

# MEDIA KIT 2019



outdoor project



# MISSION



## Find Your Adventure.

We inspire, motivate, and empower people of all ages and locations to have deeper, richer, and more fulfilling experiences and adventures in the outdoors.



# EXPLORE



**Adventure Guides.  
Gear Reviews. Articles + Editorial.  
Photography. Video.**

Incredible journalism and world class photography from the people who are living their lives in exploration, sharing it with us, and inspiring us to take action and experience the wonders of the world outside.

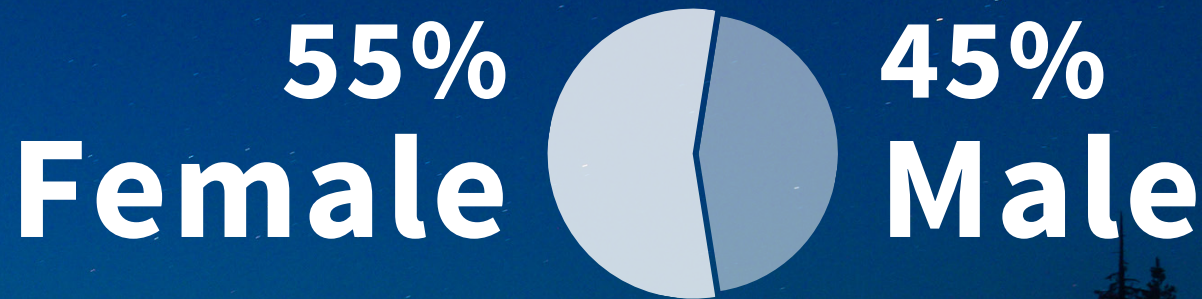
Outdoor Project Contributor Jackie Arnal



# AUDIENCE

**75%**  
Age 18 – 44

**\$110k**  
Household Income



**Educated. Affluent. Active.  
Environmentally Conscious.  
Adventurers.**



# COMMUNITY



**Social. Tech Savvy. Mobile Users. Engaged.**

**1.1M**

Monthly Uniques

**628,000**

Facebook Followers

**3:00**

Avg. Time on Site

**124,000**

Instagram Followers

**8**

Avg. Pageviews per Session

**277,000**

E-Newsletter Subscribers



# EDITORIAL CALENDAR



## JANUARY

### NEW YEAR / NEW FEAR

Tackling Fear in the Outdoors; Trending Adventures in 2019; Winter Fat Biking; Last Minute Winter Getaways

**12 Months of Adventure Kickoff:** Snowventures (snow-shoeing, X-country skiing)

## FEBRUARY

### HEALTH + WELLNESS

Get fit for Adventure: Training/ Nutrition; Science Behind Health + Outdoors; Adventure Companions; Best Mountain, Desert + Beach Towns

**12 Months of Adventure:** Adventure Training/Fitness

## MARCH

### ADVENTURE TRAVEL

Planes, Trains + Automobiles; Volunteer Vacations; Great Adventure Lodges; Top International Adventure Destinations

**12 Months of Adventure:** Photography

## APRIL

### NATIONAL PARKS + PUBLIC LANDS

National Park Guides; Future of Public Lands; Dogs on Public Lands; Best Outdoor Towns Near National Parks

**12 Months of Adventure:** Mountaineering/Climbing

**Summer Gear Guide**

## MAY

### URBAN ADVENTURES

Best Cities for Outdoor Recreation; City Adventures via Public Transit; The Art of Microadventuring; Trail Running vs Hiking

**12 Months of Adventure:** Running

## JUNE

### ADVENTURE ROAD TRIPS

Adventure Highways + Scenic Byways; Road Trip Itineraries; The World of Adventure Rigs; Road Trip Planning

**12 Months of Adventure:** Car Camping

## JULY + AUGUST

### WOMEN IN THE WILD

Female Outdoor Influencer Interviews/Features; Women-Specific Outdoor Gear; Female-Focused Adventure Travel

**12 Months of Adventure:** Paddlesports (July) + Biking (August)

## SEPTEMBER

### CALL OF THE TRAIL

Bucket List Trails of North America; Autumn Adventures; Trail Adventures Don't Stop After Labor Day; Best Mountain Biking Towns

**12 Months of Adventure:** Hiking/Backpacking

## OCTOBER

### ETHICAL OUTDOOR CONSUMER

Reducing Your Outdoor Recreation Footprint; Leave No Trace; Sustainability in the Outdoor Industry; Fall Fishing; Top Wildlife Viewing Destinations

**12 Months of Adventure:** Wildlife/Fishing

**Winter Gear Guide**

## NOVEMBER

### WINTER IS CALLING

Backcountry Travel + Avalanche Education; Winter Vacations Beyond Ski Resorts; Giving Back to the Outdoors; Conservation Projects You Should Know About

**12 Months of Adventure:** Conservation, Stewardship + Volunteering

**Holiday Gift Guides**

## DECEMBER

### 12 MONTHS OF ADVENTURE

12 Months of Adventure Recap; The Best of Outdoor Project 2019; Ski Town Showdown; Climate Change + Winter Recreation

**12 Months of Adventure:** Skiing/Snowboarding



# OPPORTUNITIES



**Custom + Sponsored Content.  
Social Media. E-Newsletters.  
Video Production + Promotion.  
Giveaways. Gear Guides.**

Outdoor Project is the expert in bringing to life customized opportunities for every partner. Our passion is building and sharing our content so that our viewers can enjoy and live their lives in the world outdoors.



# AD SPECS

## GENERAL GUIDELINES

Google Ad Manager is used to serve all Outdoor Project ad units.

Mailchimp is used to serve all Outdoor Project newsletter placements.

Outdoor Project is a secure site; all 3rd party ads must be https/secure.

All ad units must load in a new browser window clicked.

Outdoor Project can accept 4th party tags, but billing must be on 3rd party numbers.

Outdoor Project reserves the right to terminate any campaign upon our discretion.

Outdoor Project reserves the right to request changes to creative files upon our discretion.

## RICH MEDIA GUIDELINES

All rich media must have an alternate PNG/JPG version.

All expanding rich media ad units must be use-initiated.

Audio must be user-initiated with a clear on/off or mute button that always remains visible.

## LEAD TIME

Five (5) business days to guarantee live dates. See notes on specific placements for exceptions.

## THIRD PARTY ADS

We accept 3rd party tags for specific ad placements using Google Ad Manager with internal redirects.

We accept 3rd party javascript tags for specific ad placements.

## VIEWABILITY TRACKING

Campaigns running viewability tracking must share campaign data with Outdoor Project for internal verification.

Outdoor Project can accept IAS, MOAT and DCM for viewability tracking.





# DESKTOP AD SPECS



	<b>Big Top (Custom)</b>	<b>Sticky Right Rail (IAB)</b>	<b>Second Sticky Right Rail (IAB)</b>	<b>Content Aisle + Gallery (IAB)</b>
Dimensions	2000 x 250	300 x 600	300 x 250	728 x 90
Device	desktop/tablet	all	all	all
3rd Party Served?	yes	yes	yes	yes
Site Accepted Ad Formats	PNG, JPG	HTML5, PNG, JPG	HTML5, PNG, JPG	HTML5, PNG, JPG
Rich Media Accepted?	no	yes	yes	yes
File Size Max	500 kb	500 kb	500 kb	500 kb
Animation Allowed	no	yes	yes	yes
Max Animation	n/a	15 sec or 3 loops	15 sec or 3 loops	15 sec or 3 loops
Frame Rate	n/a	15-30	15-30	15-30
Expansion Allowed?	no	no	no	no
Close Button?	no	no	no	no
Z-Index Limit	999998	999998	999998	999998
In-Ad Video Options	none	user initiated play + sound	user initiated play + sound	user initiated play + sound
Max Video Dimension	n/a	entire ad	entire ad	entire ad
Max Video Length	n/a	30 seconds	30 seconds	30 seconds
Lead Time	5 business days to guarantee live date	5 business days to guarantee live date	5 business days to guarantee live date	5 business days to guarantee live date
Notes	all 3rd party tags must be secure	all 3rd party tags must be secure	all 3rd party tags must be secure	all 3rd party tags must be secure



# MOBILE AD SPECS



	<b>Big Top Mobile (Custom)</b>	<b>Content Aisle (IAB)</b>	<b>Gallery (IAB)</b>
Dimensions	480 x 150	300 x 250	300 x 100
Device	mobile	all	all
3rd Party Served?	yes	yes	yes
Site Accepted Ad Formats	HTML5, PNG, JPG	HTML5, PNG, JPG	HTML5, PNG, JPG
Rich Media Accepted?	yes	yes	yes
File Size Max	500 kb	500 kb	500 kb
Animation Allowed	yes	yes	yes
Max Animation	15 sec or 3 loops	15 sec or 3 loops	15 sec or 3 loops
Frame Rate	15-30	15-30	15-30
Expansion Allowed?	no	no	no
Close Button	no	no	no
Z-Index Limit	999998	999998	999998
In-Ad Video Options	user initiated play + sound	user initiated play + sound	user initiated play + sound
Max Video Dimension	entire ad	entire ad	entire ad
Max Video Length	30 seconds	30 seconds	30 seconds
Lead Time	5 business days to guarantee live date	5 business days to guarantee live date	5 business days to guarantee live date
Notes	all 3rd party tags must be secure	all 3rd party tags must be secure	all 3rd party tags must be secure



# NATIVE LOGO SPECS



	<b>Full Color</b>	<b>White</b>
Dimensions	minimum width 240 pixels	minimum width 240 pixels
Device	all	mobile
3rd Party Served?	no	no
Site Accepted Ad Formats	PNG, AI, EPS	PNG, AI, EPS
Rich Media Accepted?	no	no
File Size Max	500 kb	500 kb
Animation Allowed	no	no
Color Value	RGB	White w/ transparent background
Lead Time	5 business days to guarantee live date	5 business days to guarantee live date
Notes	all 3rd party tags must be secure	all 3rd party tags must be secure



# CONTACT US



## OUTDOOR PROJECT MEDIA HEADQUARTERS

412 NW Couch Street, Suite 202  
Portland, OR 97202

### JARED KENNEDY

CEO

[jaredkennedy@outdoorproject.com](mailto:jaredkennedy@outdoorproject.com)

### ABBE SIMMONS

Director of Sales

[abbesimmons@outdoorproject.com](mailto:abbesimmons@outdoorproject.com)  
m. 917.656.8720

### LAUREN BILES

Travel + Tourism Account Manager

[laurenbiles@outdoorproject.com](mailto:laurenbiles@outdoorproject.com)  
m. 704.516.3280

### ANZELINA COODEY

Lead Designer

[anzelinacoodey@outdoorproject.com](mailto:anzelinacoodey@outdoorproject.com)

