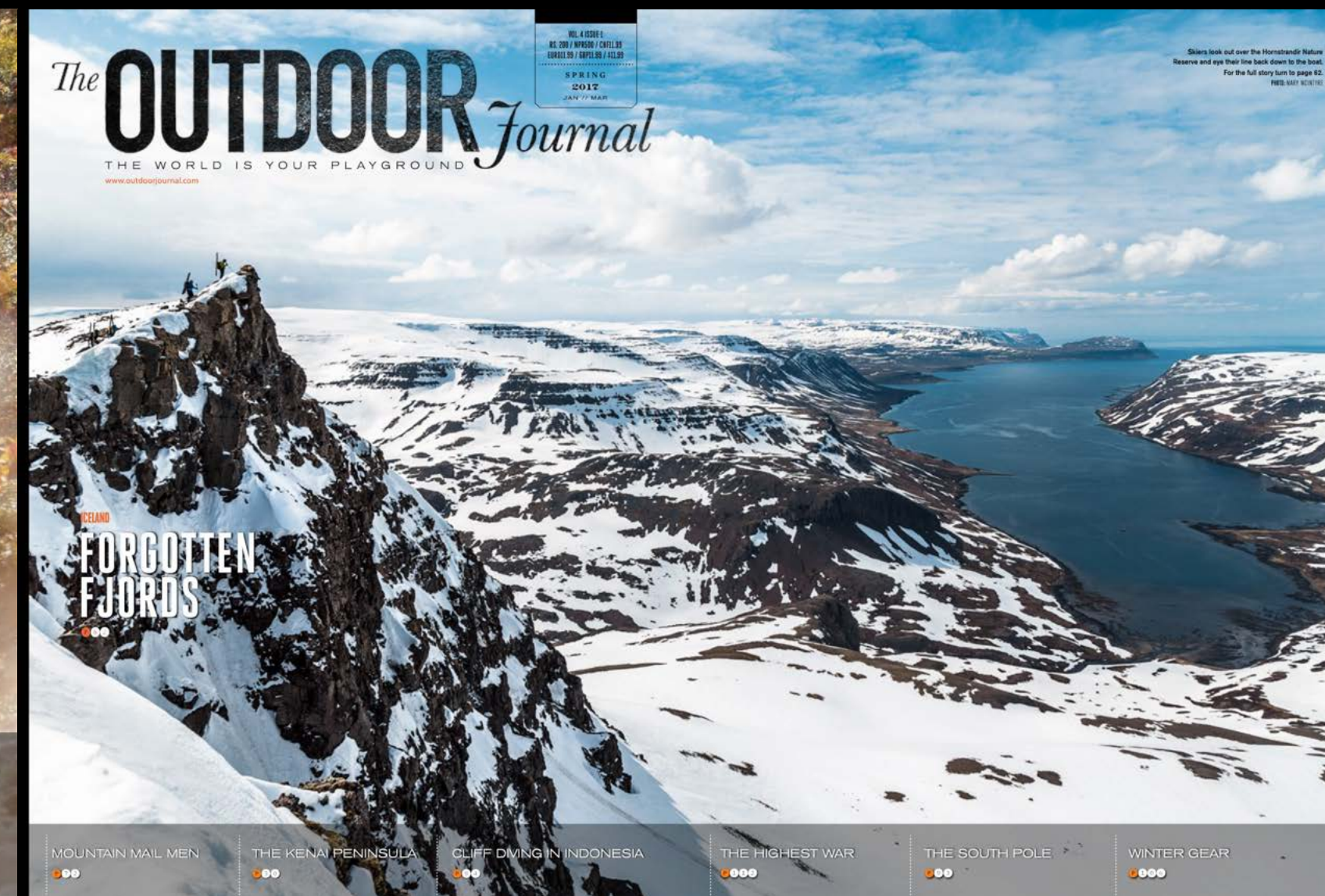




# STORYTELLING PROSPECTUS

## 2020





# EDITORIAL Excellence

Founded by Apoorva Prasad in 2013, *The Outdoor Journal* is an independent and international outdoor sports and adventure travel media house. Our network of writers, photographers, film makers, athletes and outfitters tell stories of adventure, exploration, travel and environmental news, with a focus on promoting authentic and diverse voices worldwide.

Collectively, **Our global audiences** are well-travelled and discerning readers, viewers and listeners who are interested in active healthy lifestyles, alternative adventure, and luxury travel. The Outdoor Journal informs and inspires our audience through our annual, much anticipated printed edition and, year-round with our digital content including editorial, podcasts, photography and films.

Our exclusive and breaking reports on outdoors news, travel and adventure from around the world make *The Outdoor Journal* **an authoritative voice** in the space. Mainstream outlets such as the New York Times, Huffington Post, Quartz, Monocle, Washington Post, National Geographic, and Times of India regularly link and quote The Outdoor Journal.

We are seeking **like-minded Brands and Sponsors** to join us in telling these authentic stories that support both our missions, fuel our exceptional content creators, inspire our audiences while creating authentic engagement with your ideal customers.



Apoorva Prasad  
Editor-In-Chief and Founder



# LEADERS in ADVENTURE Love Us



*"Fascinating... Depth and knowledge"*

**CONRAD ANKER**  
MOUNTAINEER, AUTHOR  
AND THE NORTH FACE  
TEAM LEADER.



*"I love The Outdoor Journal"*

**HILAREE NELSON**  
THE NORTH FACE TEAM  
LEADER, 2018 NATIONAL  
GEOGRAPHIC  
ADVENTURER OF THE  
YEAR.



*"The best representation of my (Meru) work anywhere!"*

**JIMMY CHIN**  
PHOTOGRAPHER,  
FILMMAKER,  
PROFESSIONAL CLIMBER  
AND SKIER.



*"A platform that brings together like-minded people"*

**TONY PHILP**  
FOUR-TIME  
WINDSURFING WORLD  
CHAMPION, FIVE-TIME  
OLYMPIAN, 13 CAREER  
TITLES.



# Our ATHLETES Tell Their Stories *and* Yours



With a worldwide network of **athletes** that The Outdoor Journal can call upon, we can create almost any **Bespoke Storytelling Sponsorship** featuring your Brand or creating alignment with your Brand through our **Friends of TOJ** editorial sponsorship.

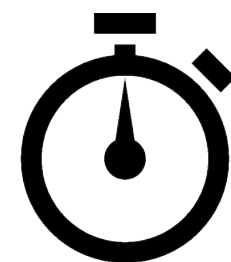
Additionally, we can assist your direct sponsorship program to help you find the best athletes to represent your brand.



# Reality-based Digital Stats



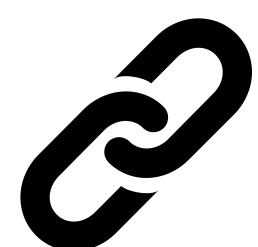
Google Search Impressions  
per quarter  
**2.15 Million**



AVG Time on page  
**00:03:26**



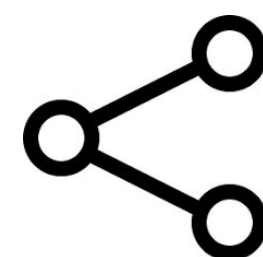
Monthly Reach  
**200,000**



**80,000 links** to the  
[OutdoorJournal.com](http://OutdoorJournal.com),  
including The New York  
Times, Washington  
Post, The Guardian and  
CNN



Monthly Reads  
**80,000**



Monthly article  
shares  
**2,500**



## Top followed links to this site >

URL	Page Authority
<a href="http://www.nytimes.com/...lanche-on-mount-everest.html">www.nytimes.com/ ...lanche-on-mount-everest.html</a>	62
<a href="http://www.washingtonpost.com/...78db80d86_story.html">www.washingtonpost.com/ ...78db80d86_story.html</a>	58
<a href="http://www.cnn.com/...ouble-amputee-everest/index.html">www.cnn.com/ ...ouble-amputee-everest/index.html</a>	58
<a href="http://www.reddit.com/r/Spearfishing/">www.reddit.com/r/Spearfishing/</a>	57
<a href="http://www.theguardian.com/...ts-more-popular-than-ever">www.theguardian.com/...ts-more-popular-than-ever</a>	56



# KEY Audience Stats

## Worldwide Audience

- North America: 60%
- UK & Europe: 15%
- India: 12%
- Australia and other: 13%

## Age and Gender

- 18-24: <10%
- 25-44: 59%
- 45-65+: 31%
- Male: 66%
- Female: 34%

## Top Audience Interests

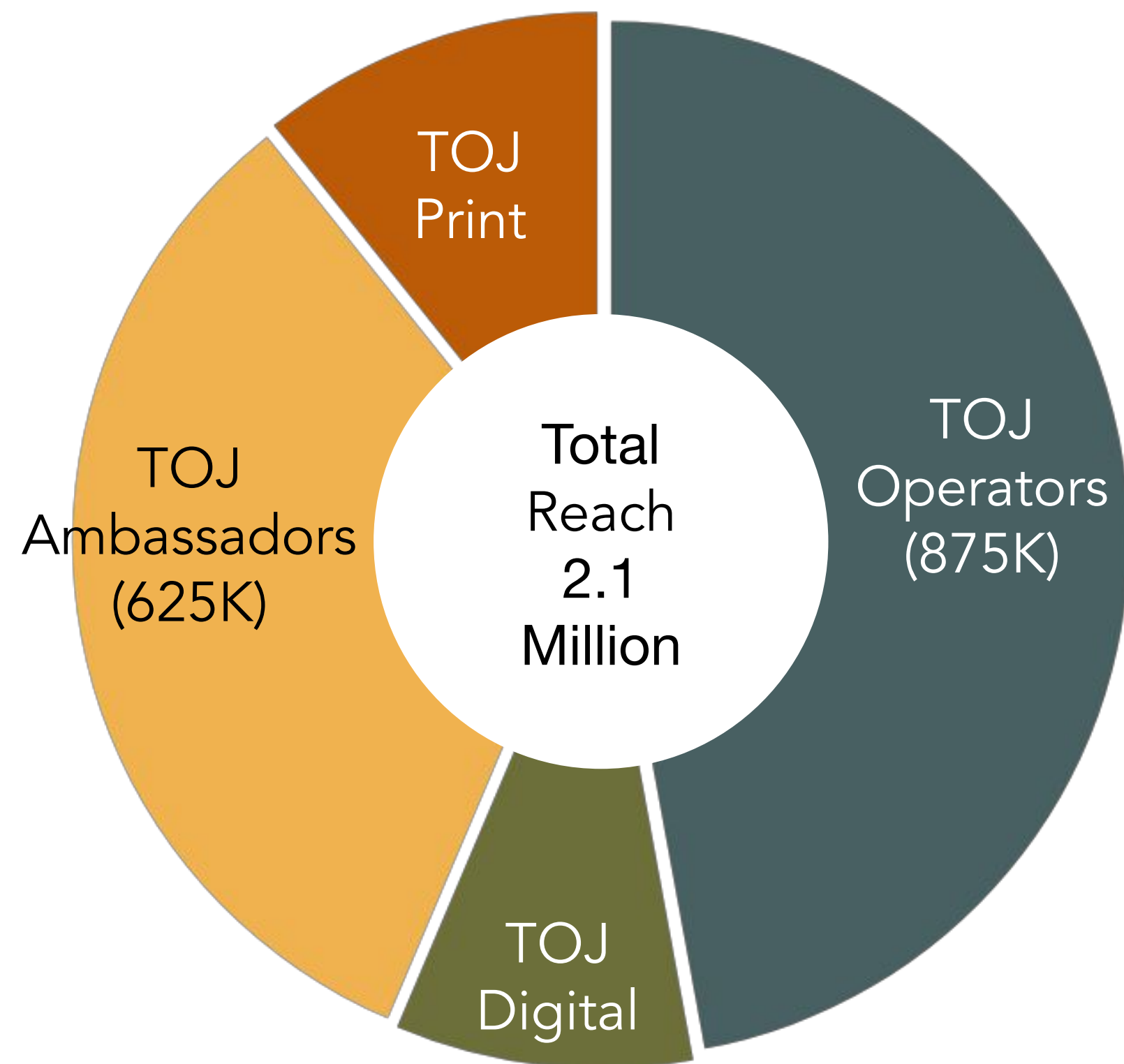
Climbing  
SUP Sailing Cycling  
Mountaineering Paragliding  
Snowboarding SCUBA Windsurfing  
Surfing MtnBiking  
Yoga Rafting Hiking  
Survival Photography  
Skiing Fishing  
AdventureTravel





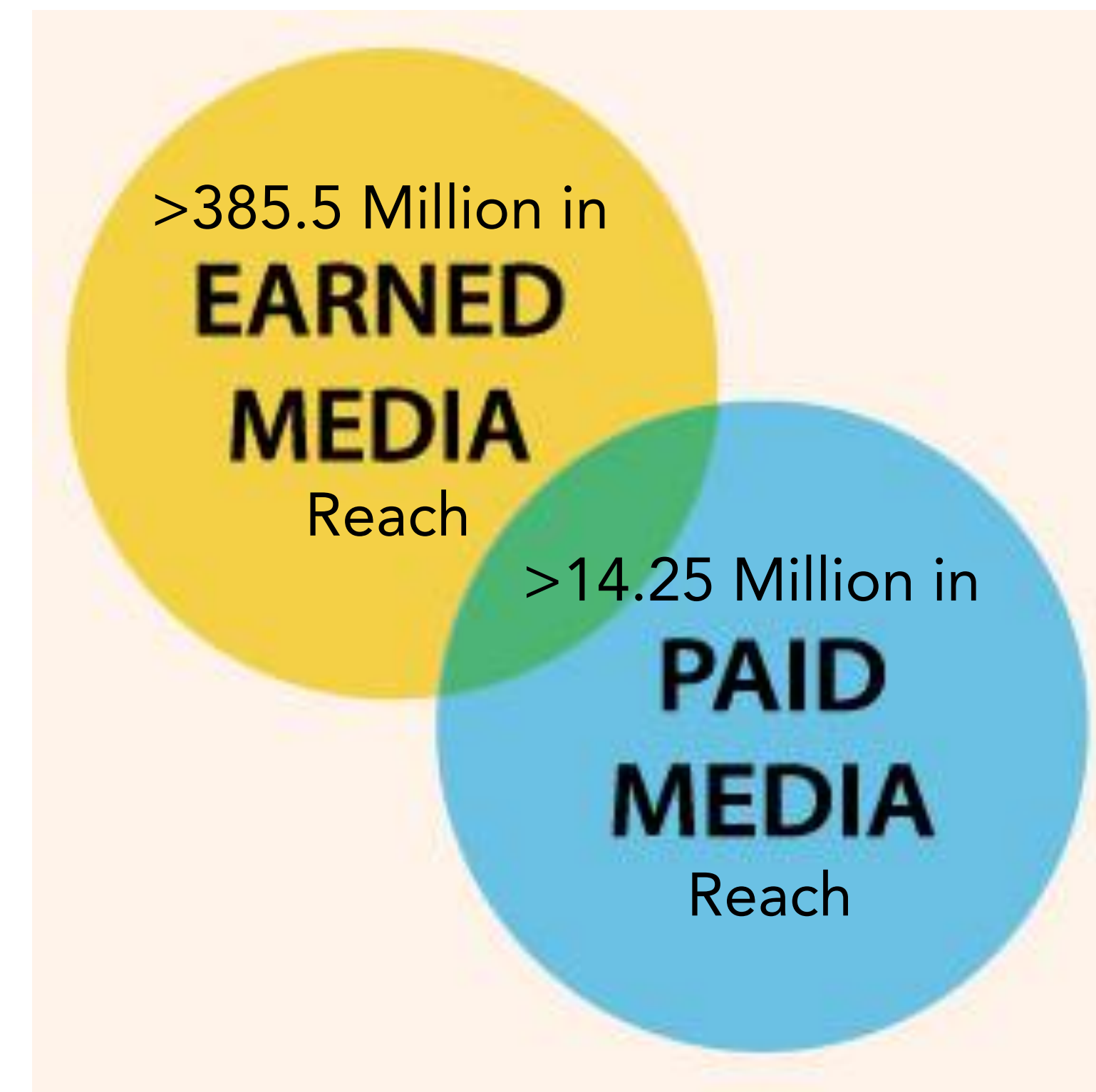
# CHANNELS – Owned, Earned and Paid

Content is distributed via The Outdoor Journal’s operators, contributors and ambassadors, across a variety of disciplines, which ensures that content will reach an engaged and relevant, diverse audience. Add to that our impressive earned and paid media stats, **our total reach is over 400 Million!**



Owned Reach

As the voice of authority in the outdoor and adventure industries, TOJ’s Earned Media reach is always growing.



All Sponsorships include strategic Paid Media programs to ensure maximum reach.

# EARNED Media Coverage



**The Washington Post** **The New York Times**



**Men'sHealth**

**RUNNER'S**  
WORLD

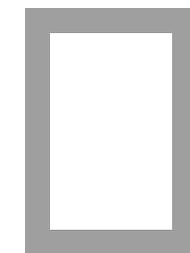
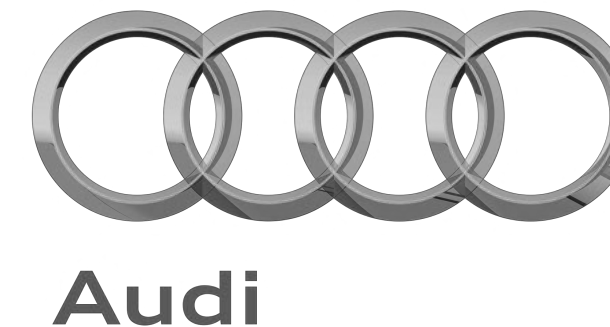
THE  
HUFFINGTON  
POST



- The Outdoor Journal's reporting is regularly cited and linked by mainstream outlets around the world, in print, online and on TV.
- Our founder Apoorva Prasad is profiled by and sought out for opinions by some of the world's top media, apart from being invited to serve on expert panels and speaking at events.



# BRANDS Who Tell Their Story with Us



NATIONAL  
GEOGRAPHIC



Columbia

SUUNTO

salomon



With a very niche audience, we are a targeted advertising option, with minimal spillover, as well as joint, international adventure content projects at highly competitive rates. Our goal is to meet our client's specific marketing objectives, using our storytelling team and distribution channels across the world or by geographical market.

**Call or email today to set up your Discovery Meeting and learn how a sponsorship with The Outdoor Journal can take your storytelling and marketing ROI to new heights.**

Cat Coughran, Director of Sales  
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