



LIVE THE ADVENTURE explore 2021 MEDIA KIT



THREE UNIQUES

- 1 We track and guarantee results.
- 2 We have highly engaged niche readerships who trust our content.
- 3 We have turnkey, proven campaigns that integrate print, online, social, email, editorial and video.



WHO WE ARE & WHAT MAKES US UNIQUE

MPM Group of Brands Inc. is a global leader in outdoor- and experience-based publishing. The company's focus is inspiring people's passions by providing relevant, engaging and quality content through our 15-plus brands in multiple media.

OUR CORE PURPOSE

To inspire people's passions by providing relevant, engaging and quality content.

OUR CORE VALUES

1. We are confident but humble.
2. We embrace change and seek out new knowledge.
3. We are positive team members.
4. We are accountable.
5. We are passionately authentic.



BRAND OVERVIEW



THE NUMBERS

PRINT READERSHIP

135,000 readers

DISTRIBUTION

Total - 28,500 copies

Print - 25,000 copies

Digital Edition - 3,500 subscribers

WEBSITE STATS

Page views - 597,000

Unique visitors - 162,742

Time spent on site - 2:14

*Sourced from 12 month averages in Google Analytics

E-NEWSLETTER

80,000 subscribers



PODCAST

12,000 downloads



TWITTER

30,000 followers



FACEBOOK

115,000 fans



PINTEREST

24,000 followers

↑ 20%



INSTAGRAM

55,000 followers



YOUTUBE

2.5K subscribers

↑ 100%

MAGAZINE FACTS



Founded in 1981

#1 selling outdoor adventure magazine on Canadian newsstands

4 issues per year

Glossy, high-quality stock

100% owned, produced and printed in Canada

190+ Media Awards Since 1981.
Four-time Magazine of the Year (Honourable Mentions 2009, 2017, 2019, 2020)

THE NEWSSTAND WINNER

Top-selling category magazine on Canadian newsstands:

Explore: 2,020 copies/issue (26% efficiency)

Outside: 1,487 copies/issue (23% efficiency)

Backpacker: 1,414 copies/issue (19% efficiency)

OUR READERS

ADVENTURE ACTIVITIES:

78% hike

66% take road trips

62% wilderness camp

56% canoe/kayak/raft

50% mountain bike

45% backpack

58% ski

45% family-focused adventure

90% read each issue cover to cover

80% feel **Explore** is an important resource for gear and travel information

80% have considered buying a product that was featured or advertised in **Explore**

READER PERCEPTION

87% of readers have been inspired to take a trip or buy a product from our magazines

Over 60% of our readers enjoy the scheduled eNewsletters

98% feel our magazines are a trusted source of information

Over 50% feel the online version is important

REACH

1,050,500

OUR PRINT READERSHIP



AVERAGE AGE

25-54

GENDER

52%

Male

48%

Female





OUR BRANDS & PARTNERS



PRINTED COPIES
35,500

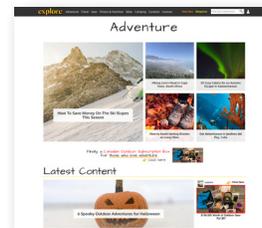
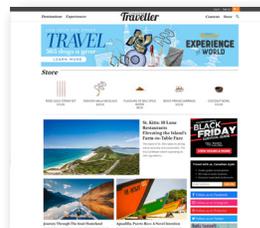
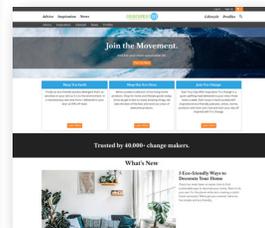
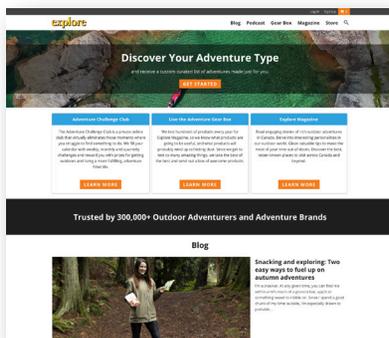
DIGITAL COPIES
9,100+

MONTHLY PAGE VIEWS
1,031,000+

SOCIAL FOLLOWERS
225,800+

EMAIL LIST
80,000+

PODCAST DOWNLOADS
12,000+



OUR REACH



BRANDS & PARTNERS	PRINTED COPIES	DIGITAL	PAGE VIEWS	NEW VISITORS	MALE	FEMALE
<i>Explore Magazine</i>	25,000	3,500	597,526	80%	52%	48%
<i>Environment911</i>	-	-	20,993	99%	24%	76%
<i>Canadian Traveller</i>	8,000	5,600	397,024	85%	39%	61%
<i>Explore the USA</i>	-	-	15,666	88%	51%	49%
<i>LTA Club Gear Box</i>	2,500	-	-	-	39%	61%
TOTAL	35,500	9,100	1,031,209	88%	52%	48%



PRINT EDITORIAL CALENDAR & DEADLINES



SPRING 2021

- Kayaking BC's North Coast
- Investigation: Bicycling Safety in Canada
- Delve into the Freediving Scene

Booking Deadline: **January 18, 2021**
Artwork Deadline: **January 29, 2021**
Newsstand Date: **March 9, 2021**



SUMMER 2021

- Ultimate Summer Gear Guide: 45+ Items!
- Polar Bear Canoe Adventure
- E-Bikes On the Rise

Booking Deadline: **April 19, 2021**
Artwork Deadline: **April 30, 2021**
Newsstand Date: **June 8, 2021**



FALL 2021

- Canadian Fall Hiking Guide
- Investigation: Outdoorsy Lifestyle Migrations
- Bikepacking for Everyone

Booking Deadline: **July 26, 2021**
Artwork Deadline: **August 9, 2021**
Newsstand Date: **September 14, 2021**



WINTER 2021

- Guided Adventures with Pro Athletes
- Adaptive Skiing Championships
- Winter Gift Guide

Booking Deadline: **October 18, 2021**
Artwork Deadline: **October 29, 2021**
Newsstand Date: **December 14, 2021**

IN EVERY ISSUE

The Lowdown

- Go Here: Detailing unique and exciting Canadian outdoor destinations.
- News: What matters to outdoors-people.
- Profile: Interviews with interesting Canadians.
- Getting Started: How to do everything better.
- Gear Guide: The latest outdoor gear, tested and reviewed.

The Happy Camper:

Camping expert Kevin Callan discusses life out-of-doors.

Angus Adventures:

World adventurer Colin Angus shares his knowledge.

Gadd's Truth:

Opinionated extreme sports hero Will Gadd states his truth.

Wild Side:

Award-winning writer Andrew Findlay discusses important outdoors issues.

Explore the World:

Profiles of outdoor adventure destinations from around the globe.

The Moment:

Canada's best outdoor photography on display.



PRINT RATES & SPECS |

EFFECTIVE JANUARY 2020
\$ GROSS RATES

NATIONAL DISPLAY RATES

SIZE	1X	2X	3X	4X
Full Page	\$6,564	\$6,379	\$6,184	\$5,999
2/3 Page	\$4,825	\$4,675	\$4,545	\$4,400
Jr. Page	\$4,500	\$4,370	\$4,230	\$4,110
1/2 Page	\$4,245	\$4,115	\$4,000	\$3,885
1/3 Page	\$2,952	\$2,867	\$2,777	\$2,682
1/6 Page	\$1,944	\$1,894	\$1,829	\$1,779
DPS	\$12,383	\$12,013	\$11,648	\$11,323
1/2 DPS	\$8,350	\$8,110	\$7,875	\$7,630

COVERS	1X	2X	3X	4X
IFC Spread	\$14,049	\$13,639	\$13,224	\$12,839
IFC	\$7,524	\$7,314	\$7,089	\$6,879
IBC	\$7,204	\$6,994	\$6,809	\$6,604
OBC	\$7,524	\$7,314	\$7,089	\$6,879

CUSTOM SPECIALS

Videos

Video links to digital edition ads.
Rate: **\$350**

Special Positions

Special or guaranteed position.
15% extra

Inserts

Rates on request.

UPLOADING ADS

Email ads to:

ads@canadawide.com

Bleed

Full page only 0.125".

Production costs

Any production work on advertisements will be invoiced at **\$75 per hour** to the advertiser.

File formats

Press Optimized PDF.

DISPLAY AD DIMENSIONS (WIDTH X HEIGHT)

SIZE	NON BLEED	TRIM SIZE FOR BLEED ADS
Full Page Live	7.75" x 10.5"	8" x 10.75"
2/3 Page	4.5625" x 9.875"	n/a
Jr. Page	4.5625" x 7.3125"	n/a
1/2 Page Vertical	3.5" x 9.875"	n/a
1/2 Page Horizontal	7" x 4.8125"	n/a
1/3 Page Vertical	2.25" x 9.875"	n/a
1/3 Page Square	4.5625" x 4.8125"	n/a
1/6 Page Vertical	2.25" x 4.8125"	n/a
Double-Page Spread	15.5" x 10.25"	16" x 10.75"



DPS
EXAMPLE



FULL PAGE
EXAMPLE



1/2 HOR.
EXAMPLE



1/2 VERT.
EXAMPLE



CLASSIFIED RATES & DIMENSIONS

PRINT 



EFFECTIVE JANUARY 2020
\$ GROSS RATES



DISPLAY
AD
EXAMPLE

DISPLAY ADS

Display ads in the classifieds are more economical and have set sizes. They can include colour borders, background colours, photo backgrounds, superimposed text, logos, inserted photos, etc. See below for pricing and sizes.

PRODUCTION INFO

Bleed

Full page only 0.125".

Production costs

Production costs of \$75 per hour apply to ads that our staff must create or change. The average cost of classified ad production is **\$250 to \$350**.

File formats

Press optimized PDF.

Email ads to:

ads@canadawide.com

<p>FULL PAGE</p> <p>\$2,660</p> <p>A</p> <p>7" x 9 5/8"</p>	<p>3/4 PAGE VERTICAL</p> <p>\$2,245</p> <p>B</p> <p>5 3/16" x 9 5/8"</p>	<p>1/2 PAGE HORIZONTAL</p> <p>\$1,830</p> <p>C</p> <p>7" x 4 3/4"</p>	<p>1/2 PAGE VERTICAL</p> <p>\$1,830</p> <p>D</p> <p>3 3/8" x 9 5/8"</p>
<p>3/8 PAGE HORIZONTAL</p> <p>\$625</p> <p>E</p> <p>5 3/16" x 4 3/4"</p>	<p>1/4 PAGE VERTICAL</p> <p>\$455</p> <p>F</p> <p>3 3/8" x 4 3/4"</p>	<p>1 FULL COLUMN</p> <p>\$455</p> <p>G</p> <p>1 9/16" x 9 5/8"</p>	<p>1 COLUMN X6" VERTICAL</p> <p>\$365</p> <p>H</p> <p>1 9/16" x 6"</p>
<p>2 COLUMN X3" HORIZONTAL</p> <p>\$365</p> <p>I</p> <p>3 3/8" x 3"</p>	<p>1 COLUMN X5" VERTICAL</p> <p>\$324</p> <p>J</p> <p>1 9/16" x 5"</p>	<p>1 COLUMN X4" VERTICAL</p> <p>\$275</p> <p>K</p> <p>1 9/16" x 4"</p>	<p>2 COLUMN X2" HORIZONTAL</p> <p>\$275</p> <p>L</p> <p>3 3/8" x 2"</p>
<p>1 COLUMN X3" VERTICAL</p> <p>\$222</p> <p>M</p> <p>1 9/16" x 3"</p>	<p>2 COLUMN X1" HORIZONTAL</p> <p>\$156</p> <p>N</p> <p>3 3/8" x 1"</p>	<p>1 COLUMN X2" VERTICAL</p> <p>\$156</p> <p>O</p> <p>1 9/16" x 2"</p>	



WEBSITE RATES & DIMENSIONS |



EXPLORE-MAG.COM

When it comes to outdoor adventure, **explore-mag.com** delivers the goods so readers can enjoy Canada's very best outdoor experiences. **Explore** readers and web visitors know that our award-winning content is the starting point for inspiration and action. Our online presence continues to organically grow—be a part of our authentic community.

EXPLORETHEUSA.COM

Now reach readers interested in outdoor adventure in the USA. Launched in April 2014, ExploreTheUSA.com enjoys a healthy viewership.

FEATURES & HIGHLIGHTS

- Adventure
- Travel
- Gear
- Fitness & Nutrition
- Skills
- Camping
- News, Photos & Contests
- Social media updates
- Direct link to digital magazine
- eNewsletter

RATES & DIMENSIONS

Standard Website Units:

- Leaderboard (728x90) **\$20 (CPM)**
- Large Banner (970x250) **\$20 (CPM)**
- Small Banner (350x250) **\$20 (CPM)**

Contests:

Based on a six-week promotion includes: contest creation, one contest ad, contest page write-up, list of entry names (optional, subject to restrictions) and social media mentions for duration of contest: **\$2,500**. ROS promotion: **\$20 (CPM)**



Other:

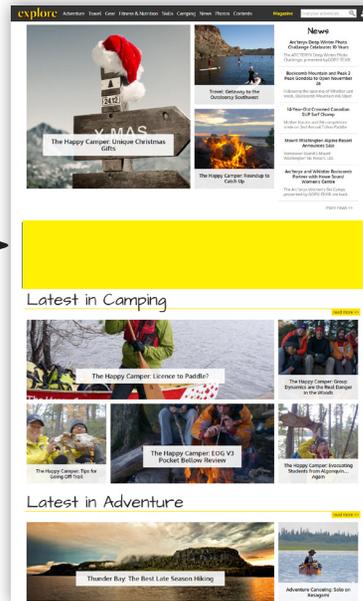
- Section sponsorship: **\$28 (CPM)**
- Homepage takeover: **\$1,000 (CPD)**
- Social Media Mentions: **\$100 per mention**
- Create a campaign unique to your business.
- Custom campaigns and content alignment packages are available. Speak to your rep today!

INDEX PAGE

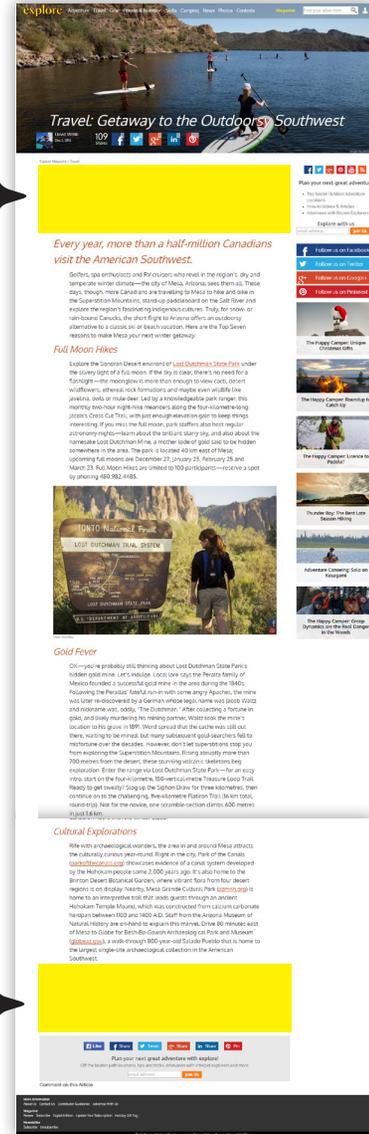
NEW ARTICLES DAILY!

ARTICLE PAGE

970 X 250
970 X 90
728 X 90



970 X 250
970 X 90
728 X 90



Podcast
Inquire for sponsorship opportunities on our top-ranked outdoor adventure podcast.



970 X 250
970 X 90
728 X 90



CONSUMER BUNDLES

TRAFFIC BUILDER EXAMPLE



Full Page Print Ad
Print readership: **25,000**



Online Ads & Shout-out Content
594,000 impressions



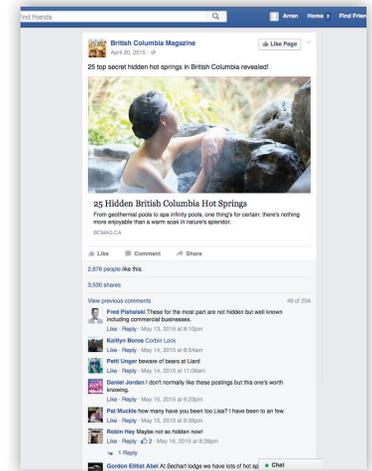
Highlight Article
3.1 million reach



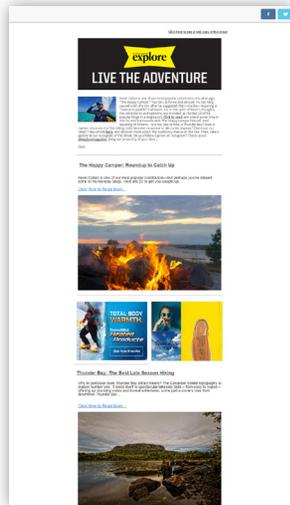
Contest
1,000 entries per month



Social Media Posts
48,000 shares



eNewsletters Ad
53,000 opens



Additional Content
412,000 reach



TOTAL CAMPAIGN REACH:
5,115,811
AND STILL GROWING

PURCHASED MY PASSION MEDIA BUNDLES: kamloops



SOUTH RIM Chamber and Visitors Bureau

G Adventures
Our world deserves more you.

TOURISM Golden
GOLDEN RULES



YAMNUSKA MOUNTAIN ADVENTURES



E-NEWSLETTER SPECS & RATES



CONSUMER OPT-IN CONTENT

A weekly adrenaline rush with **Explore's** Live the Adventure newsletter. Every week our e-news delivers inspiring and useful tips that get our readers' hearts pumping and minds exploring in Canada and beyond.

Featuring:

The Happy Camper, Hot Gear, Adventure Travel, Fitness Tips, Amazing Photos and so much more.

Rates & sizes

Big box (300X250) **\$995/week**
 Video (YouTube or Vimeo link) **\$800/week**
 Content/Image (unique content provided to us by the client) **\$1,000/week**
 Content/Video (unique content provided to us by the client) **\$1,300/week**

For geo-targeting add 20%

ELECTRONIC REQUIREMENTS

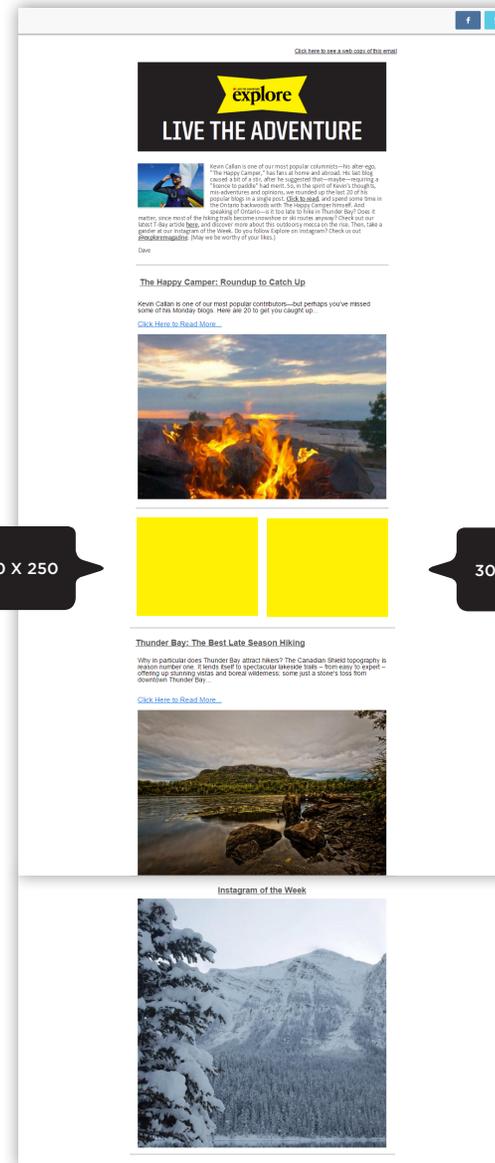
Graphics

Image (jpg, gif or png)

File size

Less than or equal to 40KB

**TOTAL ACTIVE
SUBSCRIBERS:
80,000+**





INTEGRATED BUNDLES

OUR MOST POPULAR BUNDLES FOR 2020

All bundles are customisable and flexible to suit your advertising needs. Other bundles available on request.



PRINT



ONLINE



BUNDLE	DESCRIPTION	AD	FEATURE	ONLINE CONTENT	NETWORK ADS	HOT DEALS	eNEWS-LETTERS	CONTEST	SOCIAL PUSH
SOCIAL BUTTERFLY	Integrated campaign to build social media exposure and reader confidence. This campaign bundle is designed to increase your social presence and begin the conversation. Strong support through call-to-action online and print placements round off this campaign.	Half Page in any Consumer Publication	-	4 Pieces of Online Content Plus 1 Premium Pillar Online Article	500,000	-	-	1	4
TRAFFIC BUILDER	Integrated campaign to drive traffic to your website through this strategic bundle. This campaign is designed to leverage online articles with strategic call-to-action online and display ad placements.	Full Page in Explore Full Page in Canadian Traveller	-	4 Pieces of Content Or 1 Pillar + 1 Piece of Content	1,000,000	6	12	1	-
EDUCATIONAL EXPERIENCE	Integrated campaign that does a deep dive into the special value proposition. This campaign is focused on storytelling and print, with a healthy balance of online to pull it together.	Full Page in Explore Full Page in Canadian Traveller Half Page in Explore	1 Print Feature	3 Pieces of Highlight Online Content Or 1 Feature Online Content	750,000	10	4	1	-
MINI BUNDLE	Templated bundles for smaller partners or those wishing to try integration.	Five 1/3 page ads in any consumer publication	-	1 Shout-out 1 Highlight	100,000	6	2	-	-



LIVE THE ADVENTURE **explore**
LIVE THE ADVENTURE CLUB



INQUIRE ABOUT SPONSORSHIP!

A curated subscription box of quality adventure gear delivered quarterly to thousands of active outdoor enthusiasts.

EXCLUSIVE SPONSORSHIPS

An opportunity to get your product in the hands of affluent outdoor enthusiasts.

2,500 members!
1,700,000 video views!

GEAR BOX CATEGORY EXCLUSIVE SPONSORSHIP

Each season subscribers receive your logo and product listing in:

1. Gear Box DPS ad in Explore Magazine (135,000 readers)
2. Logo on Gear Box insert (2,500 members)
3. Logo on Gear Box (2,500 members)
4. Product description in Official Unboxing (10,000+ views)
5. Sponsor unveiling email (80,000+ subscribers)
6. Product link in private forum (2,000+ members)

\$1 PER SUBSCRIBER* PLUS PRODUCT FOR GEAR BOX

Custom bundles available—inquire!

**fee waived with \$15,000 advertising package.*

Each Season LTA Subscribers Receive:

- 4 to 8 pieces of outdoors gear
- Latest issue of Explore Magazine
- Challenges to motivate members to use the gear
- Private forum membership with prizes and webinars

BOOK YOUR PRODUCT CATEGORY EXCLUSIVITY TODAY.

Contact James Mohr:
 jamesm@mypassionmedia.com
 604-619-8281

Satisfied Clients Include:



PRODUCTION SCHEDULE 2021		
DELIVERY	BOOKING DEADLINE	PRODUCT IN
Spring	Jan 18	Jan 29
Summer	Apr 19	Apr 30
Fall	Jul 26	Aug 6
Winter	Oct 18	Nov 3

Ask about our Adventure Challenge Club, with more than 500 additional members!



PRINT MAGAZINE PRODUCTION SCHEDULE 2021



PUBLICATION TITLE	NEWSSTAND DATE	BOOKING DEADLINE	ARTWORK DEADLINE
<i>Explore Magazine Spring</i>	March 9, 2021	January 18, 2021	January 29, 2021
<i>Explore Magazine Summer</i>	June 8, 2021	April 19, 2021	April 30, 2021
<i>Explore Magazine Fall</i>	September 14, 2021	July 26, 2021	August 9, 2021
<i>Explore Magazine Winter</i>	December 14, 2021	October 18, 2021	October 29, 2021

ONLINE	PUBLISHING DATE	BOOKING DEADLINE	ARTWORK DEADLINE
<i>Online Ads</i>	Client's choice	2 weeks prior to flight	1 week prior to flight
<i>eNewsletter</i>	Tuesdays	1 week prior to flight	1 week prior to flight
<i>Content Articles (Consumer)</i>	Client's choice	4-5 weeks	Editorial will contact client for direction
<i>Contesting</i>	Client's choice	4-6 weeks prior to promotion	3-4 weeks prior to initial promotion

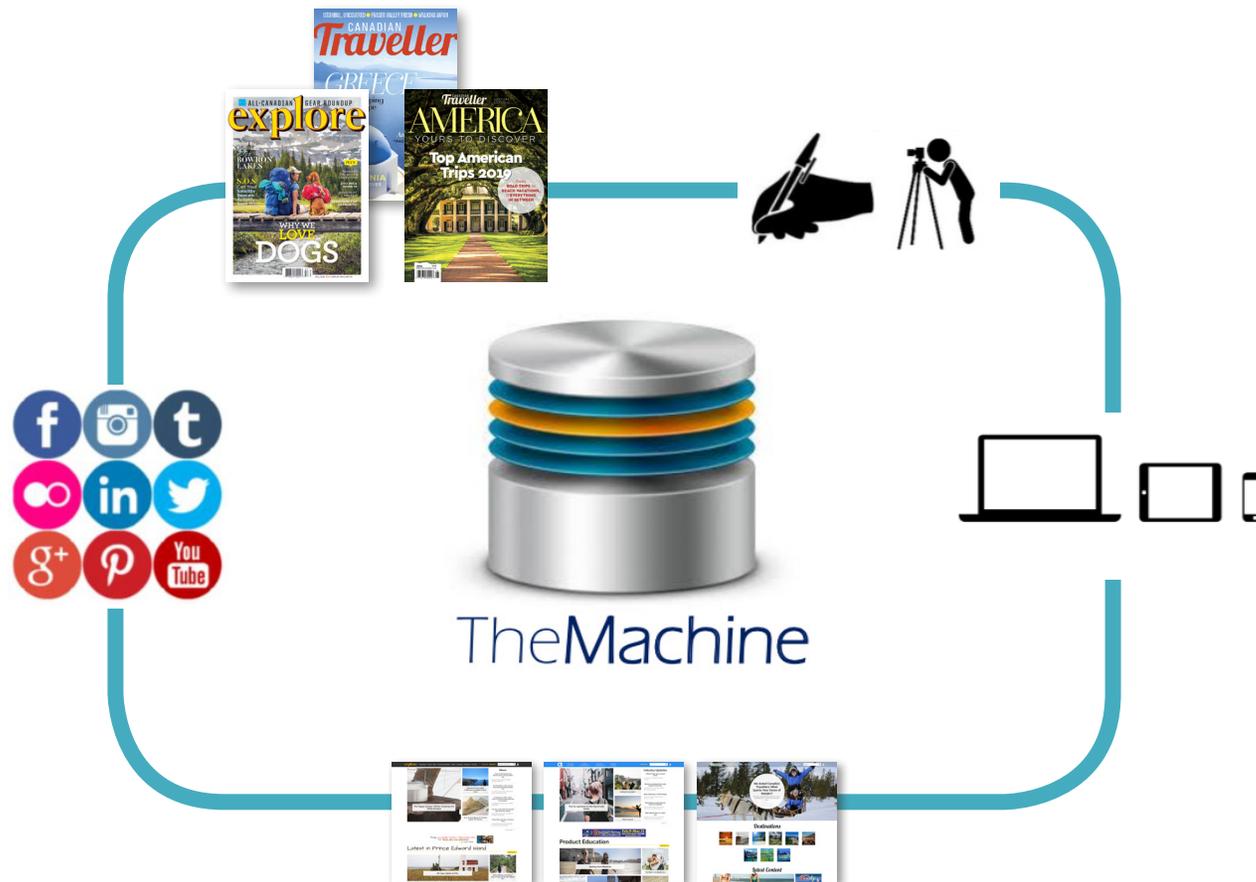


OUR TECHNOLOGY

TheMachine connects all aspects of your campaign, including earned, owned and paid media.

Partner publications also reside on **TheMachine** allowing approved syndication of content between MPM sites and those sites. This empowers the **CMS Recommendation and Semantic Engines** to recommend content relevant for each reader and each reader demographic bucket.

Constant dataflows improve intelligence and ensure KPIs are monitored, managed and maximized.





OUR PROVEN PERFORMANCE



GLOBALSTAR: 2060% MEDIA VALUE ROI
KEEN CANADA: 935% MEDIA VALUE ROI

CABELA'S: 414% MEDIA VALUE ROI
PRINCE EDWARD ISLAND TOURISM: 201% MEDIA VALUE ROI

AIR CANADA VACATIONS	EDDIE BAUER	MEXICO TOURISM BOARD	SUBARU
ALPINE CLUB OF CANADA	FORD MOTOR COMPANY	NEW ORLEANS CVB	SUN-RYPE PRODUCTS
ALPINE INTERFACE INC	GARMIN CORPORATION	NORTHEASTERN ONTARIO	SUNSHINE COAST TOURISM
ATMOSPHERE	BLACK ROCK RESORT	OBOZ FOOTWEAR	TOURISM GOLDEN
BARBADOS TOURISM	JOHNSON & JOHNSON	PLAYA RESORTS	TOURISM KAMLOOPS
BUFF CANADA	MARMOT	FREEWHEELING ADVENTURES	TOURISM SUN PEAKS
CALIFORNIA TOURISM	JARDEN CONSUMER SOLUTION	RIVIERA MAYA	TOYOTA
COSMOPOLITAN RESORT	KLM AIRLINES	SAIL	TUCSON, AZ
COLLETTE VACATIONS	KEEN CANADA	SAMSONITE	TRANSAT TOURS CANADA
CHRYSLER CANADA	KOREA TOURISM	SATA INTERNATIONAL	VISIT ORLANDO
ECCO SHOES	MERRELL	SPAIN OFFICE OF TOURISM	YAMNUSKA



CONTACT US



THE SALES TEAM



BL

BRAD LISKI
President & CEO
1-888-924-7524
bradl@myPassionMedia.com



JM

JAMES MOHR
*National Director,
North America*
1-604-619-8281
jamesm@myPassionMedia.com

RECENT AWARDS

Explore has received 190+ Magazine
Award Nominations since 1981.



**National Magazine Awards
Magazine of the Year**
Honourable Mention, 2017



**National Magazine Awards
Best Magazine: Service & Lifestyle**
Honourable Mention, 2018



**Explore Canada Awards
of Excellence**
Finalist, 2018



**National Magazine Awards
Best Magazine: Service & Lifestyle**
Honourable Mention, 2020

