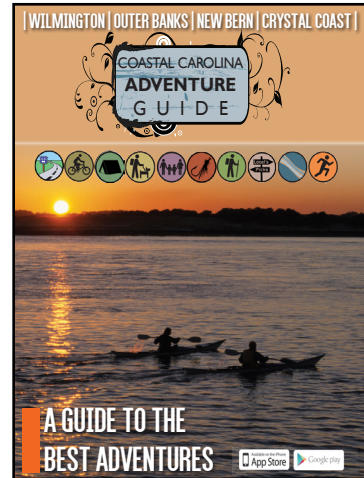




MEDIA KIT





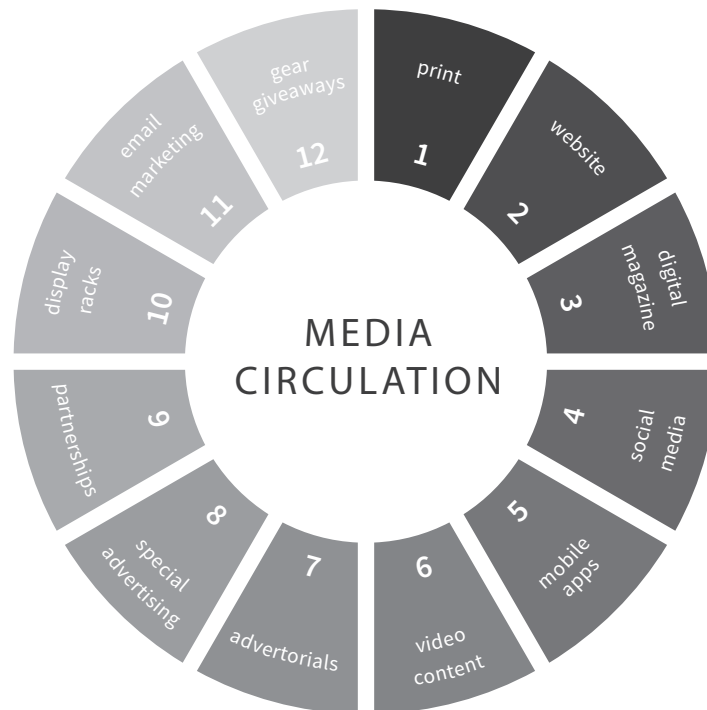
Since 2008, The Adventure Collective has been connecting people with the best local and regional outdoor adventures through print and digital adventure guides. In 2017, we will print three separate travel guides in the Carolinas with a total circulation of 300,000 copies. The guides are published in an 8.5" x 11" full glossy, magazine-style format and distributed at more than 100 locations in each market.

OUR GUIDES

The market-specific content includes detailed descriptions and directions to each adventure, related resources, and engaging articles about photography, gear and destinations. Furthermore, the local "Best Of" content is organized in user-friendly categories such as hiking, biking, running, climbing, family friendly, events/races, fishing, dog friendly, paddling, etc. In total, each guide has information about many of the best outdoor adventures and activities in each region.

ABOUT US

The aim of The Adventure Collective is simple: get more people outdoors. While some of this information can be found in various guide books and websites, our easy to use print and digital guides are the only free resources that consolidate market-specific and regional information covering numerous activity categories.



KEY STATS

25k+
monthly
website
visitors

45k+
monthly
page
views

300k
print
guides
annually

250+
print
pickup
locations

20k+
digital
magazine
views

EDITORIAL CALENDER

COASTAL NC GUIDE

AD SPACE DEADLINE JAN. 1

We'll print 100,000 copies of the 32-page Eastern NC Adventure Guide on Feb. 15 with delivery to over 200 locations in North Carolina beginning March 15.

SOUTH CAROLINA GUIDE

AD SPACE DEADLINE JAN. 1

We'll print 100,000 copies of the 32-page South Carolina Adventure Guide on Feb. 21 with delivery to over 200 locations in Charleston, Columbia, Greenville and beyond scheduled for March 15.

WNC ADVENTURE GUIDE

AD SPACE DEADLINE MARCH 15

We'll print 100,000 copies of the 48-page WNC Adventure Guide on April 1 with delivery to over 200 locations in WNC and beyond scheduled for April 15.

DISTRIBUTION STRATEGY

The goal of the distribution strategy is to reach active adults looking for adventure. Distribution points include retail (outdoor sports, running, biking, hiking, etc.), lodging locations, restaurants, visitor centers, resorts, and breweries/bars. Distribution is typically over a 12 month period with the highest pick-up rates from April to October. In addition to being distributed to over 200 locations within the regional market, each adventure guide will be distributed to 20 of our most popular pickup locations outside of the immediate market in our three-tiered magazine racks.

IN EACH GUIDE

The market-specific content includes detailed descriptions and directions to each adventure, related resources, and engaging articles about photography, gear and destinations. Furthermore, the local “Best Of” content is organized in categories such as hiking, biking, running, climbing, family friendly, events/races, fishing, dog friendly, paddling, etc. In total, each guide has information about many of the best outdoor adventures and activities in the region.

LOCAL EVENTS & RACES

We highlight some of the best events and races in each region throughout the year with a brief overview of what makes each event so unique.

- Races & Events
- Music & Film Festivals

HAND-PICKED ADVENTURES

We work with local writers and local experts to highlight a handful of adventures in a variety of categories for each location we cover. In a short & descriptive style we make the case for why each adventure is one worth pursuing.

DRIVING DIRECTIONS & MAP

There’s nothing worse than being miles from the nearest glimmer of civilization without cell reception trying to find your way to a trailhead when visiting a new area. For that reason, we include detailed driving directions for all of our adventures. The feedback we’ve received from local retailers who carry the guides is overwhelmingly positive and they cite the driving directions as one of the reasons they recommend our guides to their clients and visitors time after time. For those times when cell reception is better, however, you’ll find GPS-enabled turn-by-turn directions for each adventure on our website and mobile apps.

LOCAL RESOURCES & PARTNERS

Our local partners are the backbone of our collective. We turn to our sponsors and supporters for info on their favorite adventures and, as a result, they recommend our guides to their clients and store visitors in turn. It’s a symbiotic relationship that comes full circle when we turn our readers and website visitors their way. Whether our readers are looking for a great guided adventure, a local gear shop, a place to grab food or drinks after a big day or a place to sleep at the end of an adventure-packed day, our carefully selected local partners fill a specific niche that we believe our readers will appreciate and find beneficial.

AD MEDIA RATES

AD MEDIA SPECS	SINGLE REGION	TWO REGIONS	3 REGIONS
Full Page Ad	\$2750.00	\$ 5000.00	\$ 7000.00
Half Page Ad (Stand-Alone)	\$2000.00	\$ 3800.00	\$ 5400.00
Quarter Page Ad (Stand-Alone)	\$1150.00	\$2100.00	\$3000.00
Half Page (Mixed Ad Page)	\$1000.00	\$1850.00	\$2600.00
Quarter Page (Mixed Ad Page)	\$550.00	\$950.00	\$1400.00
Single-Column Partner	\$1250.00	\$2250.00	\$3000.00
Double-Column Partner	\$1850.00	\$3500.00	\$5000.00
Inside front cover	\$3,750.00	\$7,000.00	\$10,000.00
Inside back cover	\$3,500.00	\$6,500.00	\$9,000.00
Back Cover	\$3,750.00	\$7,000.00	\$10,000.00
Advertorial page	\$2500.00	\$4500.00	\$6000.00
Advertorial 2 pages	\$4,250.00	\$7,500.00	\$10,00.00
Advertorial 4 pages	\$7,500.00	\$14,000.00	\$20,000.00
Special Ad Section (1/6 page)	\$400.00	\$700.00	\$950.00

AD LAYOUT OPTIONS



Full Page Ad



Half Page Ad (Stand-Alone)



1/4 Page Ads (Stand-Alone)



Mixed Ad Page



Single-Column Partner



Double-Column Partner



Advertorial Page



Special Section



Advertorial Spread

GENERAL ADVERTISING: WEB COMPONENT

Each general advertiser (full page, half page, quarter page & sixth page) will receive the following web package as part of their annual membership to the Adventure Collective.

- Featured listing in the online Local Resources section that will include contact info, logo, website link, video and general business information.
- Small logo ad in sidebar rotator on web.
- Featured listing on our free mobile app.

ADVENTURE CATEGORY PARTNERS: WEB COMPONENT

- Exclusive featured sponsorship of one or more regional adventure categories. Featured adventure category sponsorship gives your business expert status in the sponsored category for your region (ex. Boone Hiking Expert) and locks out the competition.
 - One ad unit in print and web versions of the guide within your preferred section and premium ad placement at bottom of page.
 - Web ad at top of sidebar, large ad in category, and “Local Expert” box with phone number, link to website and info in all related adventure content, as well as business info added to our online Local Resources with logo, description, video, website link and contact info.
- This section of the guide is exclusive in there is only one available sponsorship for each category in print and online for each geographic region or area.

ADVERTORIALS

- Our one and two-page destination guides provide an in-depth look at attractions and destinations across the Carolinas. These mini-guides profile attractions such as Ziplines, Adventure Parks, specific geographic areas and other types of attractions.

These guides include advertorial content written by our team of writers with assistance from the staff of the attractions

we profile in the guide. In addition to photos, writeup and contact information, these mini-guides also include an assortment of ad options. Online, our mini-guides include additional information and adventures that go well beyond what readers will find in the guide with direct links throughout to increase click through traffic to the attraction’s own website. In 2017, we will also be offering an optional video package. Inquire if interested.

PAYMENT



We are committed to making it easy for our local partners to work with us as we work on their behalf to help drive more local business to their locations. As part of our continued commitment to doing this, we're rolling out a new payment plan to help make joining the Adventure Collective as cost effective as possible for every business.

25%

down to secure ad space

25%

upon printing

5%

each month

5%

discount for full
payment

