

BACKPACKER

GET OUT MORE



2016 **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	1.24 Million
Male/Female	67% / 33%
Median Age	41 yrs
Median HHI	\$88,267
Grad College +	51%

Source: MRI Doublebase 2014.



BACKPACKER

2016 **editorial** features & calendar

JANUARY: The New Age of Adventure

Ad Close: 10.7.15 / Materials Due: 10.14.15 / On-Sale: 12.2.15

MARCH: Best Jobs in the Outdoors

Always Dreamed of Combining Career and Passion?
The Top Jobs For People Who Love The Outdoors

Ad Close: 11.11.15 / Materials Due: 11.18.15 / On-Sale: 1.20.16

APRIL: Spring Gear Guide

Our Annual Spring Guide is the Most Trusted Source for All of the Best Hiking & Camping Products of the Year



The 2016 Editors' Choice Awards Winners: The Year's Most Innovative, High-Performance, Best-Value Gear

Ad Close: 1.13.16 / Materials Due: 1.20.16 / On-Sale: 3.10.16

MAY: How-To Issue

Fail Big, Get Your Dream Adventure Funded, and Conquer Your Fears

Ad Close: 2.24.16 / Materials Due: 3.2.16 / On-Sale: 4.21.16

JUNE: Kids Special

The Complete Guide to Kids: the Skills, Gear and Tips You Need to Get Them Out, Keep Them Happy, and Have Fun While Doing it

Ad Close: 3.31.16 / Materials Due: 4.7.16 / On-Sale: 5.26.16

AUGUST: National Park Centennial Commemorative Issue

The National Park Service is Turning 100, and We're Celebrating with a Keepsake Issue of Wall-To-Wall Coverage

Ad Close: 5.5.16 / Materials Due: 5.12.16 / On-Sale: 6.30.16

SEPTEMBER: Best Trail Towns

Stay Awhile: Eat, Drink, Hike, Repeat—You'll Want to Extend Your Stay in America's Best Trail Towns

Ad Close: 6.9.16 / Materials Due: 6.16.16 / On-Sale: 8.4.16

OCTOBER: Best Outdoor Colleges

We Unveil an Unprecedented Survey of the Top Spots Just in Time for College Application Season

Ad Close: 7.14.16 / Materials Due: 7.21.16 / On-Sale: 9.8.16

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

2016 Editor's Choice Snow Awards

Ad Close: 8.18.16 / Materials Due: 8.25.16 / On-Sale: 10.13.16

JANUARY 2017: Long Trail Issue

Habits Of Highly Successful Thru-Hikers: Learn How To Train, Plan, Pack, Eat & More

Ad Close: 10.6.16 / Materials Due: 10.13.16 / On-Sale: 12.1.16

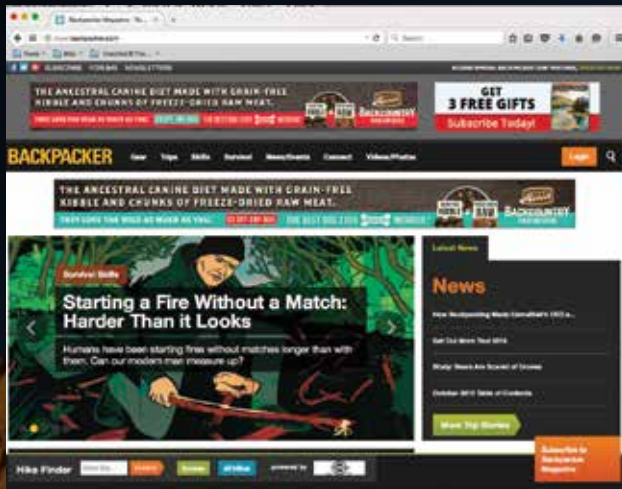
MARCH 2017: The Alaska Issue

Where To Hike Now In America's Greatest Wilderness

Ad Close: 11.10.16 / Materials Due: 11.17.16 / On-Sale: 1.19.17

**Editorial details & dates subject to change.*

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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
- » Virtual Events
- » Content Sponsorship
- » Lead Generation
- » Social Strategy & Promotions
- » Email Marketing
- » Display Advertising
- » Targeting & Retargeting Capabilities
- » Custom Research Studies

Source: Google Analytics, WhatCounts, Adobe Digital Publishing-Suite-iTunes-Amazon-Barnes & Noble-Zinio, Google Play; Facebook & Twitter.
Please note: Email list sizes subject to fluctuation.

ENGAGED DIGITAL COMMUNITY

[metrics]

4,307,000+
Monthly Page Views

1,065,000+
Monthly Unique Visitors

2:29 minutes
Avg. Time Spent on Site

33%
Traffic Comes from
Mobile Users

250,000+
Facebook Fans

83,000+
Twitter Followers

53,000+
Digital Replica
Monthly Launches



Email Marketing

Custom Emails

- » 75,000 Opt-Ins to Hear from our Marketing Partners
- » 100% SOV
- » Sponsored Messaging
- » Opportunity to GeoTarget

Editorial Emails

- » GearHead
- » 108,000 Subscribers
- » Sent 1x Weekly

Basecamp

- » 128,000 Subscribers
- » Sent 2x Weekly

2016 general rate card

2016 RATE BASE: 315,000

ADVERTISING RATES*

FULL RUN

Full Page	\$38,394
2-Page Spread, Non-Cover	\$69,109
2/3 Page	\$26,453
1/2 Page	\$21,548
1/3 Page	\$14,776
1/4 Page	\$9,600

COVERS

2nd Cover	\$46,070
3rd Cover	\$44,156
4th Cover	\$51,832
Cover 2 Spread	\$76,013

MARKETPLACE SECTION

1/2 Page	\$15,259
1/3 Page	\$11,532
1/4 Page	\$8,480
1/6 Page	\$6,406
1/12 Page	\$3,269
1/24 Page	\$1,682
Text ad*	\$573

*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	2.5625" 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 9.875"
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, 303.625.1624

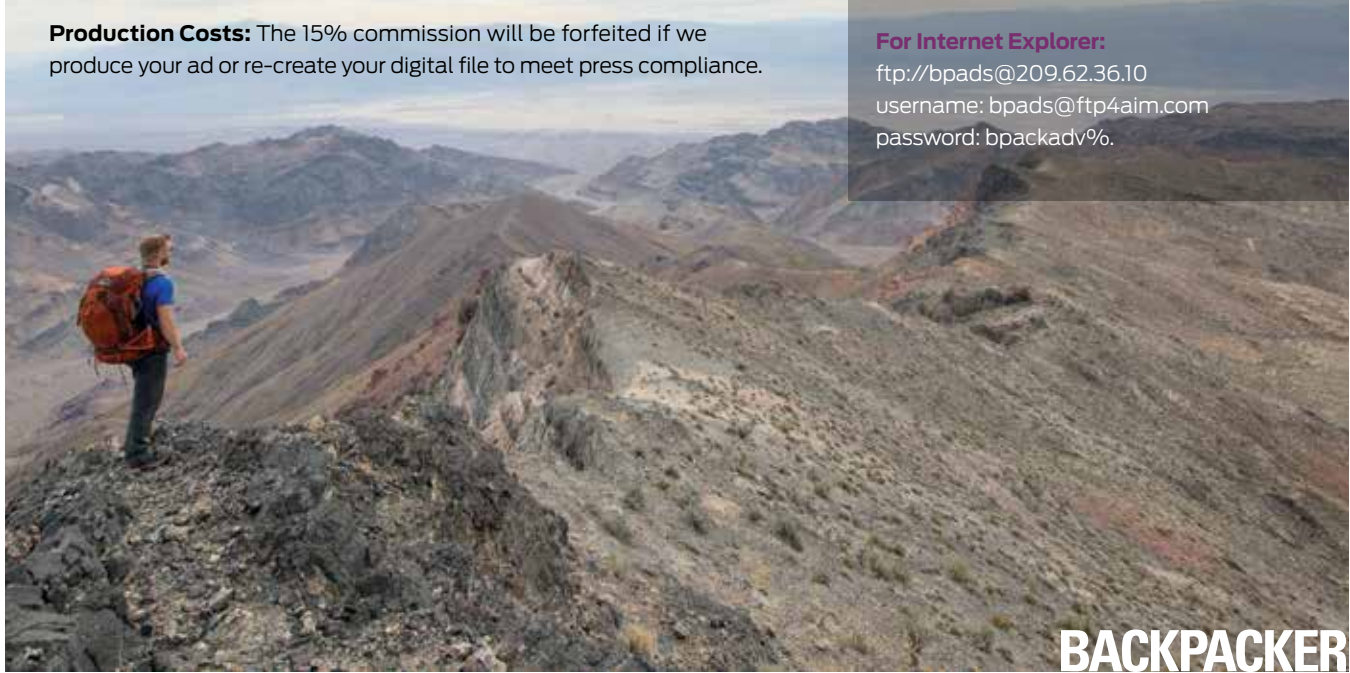
Send all materials to the Backpacker FTP site: *Send an email notification when upload is complete to adproduction@aimmedia.com. Include the filename and a screen capture showing the upload on the Backpacker FTP site. You must use a free program such as Cyberduck or Filezilla to access this FTP site. 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%.



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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

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