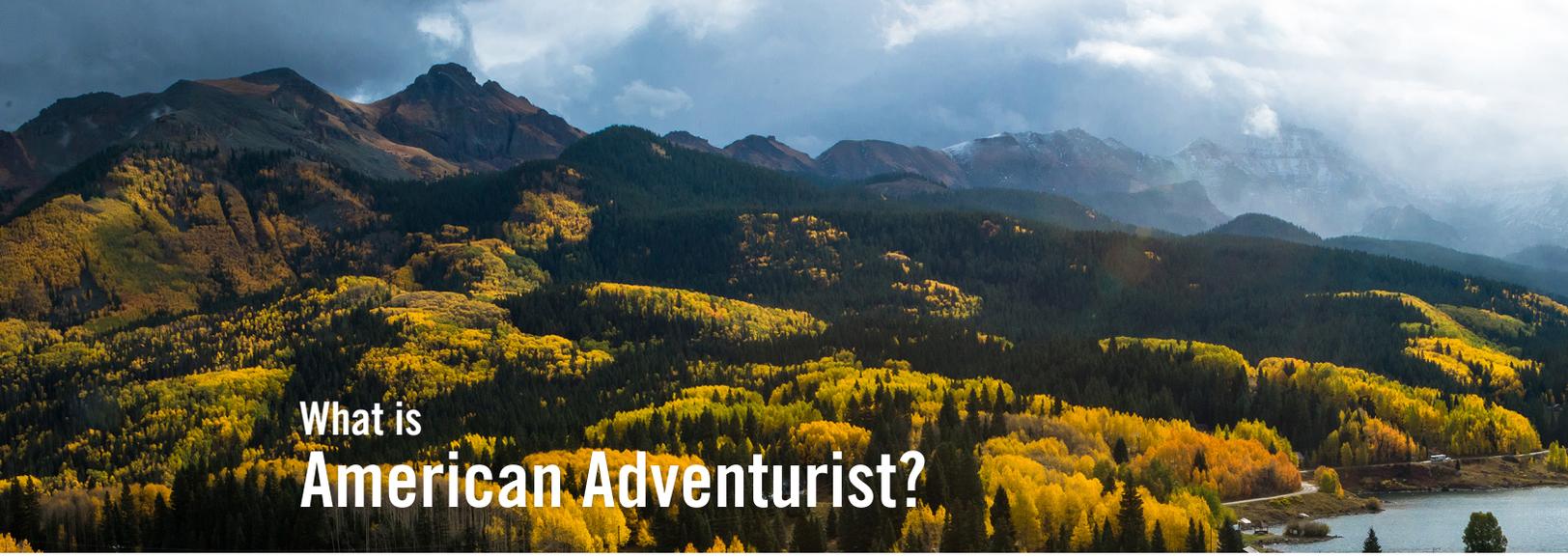




2018 MEDIA KIT





What is American Adventurist?

Established in 2010, we are a Veteran-owned, North America based, adventure lifestyle community and media organization. Our community of enthusiasts is dedicated to exploration and self-sufficiency, including *Tread Lightly!* principles and environmentally responsible outdoor recreation. The American Adventurist philosophy can be summed up in three words:

Travel. Explore. Live.

We are obsessed with travel. Every trip changes us. Big or small, you never come back from a trip quite the same as you were before you left. Be it a weekend forest excursion or month long desert trek, opening your mind to new experiences is an investment that changes you, your friends, and your family forever.

We are explorers by nature. An old dirt road or a flowing river triggers the same response in all of us—where does it go? Exploration leads to the intangible benefits of personal discovery and growth that can only be realized in the great outdoors. It's this wanderlust that drives us to explore all of North America's rugged landscapes and hidden treasures.

We want to live life to the fullest. To travel and explore and experience all that surrounds us. We want to pass on our zest for life on to our children and those around us. We want to go on more adventures, meet new people, be around good energy, learn new things, and grow.



Adventurist Life

The *Independent* Adventure Magazine

American Adventurist publishes a digital adventure magazine titled *Adventurist Life*. Our content is dedicated to the pursuit of freedom in all its gloriously simple flavors: truck, car, or motorcycle...pedal, paddle, or just a pair of boots. More important than how we get there is *why we go*. Thoreau put it best:

*Go confidently in the direction of your dreams;
live the life you have imagined.*

Adventurist Life empowers our viewers to go confidently in the direction of their dreams. We're a photography and design rich digital magazine that focuses on adventure experiences; with skill, gear, vehicle, and personality features to compliment those adventures. Inspiring imagery, and editorial which digs deep into the realities of living the adventurist life.

#IndependentMedia

Maintaining our independence from the financial persuasion of advertisers and sponsors is of the utmost importance to us. Since we are the *independent* adventure magazine, all of our partners are organizations we've deliberately *chosen* to work with—folks we believe in, who share common goals for the good of the adventurist community, and who are adventurists themselves.





Who are Adventurists?

We live to experience the great outdoors, squeezing every last free hour we can into our adventures. We thrive on the excitement of new experiences and the satisfaction of discovering what's around the next bend...over the next ridge. Nearly all of us own a 4WD or AWD vehicle, and most of us outfit those vehicles with aftermarket equipment to enhance their capabilities. Many of us park at the end of the road and head off for adventures beyond the vehicle: like hiking, mountain biking, or paddling. We value self-sufficiency, we believe stewardship is vital to preserving our lands, and we seek authenticity and quality from those we choose to spend our hard-earned money with. We are a Community.

Creatures of Habit

Time and Money



80% spend most of their free time adventuring.

22% will *call in sick* to adventure longer.



80% spend most of their discretionary income on adventure.

27% will spend on adventure *instead* of saving for retirement.

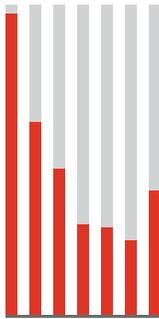
Stuck at Home/Work



88% will read our gear reviews.

83% will follow vehicle build threads.

On Some Adventure



97% are overlanding or will travel off-road.

62% will hike or backpack.

47% will canoe or kayak.

29% will ride a mountain bike.

28% will go auto touring (paved scenic routes).

24% will use an adventure moto.

40% will attend at least one American Adventurist event each year.





Reaching for New Heights

American Adventurist continues to enjoy steady and significant growth in our readership, social reach, and within our community. In 2018 we entered the year with over 4,600 *registered* members—a 15% growth rate during the previous year. Combined with the unique editorial features in our digital magazine *Adventurist Life*, American Adventurist is an all-inclusive destination for adventure-related stories, news, education, research, and community.

Adventurist Analytics (as of January, 2018)

Community Stats

Discussions:	4,381
Posts:	89,965
Avg. Monthly Posts:	1,403
Registered Members:	4,690
Avg. Monthly New Members:	57

Global Stats

2017 Monthly Pageviews:	70,592
2017 Monthly Users:	8,690
2017 Monthly Sessions:	28,858
Avg. Session Duration:	3:37
First Time Visits: Mobile	29.6%
Visitors:	59.6%
Tablet Visitors:	12.1%

Influencing the #AdventuristNation

Adventurists turn to us when searching for new destinations to explore, researching a gear or vehicle purchase, and for a little day-to-day inspiration to get them through the grind. Our reach continues to grow at a rapid pace: the American Adventurist Instagram page passed the 60,000-follower mark in early December, a 20% growth rate, and we continue to pull the bulk of our first-time visitors to our site from Facebook and Pinterest. Join in the fun with #AmericanAdventurist—give us a follow and see for yourself:



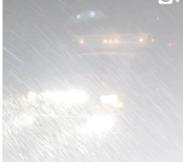
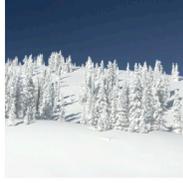
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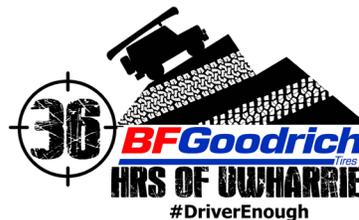
Discovering Adventure Together

Since 2010 we've worked with sponsors, organizations, and the community bringing folks together for adventure activities across the nation. Ranging from casual trail rides to our flagship Rendezvous events, each individual event is geared toward the vehicle-supported adventure travel enthusiast, with an emphasis placed on community service and an active outdoor lifestyle.



American Adventurist hosts three Rendezvous events every year, gathering friends and family for a weekend in the wild. Each one showcases the unique features of the region, supports the local community, and is topped off with our famous (and delicious) Dutch Oven and Skettle Competitions. Our events include the Desert Rendezvous and Mountain Rendezvous in Southern California; and the Appalachian Rendezvous in North Carolina. Future plans include an event in the middle of the map to tie the coasts together, bringing added value to our members and partners.

Sponsored Partner Events



Since 2013 we've been the official Forum Sponsor for Overland Expo's west and east coast events. We also provide logistical support at 36 Hours of Uwharrie with BFGoodrich. Visit americanadventurist.com for event dates and more details.





Photos courtesy: Dave Bennett (Dave), Mark Collins (Haggis), Chazz Layne, Mike Schwartz (Mike), Richard Soohoo (richard310)

A photograph showing three off-road vehicles parked on a rocky, desert landscape. From left to right: a silver pickup truck with a white canopy, a dark SUV with a roof rack, and another dark SUV with a roof rack. The terrain is rugged and rocky, with sparse vegetation.

Partnerships and Opportunities

American Adventurist offers a variety of partnership opportunities including traditional banner advertising, event and raffle sponsorship, collaborative projects, and featured Project Vehicle builds. These opportunities are designed to support the adventurist community as a whole, bring attention to the partner by engaging them with our audience, and above all bring value to everyone involved—community and partner alike.

Current partners include Overland Expo, Tread Lightly!, ARB, Warn, the International 4 Wheel Drive Trainers' Association, and BFGoodrich just to name a few.

Project Vehicles and Other Collaborations

We welcome the opportunity to collaborate on projects with our trusted partners. The most common type of project we undertake are featured Project Vehicles, but we also work with partners on product testing, educational courses, group trips, and other activities.

Have an idea on how we might collaborate? We'd love to hear your ideas on partnership—drop us a line at info@americanadventurist.com.





Social Engagement

The organic quality of social media has proven time-and-again to be far more effective than traditional advertising, and is an additional value we are happy to provide for all partners we welcome into the American Adventurist community. We routinely share the love through cross-promotional efforts with our partners including giveaways and competitions, post re-shares, tagging relevant accounts, and using targeted hashtags. A rising tide raises all ships!

Banner Advertising

Banner ads on American Adventurist enjoy run-of-site, including all magazine and community pages. We show up to three banner ads per page, and all banners ads are on an equal and random rotation. Supported artwork formats are GIF, JPG, and PNG files of 728x90 or 468x60 pixels.

Banner Ad Rates for 2018:

3 months	6 months	12 months
\$325.00	\$525.00	\$800.00 (best value)

For additional information about advertising opportunities please contact us at info@americanadventurist.com.





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#AmericanAdventurist