



Trailspace.com

2021 Media Kit

Who We Are

Trailspace is *the* gear review site by and for outdoor enthusiasts.

Each year, nearly **2 million people** use Trailspace to find, compare, and shop for the best outdoor gear.

From professional gearheads to outdoor novices, we're hikers, climbers, paddlers, skiers, and runners who share our experiences and opinions about the gear and clothing we rely on to get outside.

Outdoor consumers trust Trailspace to guide their purchasing decisions. Trailspace influences more than **\$180 million in annual outdoor gear and apparel sales**, both online and at brick-and-mortar retail.



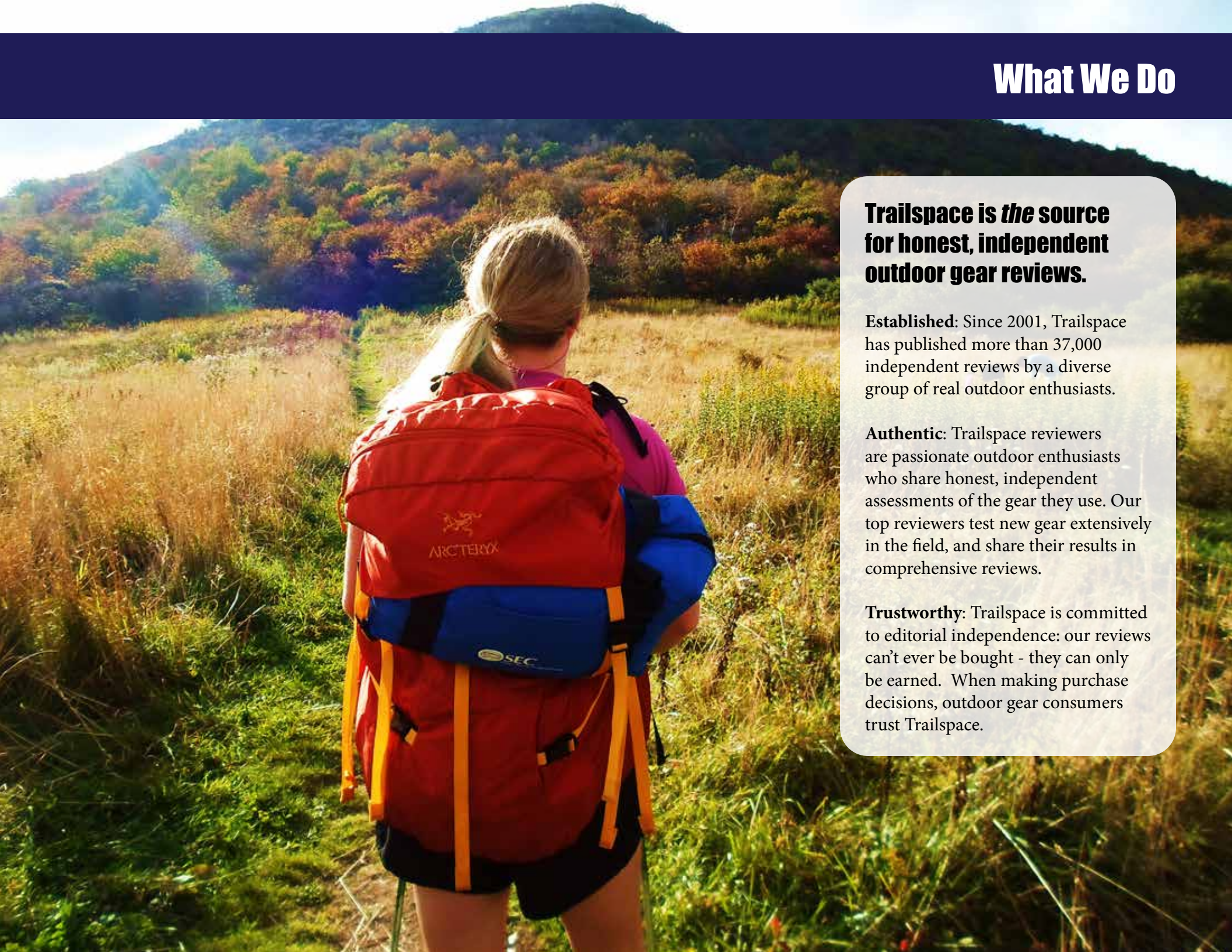
What We Do

Trailspace is *the* source for honest, independent outdoor gear reviews.

Established: Since 2001, Trailspace has published more than 37,000 independent reviews by a diverse group of real outdoor enthusiasts.

Authentic: Trailspace reviewers are passionate outdoor enthusiasts who share honest, independent assessments of the gear they use. Our top reviewers test new gear extensively in the field, and share their results in comprehensive reviews.

Trustworthy: Trailspace is committed to editorial independence: our reviews can't ever be bought - they can only be earned. When making purchase decisions, outdoor gear consumers trust Trailspace.



Audience Profile

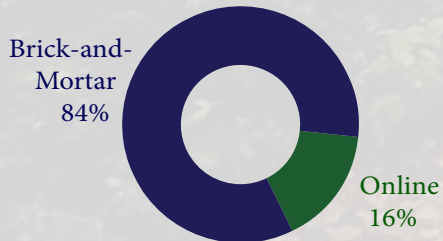
175,000
monthly unique visitors

30,000 email subscribers

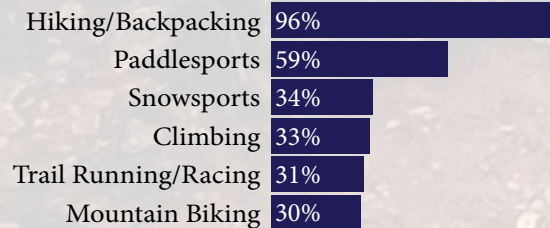
22,000 social media followers



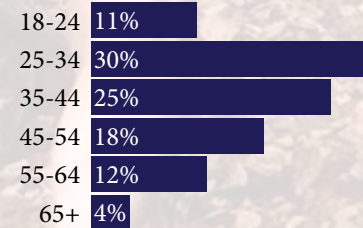
Point of Purchase



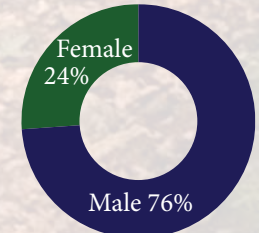
Participation



Age



Gender



Trailspace influences more than
\$186 million
in annual outdoor gear and apparel sales

In-Store Retail
\$160,000,000

Online
\$26,000,000

Advertising on Trailspace boosts brand recognition, consumer engagement, and sales:

+51%
brand
pageviews

+47%
trackable
online sales

+38%
trackable
online sales \$

* Average return among 2016 category sponsors. Individual campaign performance varies.

Targeted Engagement & Influence

Category Sponsorships

Our most focused and effective placement

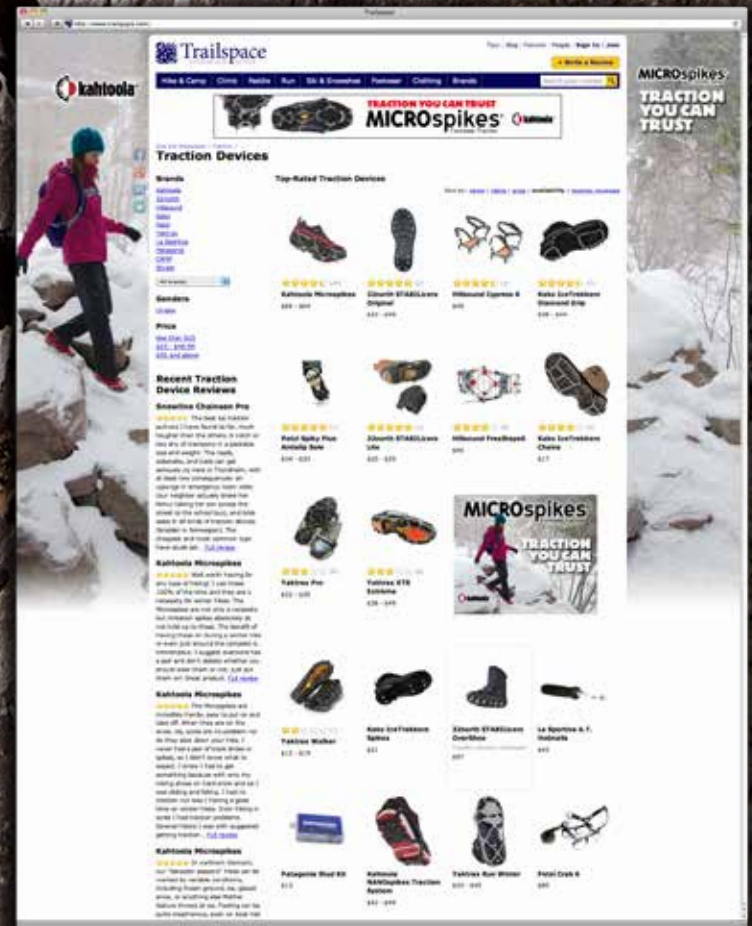
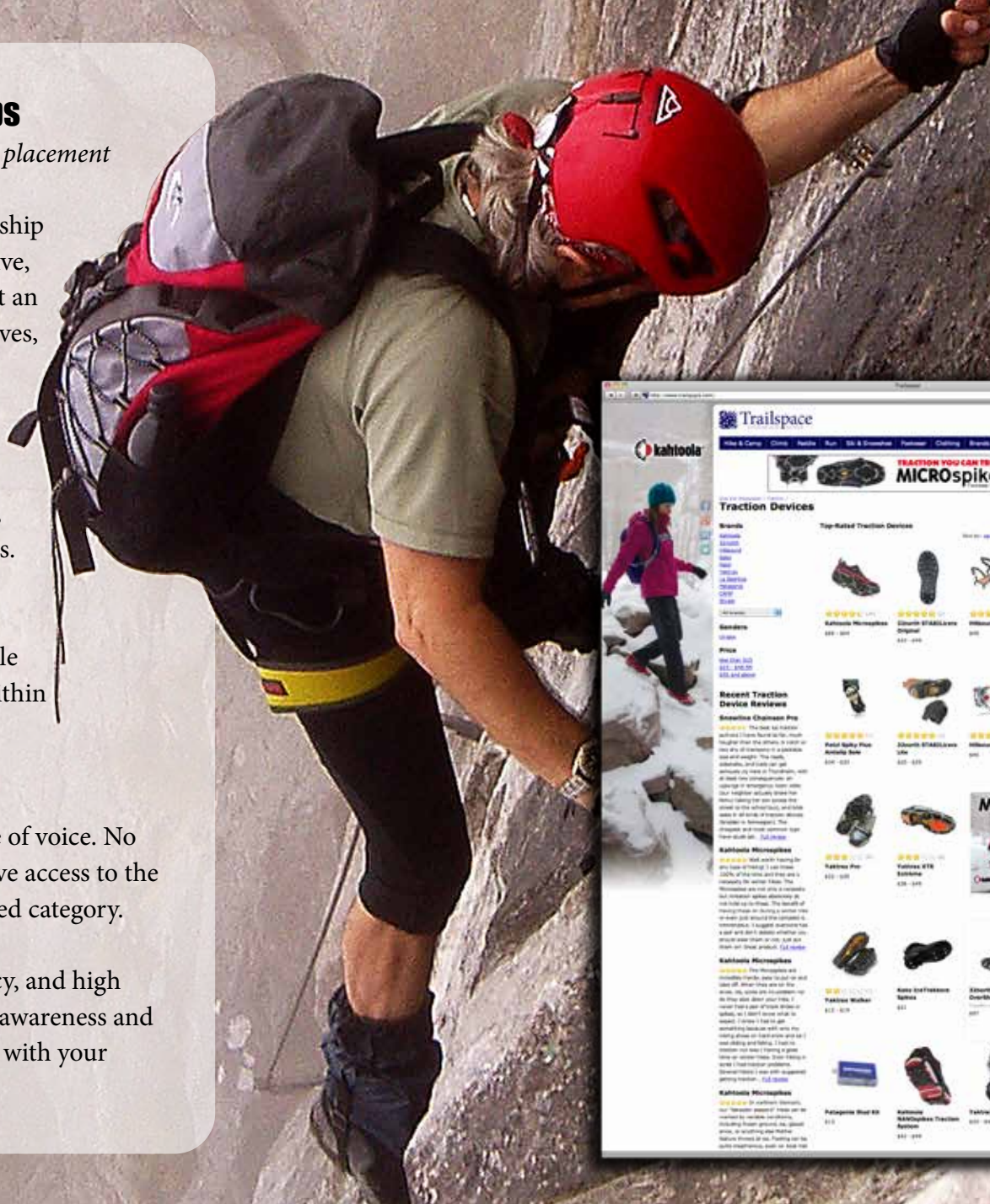
A Trailspace category sponsorship gives your brand comprehensive, exclusive exposure throughout an entire gear category (tents, stoves, etc.) or activity (climbing, paddling, skiing).

Targeted: Engage an audience that is researching, discussing, and buying products like yours.

Visible: High-impact creative, including a site skin and mobile units, appear on every page within the category—even on your competitors' products.

Exclusive: You get 100% share of voice. No other brand advertiser will have access to the audience within your sponsored category.

Effective: Exclusivity, relevancy, and high visibility combine to generate awareness and drive exceptional engagement with your target audience.



Rate Card & Specs

Category Sponsorships

Reach your target audience exactly when your message is most relevant.

Features 100% of impressions in all standard ad units within the targeted product category, **plus** a clickable bookend skin on all pages within the category.

Ad Sizes 728 x 90
160 x 600
300 x 250
300 x 600
1920 x 1200 (skin)
300 x 250 (mobile)
320 x 50 (mobile)

Pricing Varies by category, starting under \$1,000 per year. Contact us for current category pricing and availability.

Behavioral Targeting

Keep your brand in front of your targeted audience across our network of partner sites.

Size	IAB Name	Rate
728 x 90	Leaderboard	\$9 CPM
160 x 600	Wide Skyscraper	\$9 CPM
300 x 250	Medium Rectangle	\$9 CPM

Run of Site Display Advertising

Affordably reach a broad audience of outdoor enthusiasts.

Size	IAB Name	Rate
728 x 90	Leaderboard	\$15 CPM
160 x 600	Wide Skyscraper	\$15 CPM
300 x 250	Medium Rectangle	\$15 CPM
300 x 600	Half Page	\$22 CPM

Email Sponsorships

Exclusive placements and 100% share of voice in our weekly newsletter to 35,000+ subscribers.

Ad Sizes 728 x 90 (2)
160 x 600

Pricing \$600/issue; \$2,000/month

Contests

Contact us to discuss how a custom contest can help you meet your unique marketing goals.

Comparison Shopping

If you sell to consumers online and have an affiliate program, we can display your current inventory and pricing to drive high-conversion traffic to your e-commerce store.

Supported Networks	AvantLink, CJ, Rakuten, Impact, Pepperjam
Commission Rates	Minimum 6%. Improved positioning available at higher rates.
Data Feed Integration Fee	Waived for category sponsors.

Discounts

Significant discounts are available based on both volume and duration.



Let's Work Together

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Partners

Recent advertising partners include:



THERMAREST



patagonia

KATADYN



Backcountry



HILLEBERG
THE TENTMAKER

L.L.Bean

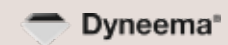
EASTERN
MOUNTAIN
SPORTS



SAWYER



KOMPERDELL



Trailspace is a proud member of:

**OUTDOOR
INDUSTRY**
ASSOCIATION

MAINE
OUTDOOR BRANDS