

ADVENTURE  TYPES

MEDIA KIT

EDITORIAL MISSION



TRAILRUN



We're dirty and wild and we've got a singletrack mind. We're a different breed of runner. We don't like hills... we love them. But we prefer mountains, to be honest. Big ones with singletrack sweeping across their flanks for us to burn our legs up and float down like and all-terrain Ali butterfly. We'll run for hours. For days. Some of us even run for months. So long as it's off boring bitumen, off road and off the scale raw Mother Nature. We're trailites, trail punks, trail lovers, trail runners and we're all about bringing the good, gritty and totally dirty side of running to our readership.

We're not just a zine, we're a touchstone for a community of like minded wild men and women looking for their next inspiration to get outside and go running through natural landscapes.

As a committed member of the trail running community in Australasia, Trail Run Magazine is also an advocate for trail running, helping grow the sport via informative, educational, and, most importantly, inspirational coverage of every aspect of the sport of trail running. Featuring trail running features, reviews, events and insights into the lifestyle of trail running - and we believe that it is a lifestyle - our coverage

caters to newbie dirt hounds only just discovering their addiction to dirt, through weekend warriors, on to ultra runners and those hardened Zen trail buffs who have traversed off road for eons.

We want to connect with trail runners through sound and vision and words and tell tales tall and true to entertain, engage and inform.

MAGAZINE DEMOGRAPHIC

Our readership leans to the professional, however all manner of working types sitting at desks, in boardrooms and swinging tools on building sites do so daydreaming of the next forest they'll run through. These are all passionate people who view their engagement with trail running as a holistic lifestyle, more so than a simple recreation. They all speak of a deeper connection attained through trail running, to the environment, to their community and to their own bodies and minds. This depth of connection results in a highly committed, engaged reader, one who interacts with Trail Run Mag on a much more active and credible level.

This community is hungry for media that is both inspirational and aspirational. They interact and share ideas, stories and knowledge. They tend to be 'thinkers' who care about the environment and issues. They are discerning consumers of media who switch off to the noise of media lacking in rich, quality content. But they are passionate about and loyal to media like Trail Run Mag that speaks their language of commitment and which seeks to explore the journey of being a trail runner just as they do. They like to ask why? Why run? Why hurt? Why push? And so they are achievers, active people who make firm decisions, who engage with brands that speak their

language through media they respect.

Trail Run Mag's community is centred on Australia and New Zealand, but has a growing reach into South East Asia and engagement and connections across the globe.

Trail Run Mag's readership is weighted between males (63.9%) and females (36.1%) aged mainly between 18 and 54. Core audience is 25-44yo (62.5%) with a 15.6% readership in 45-54yo, 5.2% in 18-24yo and a 2.5% readership stretching into 55-64yo.



At *Vertical Life* we think the climbing community deserves media that knows it, is a part of it, that cheers at its successes, yells at its stupidity and spansk it on the arse when it's been bad. That is why we are in the thick of the community here in Australia and New Zealand, reporting on current issues, and entertaining and communicating with our core audience. But we are also excited about the possibilities of our greater region, and that is why we look towards the giant with the giant possibilities, China, and to the rest of Asia – where the climbing potential and talent is vast and mostly untapped.

But more than anything, at *Vertical Life* we are psyched on the stories that bind us climbers together – the successes, the failures, the barked knuckles and big whippers – and on the ways we tell those stories. We are psyched on the possibilities an expanding digital world opens up for us, both as producers and audiences. We want in. We want to explore the promises of new technologies. We want to connect with climbers through sound and vision and words and tell tall tales and true to entertain, engage and inform.

We want to live a life in the vertical. And above all

we want to get our audience psyched on doing the same.



MAGAZINE DEMOGRAPHIC

One thing unites the *Vertical Life* audience, they are all active climbers and this provides a unique and engaged audience who care deeply about the activity of climbing and the community that surrounds it. Climbers who buy gear and then use it. Climbers who are hungry for media that is both inspirational and aspirational, who interact and share ideas, stories and knowledge.

The *Vertical Life* community is focused in Australia but has a solid base in New Zealand, a growing reach into Asia and engagement and connections across the entire globe.

As is representative of the broader climbing demographic, *Vertical Life's* is weighted towards males aged between 18 and 44, though maintains a healthy rate of female engagement, particularly in the same age group.



Paddlemag is a passion-propelled publication for paddlers of all kinds, from sea kayakers to ocean-ski racers, whitewater rafters to steep creekers, stand-up paddleboarders to canoeists and outriggers.

Our editorial platform encompasses everything from coverage of extraordinary expeditions and experiential first-person race features, to interviews, reviews and news about paddling issues. If it involves a blade, H2O and a sense of adventure, we're across it. *paddlemag* features the best stories, told with flair and feeling, complemented with killer imagery and designed

with style. There isn't another paddling publication out there like it.

But more than simply a magazine, *paddlemag* is a multimedia hub for paddlers — a meeting place for everyone and anyone who regularly pulls a blade through water. It's a common denominator for the delightfully disparate bunch of people who identify themselves as 'paddlers' and a voice that truly understands how the paddling community rolls. It's a perpetually flowing source of inspiration and information, a forum for flexing minds and muscles, and a stimulant to develop new skills and explore new destinations.

We pride ourselves on our ability to keep our ears close to the water, to know and understand what the community is interested in, and to deliver a top-quality publication to our fellow paddlers, whether they're on the water to compete or to explore, for thrills or for fitness, or simply just for the hell of it and the sheer enjoyment of being alive and afloat.



MAGAZINE DEMOGRAPHIC

Paddlemag's readers are an eclectic bunch (reflecting the range of paddling pursuits the publication covers) who wear their blistered palms as a tattoo of honour. They're on the water as often as life allows, refining their skills, exploring beyond the next headland or river bend, improving their stroke, entering events and getting fitter and faster by the week.

Analytics and reader research reveal that *paddlemag's* audience is largest in Australia, where it has frothed its way into the affections of a whole range of sub-groups, from the tight-knit whitewater-creeking crowd

to the thousands of surf-ski paddlers and the army of SUPers and sea-kayakers that ply this country's curvaceous coast every day. The title also has a strong following across the ditch in New Zealand, and a big readership in South Africa, Asia, the United States and right across Europe.

Statistically, people reading *paddlemag* are most likely to be professionals aged between 25 and 50, with a passion for fitness and wellbeing and plenty of disposable income for gear. Although *paddlemag* is read by slightly more men than women, the title enjoys strong female support, which mirrors the growing number of women becoming

involved with paddle sports.

paddlemag's readership has been built organically from the ground up, by engaging directly with the paddling community, by supporting and attending events and by being out on the water flying the flag.



DIGITAL PUBLICATION ADVERTISING RATES

Double Page Spread (DPS)	\$1500/\$1750	PREMIUM
Full Page (FP)	\$1200	
1/2 Page Horizontal (HPH)	\$600	
1/9 Page	\$200	

Full page specs: 210mm(w) x 250mm(h)

DIGITAL PUBLICATION ADVERTISING SCHEDULE

ISSUE TITLE

"LIVE" DATE ON ITUNES

PaddleMag Issue #3

15th May 2013

PaddleMag Issue #4

14th August 2013

PaddleMag Issue #5

13th November 2013

ISSUE TITLE

"LIVE" DATE ON ITUNES

TrailRunMag Issue #9

10th June 2013

TrailRunMag Issue #10

9th September 2013

TrailRunMag Issue #11

9th December 2013

TrailRunMag Issue #12

10th March 2014

ISSUE TITLE

"LIVE" DATE ON ITUNES

Vertical Life Issue #5

1st June 2013

Vertical Life Issue #6

1st September 2013

Vertical Life Issue #7

1st December 2013

ONLINE ADVERTISING OPPORTUNITIES

1/4 Share
of ROS

\$400/MONTH

Includes:
Half Page Ad
Leaderboard

Content
Sponsorship

\$300/MONTH

Clickable
Homepage Skinning

\$500/WEEK

eDM banner
placement

\$350

Please contact us for schedule or package pricing.

OUR ONLINE AND SOCIAL STATS

METRIC

Monthly Visits

Monthly Absolute Unique Visitors

Monthly pageviews

Average page views per user

Average time spent on site

VERTICAL LIFE

6250

4100

12800

2.05

3:45

TRAILRUNMAG

5200

3400

10300

1.98

4:15

PADDLEMAG

4000

2600

6900

1.73

2:55

THE VALUE ADD

SUPPORT THROUGH OUR ENGAGED AND TARGETED COMMUNITIES

Advertising with an Adventure Types publication buys more than page real estate. It opens opportunities for engagement with our highly targeted and specialised communities.

Speak with us about the following opportunities:

- **Social media coverage and engagement**
- **Gear reviews**
- **Competitions**
- **Advertising asset design**
- **Product launch coverage**
- **Event media coverage**

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