Since 1977 we’ve had one simple idea—to inspire active participation in the world Outside.
PLATFORMS | powering the active lifestyle

BY THE NUMBERS

10.5MM+
active lifestyle participants
reached per month
Delivering award-winning journalism and the most sought-after demographics in all of publishing for more than 40 years.

<table>
<thead>
<tr>
<th>BY THE NUMBERS</th>
</tr>
</thead>
<tbody>
<tr>
<td>3.5MM</td>
</tr>
<tr>
<td>readers</td>
</tr>
<tr>
<td>5</td>
</tr>
<tr>
<td>general excellence awards</td>
</tr>
<tr>
<td>675,000</td>
</tr>
<tr>
<td>rate base</td>
</tr>
<tr>
<td>60% / 40%</td>
</tr>
<tr>
<td>men / women</td>
</tr>
<tr>
<td>$105,000</td>
</tr>
<tr>
<td>average household income</td>
</tr>
<tr>
<td>42</td>
</tr>
<tr>
<td>median age</td>
</tr>
<tr>
<td>32%</td>
</tr>
<tr>
<td>audience growth over the past 3 years, the highest growth of any measured magazine</td>
</tr>
</tbody>
</table>
Outside Online is the top digital destination for active lifestyle participants.

### By the Numbers

<table>
<thead>
<tr>
<th>Statistic</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monthly unique visitors</td>
<td>4.5MM</td>
</tr>
<tr>
<td>Monthly page views</td>
<td>11MM+</td>
</tr>
<tr>
<td>Median household income</td>
<td>$102,000+</td>
</tr>
<tr>
<td>Men / Women overlap with print</td>
<td>52% / 48%</td>
</tr>
<tr>
<td>audience</td>
<td>20%</td>
</tr>
</tbody>
</table>

SOURCE: Google Analytics January to June average
SOCIAL + EMAIL

Drive brand awareness and foster engagement via our time-tested strategies and first-to-market opportunities.

BY THE NUMBERS

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monthly social reach</td>
<td>14MM+</td>
</tr>
<tr>
<td>Social followers</td>
<td>2.5MM+</td>
</tr>
<tr>
<td>Social audience growth</td>
<td>10%</td>
</tr>
<tr>
<td>Above-industry social engagement rate</td>
<td>6x</td>
</tr>
<tr>
<td>Growth in newsletter traffic</td>
<td>23%</td>
</tr>
</tbody>
</table>
Bespoke brand experiences and experiential activations at active lifestyle events in key markets.

**EVENTS**

**BY THE NUMBERS**

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
<th>Attendees</th>
<th>Competitions</th>
<th>Athletes</th>
<th>VIPs</th>
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</thead>
<tbody>
<tr>
<td>VAIL</td>
<td>JUNE 10–13, 2021</td>
<td>80k</td>
<td>30</td>
<td></td>
<td></td>
</tr>
<tr>
<td>RICHMOND</td>
<td>MAY 21–23, 2021</td>
<td>100k</td>
<td>4k</td>
<td></td>
<td></td>
</tr>
<tr>
<td>ASPEN</td>
<td>JUNE 24–27, 2021</td>
<td>30k</td>
<td>5k</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
PODCAST

Speak to our avid listeners on one of our fastest growing platforms.

BY THE NUMBERS

11MM+
downloads

65k+
average episode downloads

75%
preroll completion rate

30 minutes
average engagement time

80%
podcast completion rate

67%
never miss an episode
Outside TV is the only national network dedicated to the active adventure lifestyle.

### BY THE NUMBERS

<table>
<thead>
<tr>
<th>Statistic</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Annual cable TV viewers</td>
<td>40MM</td>
</tr>
<tr>
<td>Households available</td>
<td>50MM+</td>
</tr>
<tr>
<td>Ages 18–44</td>
<td>64%</td>
</tr>
<tr>
<td>Men / Women</td>
<td>59% / 41%</td>
</tr>
<tr>
<td>OTT/CTV views per month</td>
<td>30MM</td>
</tr>
<tr>
<td>OTT/CTV ad completion rate</td>
<td>95%</td>
</tr>
<tr>
<td>Average session time</td>
<td>16 minutes</td>
</tr>
<tr>
<td></td>
<td>on</td>
</tr>
<tr>
<td></td>
<td>Features app</td>
</tr>
</tbody>
</table>
2021 EDIT CALENDAR

**WINTER ISSUE**

**THE YEAR OF YES** Health & Wellness Special: How to Make the Most of 2021; The New Rules of Travel; Winter Jackets & Boots, Running, Snowshoeing, and Backcountry Ski Gear
Close: 01/08/21 | On-sale: 02/09/21

**APRIL/MAY**

**THE GOOD NEWS ISSUE** Featuring the Year’s Most Inspiring and Uplifting People, Trends, and Stories; Travel Guide to Our Public Lands; Watches, MTBs & e-Bikes, Road Running Shoes, Rain Shells, and Daypacks
Close: 02/19/21 | On-sale: 03/25/21

**SUMMER ISSUE**

**THE OUTDOORS 101 ISSUE** Everything You Need to Know to Learn New Sports, Get in Better Shape, and Adventure More Often; Road Bikes, Sunglasses, and BBQ, Hiking, and Car Camping Gear
Close: 04/23/21 | On-sale: 05/24/21

**SEPTMBER/OCTOBER**

**THE INNOVATION ISSUE** Starring the Year’s Most Novel People, Ideas, and Trends; Best Towns Special: Where (and How) To Live Now; Trail Running Shoes, Disaster Prep Kits, Hunting and Bikepacking Gear
Close: 07/23/21 | On-sale: 08/30/21

**NOVEMBER**

**BEST TRIPS** Our New Blueprint for How to Travel the World and Find Adventure, Fun, and Relaxation; Ski and Snowboard Gear, Sweaters & Midlayers, Adventure Travel Gear and Accessories
Close: 03/12/21 | On-sale: 04/19/21

**THE OUTSIDERS OF THE YEAR** Starring the New Icons of Exploration and Our Fourth Annual Celebration of the Year’s Most Extraordinary Heroes and Feats; The Year’s Best Ski Resorts; Holiday Gift Guide
Close: 10/01/21 | On-sale: 11/08/21

**DECEMBER**

**THE OUTSIDERS OF THE YEAR**

**WINTER** Your One-Stop Shop for Winter Gear, Apparel, and Accessories; The Season’s Top Skis, Snowboards, Jackets, Gloves, Goggles, and More
Close: 09/17/21 | On-sale: 10/18/21

For advertising information contact:
Scott Parmelee EVP/Chief Revenue Officer
sparmelee@outsideim.com /// 212-972-4650
Editorial is subject to change.
**Outside Integrated Media Headquarters**

Outside Plaza
400 Market Street
Santa Fe, NM 87501
- t 505-989-7100
- f 505-989-4700

**New York**
122 East 42nd Street
Suite 3705
New York, NY 10168
- t 212-972-4650

- Scott Parmelee
  - EVP/Chief Revenue Officer
  - e sparmelee@outsideim.com

- Millie Gerstein
  - Director, Integrated Media Sales
  - e mgerstein@outsideim.com
  - c 978-852-7320

- TJ Raab
  - Director, Integrated Media Sales
  - e tjraab@outsideim.com
  - t 646-257-2786

**Boulder**
2601 31st Street
Boulder, CO 80301
- t 303-440-2722

- Cici Shick
  - Director, Integrated Media Sales
  - e cshick@outsideim.com
  - t 303.440.2722

- Alex Aufmann
  - Director, Integrated Media Sales
  - e aaufmann@outsideim.com
  - t 720-787-4511

**Southeast**

**Northeast**

Krystian Verno Havens
Director, Integrated Media Sales
- e khavens@outsideim.com
- t 585-255-0247

**Chicago**

444 N. Michigan Avenue
Suite 3350
Chicago, IL 60611
- t 312-222-1100
- f 312-222-1189

- Janet McKeivitt
  - Director, Integrated Media Sales
  - e jmckevitt@outsideim.com
  - t 312-756-0851

**Detroit**

Fuel Detroit
222 Merrill Street
Suite 100
Birmingham, MI 48009

- Mike Peters
  - e mikepeters@fuel-media.net
  - t 248-561-9866

- James McNulty
  - e jamesmcnulty@fuel-media.net
  - t 248-568-9390

**San Francisco**

Kate Parker Muller
Director, Integrated Media Sales
- e kmuller@outsideim.com
- t 650-529-1350
- f 650-529-1352

**Southern California + Texas + Oklahoma**

Nikki Ozmai
Director, Integrated Media Sales
- e nozmai@outsideim.com
- t 303-440-2722
- c 720-227-1958

**Hawaii**

Destination Marketing Hawaii
250 Ward Avenue
Suite 221
Honolulu, HI 96814
- t 808-739-2200

- Justin Nakaaahiki
  - e justinnakaahiki@dmhawaii.com

**Mexico + Latin America**

Experiencias Genuinas
Arteaga y Salazar casa 14,
Contadero, Cuajimalpa 05500
Ciudad De Mexico, DF, Mexico
- t +52 1(55) 3999-9358

- Antonio del Rosa
  - e antonio@experienciasgenuinas.com

**Marketplace**

First Gear + Active Traveler

Kathleen Chambers
Marketplace Director
- e kchambers@outsideim.com
- t 720-431-6461
OUTSIDE MAGAZINE PRICE SCHEDULE

Pricing and Contract Information

Frequency Pricing: Frequency pricing is allowed in advance only with signed contracts listing specific issues and received by first closing date. Otherwise, frequency pricing is allowed as earned.

Special Sections: Advertising opportunities in the Marketplace section are available in each issue. For details and information, call 720.431.6461 or send an email to kchambers@outsideim.com.

Special Units: Prices upon request. Supplied inserts, gatefolds, business reply cards and other special units are available on a limited basis.

Conditions: No cancellations accepted after space closing date. Covers, gatefolds and contracts are non-cancelable. Advertisements not received by our advertising production department by material closing date will not be entitled to the privilege of okay or revision by the advertiser or its agency. Publisher reserves the right to reject or cancel any advertising for any reason at any time, and all orders are subject to publisher’s approval. Advertiser and its agency 1) assume liability for all contents (including text and/or illustrations) of advertisement printed. 2) shall indemnify publisher against any damages and related expenses arising from publication of the advertisement. 3) shall be held jointly and severally liable for monies due to publisher for advertising in the magazine. 4) will be presumed to have read this rate card and agreed to its conditions without any further contract and notice.

Commissions and Credit: 15% discount to accredited advertising agencies only for payment within 30 days of invoice date. Billing is rendered within two days following press date. Carrying charge is 1.5% per month for invoices unpaid after 30 days.

Terms: Net 30 days. New advertisers must supply acceptable credit references or cash with order. Active Traveler and First Gear sections require pre-payment. Agency commissions not allowed on production charges.

2019 Rate Base: 675,000

<table>
<thead>
<tr>
<th>Color</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>9x</th>
<th>12x</th>
<th>18x</th>
<th>24x</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 Page Spread</td>
<td>203,500</td>
<td>197,400</td>
<td>193,330</td>
<td>187,220</td>
<td>181,120</td>
<td>172,980</td>
<td>168,910</td>
</tr>
<tr>
<td>Full Page</td>
<td>101,750</td>
<td>98,700</td>
<td>96,665</td>
<td>93,610</td>
<td>90,560</td>
<td>86,490</td>
<td>84,455</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>72,795</td>
<td>70,610</td>
<td>69,155</td>
<td>66,970</td>
<td>64,790</td>
<td>61,875</td>
<td>60,420</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>59,485</td>
<td>57,700</td>
<td>56,110</td>
<td>54,725</td>
<td>52,940</td>
<td>50,560</td>
<td>49,375</td>
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<tr>
<td>1/3 Page</td>
<td>41,675</td>
<td>40,425</td>
<td>39,590</td>
<td>38,340</td>
<td>37,090</td>
<td>35,425</td>
<td>34,590</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>32,530</td>
<td>31,555</td>
<td>30,905</td>
<td>29,930</td>
<td>28,950</td>
<td>27,650</td>
<td>27,000</td>
</tr>
<tr>
<td>2-color</td>
<td>1x</td>
<td>3x</td>
<td>6x</td>
<td>9x</td>
<td>12x</td>
<td>18x</td>
<td>24x</td>
</tr>
<tr>
<td>2 Page Spread</td>
<td>198,710</td>
<td>192,750</td>
<td>188,770</td>
<td>182,810</td>
<td>176,850</td>
<td>168,900</td>
<td>164,930</td>
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<tr>
<td>Full Page</td>
<td>99,355</td>
<td>96,375</td>
<td>94,385</td>
<td>91,405</td>
<td>88,425</td>
<td>84,450</td>
<td>82,465</td>
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<tr>
<td>2/3 Page</td>
<td>71,085</td>
<td>68,950</td>
<td>67,530</td>
<td>65,400</td>
<td>63,265</td>
<td>60,420</td>
<td>59,000</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>58,090</td>
<td>56,345</td>
<td>55,185</td>
<td>53,445</td>
<td>51,700</td>
<td>49,375</td>
<td>48,215</td>
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<tr>
<td>1/3 Page</td>
<td>40,705</td>
<td>39,485</td>
<td>38,670</td>
<td>37,450</td>
<td>36,225</td>
<td>34,600</td>
<td>33,785</td>
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<td>31,765</td>
<td>30,810</td>
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<td>26,365</td>
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<td>Blk/Wht</td>
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<td>3x</td>
<td>6x</td>
<td>9x</td>
<td>12x</td>
<td>18x</td>
<td>24x</td>
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<tr>
<td>2 Page Spread</td>
<td>196,380</td>
<td>190,490</td>
<td>186,560</td>
<td>180,670</td>
<td>174,780</td>
<td>166,920</td>
<td>163,000</td>
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<tr>
<td>Full Page</td>
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<td>95,245</td>
<td>93,280</td>
<td>90,335</td>
<td>87,390</td>
<td>83,460</td>
<td>81,500</td>
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<tr>
<td>2/3 Page</td>
<td>70,235</td>
<td>68,130</td>
<td>66,725</td>
<td>64,615</td>
<td>62,510</td>
<td>59,700</td>
<td>58,295</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>57,390</td>
<td>55,670</td>
<td>54,520</td>
<td>52,800</td>
<td>51,075</td>
<td>48,780</td>
<td>47,632</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>40,215</td>
<td>39,010</td>
<td>38,205</td>
<td>37,000</td>
<td>35,790</td>
<td>34,185</td>
<td>33,380</td>
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<tr>
<td>1/4 Page</td>
<td>31,390</td>
<td>30,450</td>
<td>29,820</td>
<td>28,880</td>
<td>27,935</td>
<td>26,680</td>
<td>26,055</td>
</tr>
</tbody>
</table>

2nd Cover: 117,015
Back Cover: 117,015
OUTSIDE BUYER’S GUIDE PRICE SCHEDULE

Twice a year, Outside Buyer’s Guides deliver the world’s most comprehensive review of the gear, tools, and technology that are essential to enjoying the active lifestyle. Considered the most trusted source in the industry, our reviewers put thousands of products through rigorous testing every year; only the best make it into our annual Summer and Winter Buyer’s Guides. Our coveted Gear of the Year awards, bestowed on everything from tents to skis to mobile devices, have a proven effect on sales, and demonstrate that readers see our product reviews as the source for living the active lifestyle. Plus, each issue features a special women’s section dedicated to products, gear and apparel for active women.

<table>
<thead>
<tr>
<th>COLOR*</th>
<th>1X</th>
<th>2X</th>
<th>3X</th>
</tr>
</thead>
<tbody>
<tr>
<td>FULL PAGE</td>
<td>39,265</td>
<td>37,300</td>
<td>36,615</td>
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<tr>
<td>2/3 PAGE</td>
<td>30,105</td>
<td>28,590</td>
<td>28,075</td>
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<tr>
<td>1/2 PAGE</td>
<td>23,550</td>
<td>22,375</td>
<td>21,965</td>
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<tr>
<td>1/3 PAGE</td>
<td>16,355</td>
<td>15,530</td>
<td>15,250</td>
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<tr>
<td>1/4 PAGE</td>
<td>12,470</td>
<td>11,845</td>
<td>11,630</td>
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<tr>
<td>2-PG SPREAD</td>
<td>78,510</td>
<td>74,585</td>
<td>73,235</td>
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<tr>
<td>2ND COVER</td>
<td>45,155</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3RD COVER</td>
<td>45,155</td>
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<td></td>
</tr>
<tr>
<td>BACK COVER</td>
<td>52,350</td>
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</tbody>
</table>

* Prices are good for 4 color, 2 color and black & white ads.
* Circulation of 395,000 copies
**PRINT DISPLAY AD SPECIFICATIONS**

**FOR OUTSIDE AND OUTSIDE BUYER’S GUIDE**

<table>
<thead>
<tr>
<th>UNIT</th>
<th>LIVE</th>
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<th>BLEED</th>
<th>NON-BLEED</th>
</tr>
</thead>
<tbody>
<tr>
<td>SPREAD*</td>
<td>15.5&quot; x 10.375&quot;</td>
<td>16&quot; x 10.875&quot;</td>
<td>16.25&quot; x 11.125&quot;</td>
<td>15.5&quot; x 10&quot;</td>
</tr>
<tr>
<td>FULL PAGE</td>
<td>7.5&quot; x 10.375&quot;</td>
<td>8&quot; x 10.875&quot;</td>
<td>8.25&quot; x 11.125&quot;</td>
<td>7.5&quot; x 10&quot;</td>
</tr>
<tr>
<td>JUNIOR SPREAD*</td>
<td>15.5&quot; x 4.875&quot;</td>
<td>16&quot; x 5.375&quot;</td>
<td>16.25&quot; x 5.625&quot;</td>
<td>15.5&quot; x 5&quot;</td>
</tr>
<tr>
<td>2/3 PAGE VERTICAL</td>
<td>4.5625&quot; x 10.375&quot;</td>
<td>5.0625&quot; x 10.875&quot;</td>
<td>5.3125&quot; x 11.125&quot;</td>
<td>4.75&quot; x 9.875&quot;</td>
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<tr>
<td>1/2 PAGE HORIZONTAL</td>
<td>7.5&quot; x 4.875&quot;</td>
<td>8&quot; x 5.375&quot;</td>
<td>8.25&quot; x 5.625&quot;</td>
<td>7.125&quot; x 4.75&quot;</td>
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<tr>
<td>1/2 PAGE ISLAND</td>
<td>4.5625&quot; x 7.125&quot;</td>
<td>5.0625&quot; x 7.625&quot;</td>
<td>5.3125&quot; x 7.875&quot;</td>
<td>4.75&quot; x 7&quot;</td>
</tr>
<tr>
<td>1/3 PAGE SQUARE</td>
<td>4.5625&quot; x 4.875&quot;</td>
<td>5.0625&quot; x 5.375&quot;</td>
<td>5.1325&quot; x 5.625&quot;</td>
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<tr>
<td>1/3 PAGE VERTICAL</td>
<td>2.125&quot; x 10.375&quot;</td>
<td>2.625&quot; x 10.875&quot;</td>
<td>2.875&quot; x 11.125&quot;</td>
<td>2.25&quot; x 9.875&quot;</td>
</tr>
</tbody>
</table>

*GUTTER SAFETY .25" EACH SIDE

| 1/4 PAGE VERTICAL        | 3.5" x 4.75"        | non-bleed          |

Display ad materials may **not** be submitted via e-mail. Please navigate to: www.adshuttle.com to submit your press-ready pdfs.

**SHIPPING INSTRUCTIONS**

**FILE PREP:** Please download the Ad Creation Guide or the application presets from www.adshuttle.com before preparing your pdf.

**FILE FORMAT:** PDF/XI-A, optimized, plate-ready (PDF version 1.3 Acrobat 4 compatible). Please see Ad Creation Guide or the application presets at www.adshuttle.com for additional info on how to create PDF files.

**PROOF REQUIREMENTS:** Digital color proofs of final composite files calibrated to SWOP specs are required for each ad submitted. These proofs must be made from the final files, and reproduced at 100% size. Instructions for submitting proofs can be found at www.adshuttle.com.

Please direct contracts, insertion orders and requests for materials extensions to:

*Jennifer Graber*
*Production Services Account Manager*
*t 610.909.9149*
*e jgraber@quad.com*

Outside Magazine is soft proofed press-side and therefore hard copy ad proofs are not required. However, SWOP proofs (no disks, please) can be sent to:

**ATTN: Jill Zilles**
*Quad/Graphics, Inc.*
*N64W23110 Main Street*
*Sussex, WI 53089*

**ADVERTISERS SUBMITTING FILES WITHOUT PROOFS FORFEIT THE RIGHT TO COMPLAIN FOR CONTENT OR QUALITY ISSUES.** Outside reserves the right to resize, re-crop or otherwise alter ads that are supplied incorrectly.

For classified advertising rates and specifications, please contact:

*Nick Avery-Bucher*
navery-bucher@outsideim.com
**AD MATERIALS SUBMISSION**

**PLEASE NAVIGATE TO WWW.ADSHUTTLE.COM**

1. If you already have an account, sign in. If not click “Create Free Account” and to sign up. New users should refer to the [Ad Creation Guide](#).

2. **IMPORTANT!** Using the application presets will save you a lot of time and trouble in the long run! Download the [Ad Creation Guide](#) and/or the [Application preset files](#). Use *either* of these tools to make your PDF.

3. Choose **Outside** (or **Outside Buyer’s Guide**) from the publication dropdown, then select the issue. Please complete all the requested information.

Choose a proof option. **If you choose to send a proof, please do not send another copy of the file with it.**

The program will guide you through the process. Approve the positioning, and when the inspection is complete, upload your materials. You will receive confirmation of the upload immediately.

If you have problems or questions, call **AdShuttle tech support** at **866.774.5784**.

**OUTSIDE WILL AUTOMATICALLY RECEIVE NOTIFICATION OF THE UPLOAD. YOU WILL BE CONTACTED IF ANY ISSUES ARISE.**
MARKETPLACE: FIRST GEAR + ACTIVE TRAVELER

MARKETPLACE
Leading the section with full and half page ads, this placement offers an affordable opportunity for your company to reach our affluent and highly committed sports, adventure travel, and active lifestyle enthusiasts.

FIRST GEAR
First Gear is a unique advertising section devoted to emerging companies, innovative products, and top-rated gear. Repeat exposure in this section opens the door for your company to be “seen in Outside” and offers an opportunity to run a First Gear Giveaway, a lead generation tool promoted in print, online and social media.

ACTIVE TRAVELER
The ultimate guide for creating instant brand recognition and direct demand for your hottest offerings. Active Traveler showcases top destinations, world’s best outfitters, resorts, lodges, and treks.

ADDED VALUE: Eligible advertisers could receive additional exposure via OutsideOnline.com/Marketplace or OutsideOnline.com/ActiveTraveler.

PLEASE NOTE: Ads in Active Traveler and First Gear must be pre-paid and are non-commissionable.

For rates and more information contact:
Kathleen Chambers
Marketplace Director
t 720.431.6461
e kchambers@outsideim.com
Submit all creatives to your Campaign Manager FIVE (5) days prior to campaign launch. Any creatives received after the due date may delay the start of a campaign.

All HTML5 or rich media creative must be served by a third party. Outside does NOT have the ability to create or serve rich media. If a client sends an HTML5, please be sure to have the following requirements included for this format.

All third party tags (creative serving AND tracking-only) and accompanying technologies being served by tags must be SSL compliant (HTTPS). Outside will not offer makegoods for non-compliant tags. In most cases, third party tags are recognized by Google and the macros are applied. However, there are instances when a tag isn’t recognized; when this occurs, Outside will request instructions for macro insertion to guarantee proper impression and click tracking.

Campaigns served via a third party ad server must grant OnlineAdops@Outsideim.com reporting access within ONE (1) day of campaign launch.

MAX of THREE (3) individual creatives in rotation at one time.
MAX ONE (1) creative or landing page swap per month.
All ads with a white background require a 1px black border.

DIGITAL REQUIREMENTS

ANIMATION
→ Auto animation of all formats can run for a maximum of :15 seconds. Looping creative is NOT allowed

SOUND
→ All sound must be user initiated and must have clear directions on how to mute
→ Audio can start with user-initiated video play

FREQUENCY CAPS
→ Frequency caps can be applied to campaigns at advertiser request. Due to impression availability, Outside must be made aware of desired frequency caps before campaign activation.
→ All frequency caps must be implemented via Outside’s ad server. Frequency caps CANNOT be set within third party ad server.

CLICKING TO OTHER WEBSITES
→ Any click interactions that initiates the load of a new web page must open that page in a new browser window.
→ A click-thru can launch only one new browser window
→ Any click-thru included with an ad must take users to the web site of the advertiser who purchased the ad space unless otherwise provided written permission by the other site
→ Mouse-over interaction cannot link a user to a new website

INTERACTIVE FUNCTIONALITY
→ All functionality visually indicated within ads must be working and not designed to deceive
→ “Close” or “Skip” buttons must function as labeled and cannot link users to a new website

APPROVED 3RD PARTY AD SERVERS
→ DoubleClick (DFA/DCM)
→ Sizmek
→ Flashtalking

APPROVED BRAND SAFETY VENDORS
→ DoubleVerify (cannot accept INS tags)
→ Integral Ad Science

APPROVED AD VENDORS FOR VAST TAGS (PRE_ROLL)
→ DoubleClick
→ Sizmek
→ Innovid (Outside CANNOT become Innovid certified due to inventory limitations)
GENERAL DISPLAY GUIDELINES

Leaderboard | 1
Dimensions: 728x90
Device: Desktop & Tablet
File Size: 150kb Initial; 300kb max
File Format: JPEG, PNG, GIF, 3rd Party site served or 3rd party hosted
Animation: 15 sec max
Placement Features: No Expansion

Mobile Leaderboard | 6
Dimensions: 300x50 or 320x50
Device: Mobile
File Size: 50kb max; 100kb max 3rd party tags
File Format: JPEG, GIF, 3rd Party site served or 3rd party hosted
Animation: N/A
Placement Features: No Expansion

Pencil Leaderboard | 2
Dimensions: 970x90 or 970x66
Device: Desktop & Tablet
File Size: 150kb Initial; 300kb max
File Format: JPEG, PNG, GIF, 3rd Party site served or 3rd party hosted
Animation: 15 sec max
Placement Features: No Expansion

Horizontal Logo | 7
Dimensions: 88x31
Device: Desktop, Mobile & Tablet
File Size: 10kb max
File Format: PNG, Site Served 1x1's accepted
Animation: N/A
Placement Features: No Expansion
- background must be transparent
- inverse required for black or white

Video Pre-roll | 8
Dimensions: 1280x720
Device: Desktop, Mobile & Tablet
File Size: 80mb max
File Format: MOV, MP4, MPEG, VAST
Length: 15 sec or 30 sec video
Video Features: 16:9 aspect ratio
- .30 must be skippable after .15 sec
- Up to TWO (2) pre-roll videos accepted
- Up to THREE (3) tracking tags per video accepted

Product Spotlight | 9
Dimensions: Created In-House
Device: Desktop & Tablet
Headline: Product Title, 40 characters max (including spaces)
Product Description: 300 characters max (including spaces)
CTA: I.e.: Learn More, Read More, Click Here, etc.
Product Image: 300x300
Click-Through URL

EMAIL BLAST + NEWSLETTER GUIDELINES

Newsletter Leaderboard | 10
Dimensions: 728x90
Device: Desktop, Tablet & Mobile
File Size: 150kb
File Format: JPEG or GIF
3rd Party site served, 1x1s accepted
Animation: N/A
Placement Features: creative dynamically scales depending on device

Newsletter Med Rec | 11
Dimensions: 300x250
Device: Desktop, Tablet & Mobile
File Size: 150kb Initial; 300kb max
File Format: JPEG, PNG, GIF, 3rd Party site served or 3rd party hosted
Animation: 15 sec max
Placement Features: No Expansion

Dedicated Email Blast | 12
Dimensions: 580x300
Device: Desktop, Tablet & Mobile
File Size: 200kb max
File Format: JPEG or GIF
(cannot accept click trackers or 1x1s
Animation: N/A
Client Provides:
- 580x300 JPG Image & Logo
- 300-500 characters of copy
- TWO (2) Subject lines
- Click thru URL
DATA COLLECTION + USE POLICY

OUTSIDE ONLINE DATA POLICY
No third parties may collect or use any data gathered from Outside Magazine’s digital products without the express written permission of Outside Magazine.

This data includes but is not limited to:
→ Outside Online website or platform usage, behaviors and clickstream data
→ Traffic patterns or analytics related to OutsideOnline.com users and site usage
→ Context, content and any identifying marks of Outside Online

Outside Online reserves the right to ask advertisers or agencies to remove third party tracking at any time during the campaign for any reason.

ADVERTISERS & AGENCIES
Advertisers, their agencies, vendors and other advertising-related third parties are prohibited from collecting user data on OutsideOnline.com or any other Outside Magazine digital properties. These third parties may not capture this data for subsequent ad segmentation or targeting information, or for retargeting messages, to those users, on other web sites.

If any advertisement or associated data elements are deemed in conflict with the policies, the advertiser or agency will be notified so that modifications can be made.

In addition, all advertising-related data activity by a third party on any digital platforms of Outside Magazine (e.g., via any advertising unit, widget, pixel, script or other data element) must be disclosed and pre-approved in the insertion order and contract.

Any campaign running brand safety tags must let Outside Online know blocking parameters prior to campaign launch to prevent discrepancies. Blocking tags cannot run on sponsorship placements. **Outside cannot optimize campaigns running brand safety tags on viewability due to ad load lag.**

TECHNICAL AND PROCESS GUIDELINES FOR ALL THIRD PARTIES
The following guidelines must be adhered to on OutsideOnline.com or on any of Outside Magazine’s other digital properties:

PROCESS GUIDELINES
→ All pixels, cookies, scripts or other tracking technology must be disclosed and pre-approved prior to running. Any of the previously mentioned, which collects Personally Identifiable Information (PII), browsing history, or other information that can be “tied back” to PII are prohibited.
→ The use of mechanisms that store or retrieve data on OutsideOnline.com must comply with Privacy Policy.
→ The domain owner of the cookie must supply Outside Magazine with a link to the end-user Privacy Policy. This Privacy Policy MUST contain clear instructions on the process to opt out of the domain owner’s services controlled by that cookie.
→ Cookies can only be set as the result of active user engagement (click-through, rich media interaction, etc).
→ No cookie may be used for the purposes of retargeting, behavioral remarketing, or targeting any advertisements, segment categorization or any form of syndication.
PROCESS GUIDELINES (CONT.)

→ All cookies must contain a functioning expiration date and expire less than 12 months from the time the cookie is set.
→ Pixels may not add to the overall page latency during loading.
→ Pixels must be able to support 4,000 seconds of http traffic.
→ Pixels can only load after the online advertising unit itself loads using a “polite download” technique.
→ Pixels may only trigger a single DNS lookup.
→ Flash cookies, HTML5 storage or any forms of Locally Stored Objects on users’ computers or technology devices are prohibited.
→ JavaScript files may not exceed 1K in size.
→ Redirects are not permitted. Only direct requests can be made.

VENDORS NOT ACCEPTED BY OUTSIDE ONLINE

Outside Online does not currently accept tags from the following vendors. If your tags contain any of the below vendors, Outside Online will request you remove the tags. Failure to adhere can result in pausing of campaign or termination of contract. Any concessions to the below vendors will need to be agreed upon in writing prior to insertion order approval.

→ 1 by AOL
→ Adara
→ Adroit Interactive
→ Aggregate Knowledge
→ AppNexus
→ Arrivalist
→ BrightRoll
→ Datalogix
→ Krux Digital
→ Lotame
→ LiveRamp
→ MediaMath
→ PubMatic
→ Rubicon Project
→ Sitescout
→ Sovrn
→ The Trade Desk