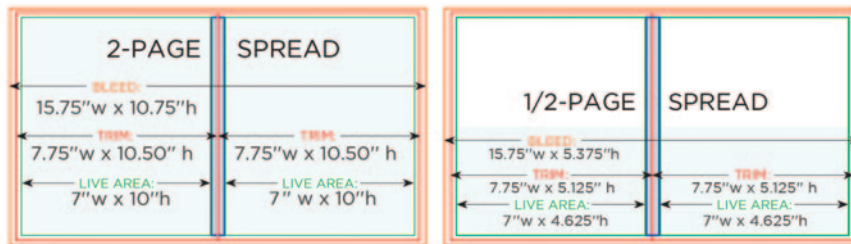


Digital

- One feature photo, 750 x 500 max
- Bold Headline: 20 Characters max with spaces
- Copy: 300-500 words with spaces, text will wrap naturally
- Two additional 120 x 100 product images (gif or png)
- Up to Three outbound links - can be incorporated into the editorial

PRODUCTION SPECS

- Orange line** is the bleed. Any bleeds must extend to at least this line. BLEED: 0.125IN ALL AROUND.
- Red line** is the trim line. This is where the finished product will be cut.
- Green line** is live area. Anything that is not meant to be cut must be inside this line. LIVE AREA: 0.75IN ALL AROUND.
- Special note on spreads:** Be aware of the gutter area on all spread ads. This is where the magazine binding will go. Do not put any text or critical graphics in this area.



Leader-boards included only with Premium advertisements

WEB BANNER AD SPECS

728w x 90h (Static Only) Web banner ad files must be sent in a jpeg or png format.

Adventure Outdoors accepts the following file formats: PDF, Photoshop, & Illustrator.

- No low-resolution or RGB files will be accepted. All supports must be embedded or packaged with the native file. Fonts should be outlined.
- Due to the nature of the printing process, *Adventure Outdoors* cannot be responsible for minor color variations.
- David-Jacobs Publishing Group and *Adventure Outdoors* receive all proofs virtually. No hard copies accepted.

PLEASE DIRECT ALL AD MATERIALS TO:

artwork@davidjacobspg.com

Audience includes the print and digital editions of the publication. Qualified full-run advertisements will run in both editions. See **MAGAZINE ADVERTISING TERMS**.

Binding Method: Perfect-bound

Magazine Trim Size: 8" x 10 3/4"

4C Line Screen: 133

Printing Process: Web offset, MM/MPA standards

Web Content

(Sponsored Editorial)

- 300-600 words of copy
- Banners - animated gif or png only. No swf or rich media will be accepted.
- Optional video for PREMIUM DIGITAL PACKAGE: YouTube or Vimeo link must be provided by advertiser

Featured Product

- One feature photo 750x500 max
- Bold Headline: 20 characters max with spaces
- Copy: 300-500 words with spaces, text will wrap naturally

Optional video for PREMIUM DIGITAL PACKAGE One URL specific to destination point for a Buy Now Button

In addition to the traditional print, **Adventure Outdoors** offers competitive digital components, such as:

Phone & Tablet Editions

- Available on iTunes, Google Play, Zinio, Magzter, Readly, and dozens of other online media outlets. See DIGITAL portion of Advertising Partners for specs.

Website leader board

- 728 pixels (width) x 90 pixels (height)



What video file formats can I submit?

We recommend using the **MP4 or MOV format**, but here's a complete list of the video formats that can be uploaded to Facebook:

- 3g2 (Mobile Video)
- 3gp (Mobile Video)
- 3gpp (Mobile Video)
- asf (Windows Media Video)
- avi (AVI Video)
- dat (MPEG Video)
- divx (DIVX Video)
- dv (DV Video)
- m4v (MPEG-4 Video)
- mkv (Matroska Format)
- mod (MOD Video)
- mov (QuickTime Movie)
- mp4 (MPEG-4 Video)
- mpe (MPEG Video)
- mpeg (MPEG Video)
- mpeg4 (MPEG-4 Video)
- mpg (MPEG Video)
- ogv (Ogg Video Format)
- qt (QuickTime Movie)
- wmv (Windows Media Video)

2020 RATES & PACKAGES

Position	Rate Card
Back Cover	\$19,500
Covers 2 & 3	\$14,500
Premiums	\$12,950
Full Page	\$9,950
Half Page	\$5,950

Premium Digital Package: \$1995

- Home Page Spotlight
- Dedicated Page Online with Editorial and Photos
- (1) Social Media Boosted Post (Video Optional)
- (2) Additional Social Media Posts
- (1) Social Media Tag
- Digital Replica with Interactive AD

Editorial options can be included with the purchase of a full or half page advertisement. Leaderboard Banner AD's are included with the purchase of a Premium or Cover position

Contact your Adventure Outdoors sales executive for custom rates, packages, & discounts.



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