2015 MEDIA KIT

BANFF'S AURORA CHASERS / GET HIGH ON KINSOL TRESTLE / HIKING THUNDER BAY

TEACH YOUR KIDS TO LOVE THE OUTDOORS

ADVENTURE TRAVEL

16 AMAZING TRIPS

CANOE THROUGH NORTHWEST ONTARIO
KAYAK BELIZE'S MESOAMERICAN REEF
SURF NOVA SCOTIA'S EASTERN SHORE
ADVENTURE & CONSERVATION IN YUKON

LIVE THE ADVENTURE

OP PUBLISHING LTD

OUR SISTER PUBLICATIONS

100% OWNED, PRODUCED & PRINTED IN CANADA SINCE 1981

www.myPassionMedia.com
adsales@explore-mag.com
Equal parts inspiration and perspiration set the stage for Explore. The greatest Canadian destinations combined with current gear reviews give readers all they need to start or continue their own adventures.

The Explore team is a group of dedicated and highly qualified outdoor writers, editors, photographers and designers who are actively pursuing adventures across Canada and beyond. Their combined experiences are brought to life in the pages and digital space of Explore Magazine and explore-mag.com.

Explore has received more than 185 Magazine Awards/Nominations in the past 10 years, which gives you some idea of the talent we have on board.
OVERVIEW

READERSHIP - PRINT
125,000 readers

DISTRIBUTION - PRINT
25,000 copies

DIGITAL EDITION
2,300 subscribers

WEBSITE STATS
Pageviews 95,000
Unique visitors 38,400
Time spent on site 2:04
*Sourced from 3 month averages in Google analytics

E-NEWSLETTER
14,000 subscribers

TWITTER
7388 followers  
↑ 145%

FACEBOOK
8910 fans  
↑ 215%

PINTREST
20,329 pins

MAGAZINE FACTS
• Founded in 1981
• #1 selling outdoor magazine on Canadian newsstands
• 4 issues a year
• Glossy, perfect bound, high quality stock
• 100% owned, produced & printed in Canada

OUR READERS
Adventure Activities
78% hike
66% take road trips
62% wilderness camp
56% canoe/kayak/raft
50% mountain bike
45% trek
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

QUICK FACTS
Reach
533,000

Average age
25-54

Gender
54% 46%

Our National Readership

www.mypassionMedia.com
adsales@explore-mag.com
“YOU’LL NEVER MAKE IT”

“YOU’LL RUN OUT OF FOOD. YOUR BIKES WON’T SURVIVE. YOUR BODIES WILL FALL APART. YOU’LL DROWN IN ONE OF THE THREE MAJOR RIVER CROSSINGS.”

CHALLENGE ACCEPTED.

EXPLORE FALL 2013
## Display Rates & Dimensions

### National Display Rates

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<thead>
<tr>
<th>Size</th>
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$ gross rates

### Display Ad Dimensions

**AD SIZE**

<table>
<thead>
<tr>
<th>AD SIZE</th>
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<th>Trim Size for Bleed Ads</th>
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<tbody>
<tr>
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<td>8&quot; x 10.875&quot;</td>
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<td>4.5&quot; x 10&quot;</td>
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<tr>
<td>Jr. Page</td>
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<td>5.063&quot; x 8&quot;</td>
</tr>
<tr>
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</tr>
<tr>
<td>1/6 Page Vertical</td>
<td>2.125&quot; x 4.75&quot;</td>
<td>n/a</td>
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<tr>
<td>Double-Page Spread</td>
<td>15&quot; x 10&quot;</td>
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<tr>
<td>1/6 Page Spread</td>
<td>15&quot; x 4.875&quot;</td>
<td>16&quot; x 5.438&quot;</td>
</tr>
</tbody>
</table>

### Uploading Ads

**Email Ads To** production@mypassionmedia.com

**Bleed** Full page only 0.125" in bleed

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

**File Formats** Press Optimized PDF

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### Custom Specials

**Videos**

Video links to digital edition ads.

Rate: $350

**Special Positions**

Special or guaranteed position, 15% extra.

**Inserts**

Rates on request.
When it comes to outdoor adventure, *Explore* delivers the places and gear needed to 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.

**FEATURES AND HIGHLIGHTS**

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

**QUICK FACTS**

38,000
Unique Visitors Per Month

95,000
Page Views Per Month

**EXPLORE-MAG.COM**

Now reach readers interested in outdoor adventure in the USA. Launched in April 2014, ExploreTheUSA.com is growing at record pace. Promoted to My Passion Media’s 12 million global readership, this extension of Explore will soon be our largest online publication.

**EXPLORETHEUSA.COM**

Based on a 6-week promotion includes: contest creation, 1 contest ad, contest page write up, list of entry names, and social media mentions for duration of contest $2500

ROS promotion: $20 (CPM)

$ GROSS RATES

Create a campaign unique to your business. Custom campaigns and content alignment packages available. Speak to your rep today!

**RATES & DIMENSIONS**

**STANDARD WEBSITE UNITS:**
- Leaderboard (728x90) $20 (CPM)
- Big Box (300x250) $20 (CPM)
- Small Banner (728x90) $20 (CPM)
- Homepage Wallpaper (160x600) $25 (CPM)
- Billboard (970x270) $35 (CPM)

**CONTESTS:**

**OTHER:**
- Section sponsorship: $28 (CPM)
- Homepage takeover: $1000 (CPD)
- Social Media Mentions: $100 per mention

(EFFECTIVE SEPTEMBER 2014 ISSUE)
**EXPLORATION**

Readers browse through exploration looking for the latest in outdoor adventure products and services. Tours, destinations, accommodations, essential gear, equipment and instructional courses are all found in the pages of exploration. All ads are four colour.

Available in one size only (2.07” wide x 2.75” high)

**EXPLORATION RATES**

<table>
<thead>
<tr>
<th>1X</th>
<th>$690</th>
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<tr>
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<tr>
<td>3X</td>
<td>$620</td>
</tr>
<tr>
<td>4X</td>
<td>$600</td>
</tr>
</tbody>
</table>

- For custom ad design add $100.
- Rates for exploration are non-commissionable.

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**OUTDOOR DIRECTORY**

Outdoor Directory provides a low-cost option to place repeat ads throughout the year.

**OUTDOOR DIRECTORY CATEGORIES INCLUDE**

- Adventure Tours
- Canoeing / Kayaking
- Climbing / Mountaineering
- Hiking / Backpacking
- Lodges
- Mountain Biking
- Overseas Adventures
- Instruction & Resources

When submitting your Outdoor Directory listing please include: your company name, mailing address and/or e-mail, phone and fax number and website. Text-only classified listings in all categories.

**OUTDOOR DIRECTORY EXAMPLE**

Alpine Interface
Tour du Mont Blanc: Hike in the Alps through France, Italy and Switzerland. Hike the Haute Route from Chamonix to Zermatt, or explore Italy's Dolomites. If our group departures don't work for you, please let us know. We can arrange customized and/or private hiking trips in the Alps or the Rockies any time!
Ph: 1.800.368.5056
info@alpineinterface.com
alpineinterface.com

**RATES PER ISSUE:**

<table>
<thead>
<tr>
<th>Words / Symbols</th>
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<td>61 – 80 words / symbols</td>
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<td>81 – 100 words / symbols</td>
<td>$155</td>
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<tr>
<td>101+ words / symbols</td>
<td>$180</td>
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(EFFECTIVE SEPTEMBER 2014 ISSUE)

$ GROSS RATES

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**DEADLINES**

**SPRING**
Reservation deadline 23 Jan
Material Deadline 06 Feb
Newsstand Date 09 Mar

**SUMMER**
Reservation deadline 24 Apr
Material Deadline 08 May
Newsstand Date 08 June

**FALL**
Reservation deadline 24 July
Material Deadline 07 Aug
Newsstand Date 08 Sept

**WINTER**
Reservation deadline 23 Oct
Material Deadline 06 Nov
Newsstand Date 07 Dec
“CAN YOU SWIM?” I ASK HIM AS WE PADDLE TOWARD OUR CAMP FOR THE NIGHT. “Yeah, sure!” he replies gleefully. “Like a rock!”
WEEKLY NEWSLETTER

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’ heart pumping and mind exploring in Canada and beyond.

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

NEWSLETTER:
Leaderboard (728X90) $375/week
Big box (300X250) $250/week
Video (youtube or vimeo link) $800/week
Content/Image (provided by client) $1000/week
Content/Video (provided by client) $1300/week

For geo targeting add 20%

(EFFECTIVE SEPTEMBER 2014 ISSUE)

$ GROSS RATES

CONSUMER BUNDLES

TRAFFIC BUILDER
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 and Canadian Traveller
- 12 Live the Adventure eNewsletters
- 6 Online Articles Across 6 Sites
- 1,000,000 Run of Network Online Impressions
- 10 Pack Hot Deals eBlasts
- Contest

EDUCATIONAL EXPERIENCE
Do 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.

- 4-page Editorial Feature
- 5 Online Articles Across 5 Sites
- Full Page in Explore and Canadian Traveller
- Half Page in another title of choice
- 750,000 Run of Network Online Impressions
- 10 Pack Hot Deals eBlasts
- Contest

SOCIAL BUTTERFLY
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.

- 6 Social Pushes
- 8 Online Articles Across 6 Sites
- Half Page in Explore
- Contest
- 500,000 Run of Network Online Impressions
- 1 Influencer Article
- 3 Amplifications (FB, Twitter, G+, etc)

www.myPassionMedia.com
adsales@explore-mag.com
SPRING
THE ADVENTURE ISSUE
• We explore Canada’s new classic outdoor destinations.
  • The world of leather & wool: timeless outdoors gear reviewed.
  • Go Here: Kayaking Octopus Islands Provincial Park.
    • Explore the World: Hiking in Borneo.
PLUS: We delve deep into the remote Great Bear Rainforest of British Columbia.

DEADLINES
Reservation deadline 23 Jan
Material Deadline 06 Feb
Newsstand Date 09 Mar

SUMMER
THE GEAR ISSUE
• Our huge Summer Gear Guide is back — 50+ items, fully tested and reviewed.
  • Sailing into Gwaii Haanas National Park.
  • Go Here: Embark on a weekend hiking exploration of the BC Rockies.
PLUS: We send our writer deep into Northern Quebec on an epic exploration of Manicouagan Crater.

DEADLINES
Reservation deadline 24 Apr
Material Deadline 08 May
Newsstand Date 08 June

FALL
THE HIKING ISSUE
• Our popular annual hiking guide is back and better than ever — more off-radars trails, new essential tips and day-hikes from major cities.
• Gear Guide: Live it — we review the best lifestyle apparel for outdoorspeople.
• Go Here: We explore Montreal and its surrounding areas by bicycle.
PLUS: We dispatch a writer to discover Newfoundland’s Baie Verte Peninsula.

DEADLINES
Reservation deadline 24 July
Material Deadline 07 Aug
Newsstand Date 08 Sept

WINTER
THE SNOWSPORTS ISSUE
• Learn from the Pros: 30+ tips on how to everything better in winter.
• Gear With a Conscience: We review ethical outdoors equipment.
• Go Here: Backcountry skiing from Squamish’s Sea to Sky Gondola.
PLUS: Winter surfing on Lake Superior — Canada’s most unique surf scene.

DEADLINES
Reservation deadline 23 Oct
Material Deadline 06 Nov
Newsstand Date 07 Dec

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 outdoors 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.

THE MOMENT:
Canada’s best outdoor photography on display.

EXPLORE THE USA:
Profiles of outdoor adventure destinations in the USA.

EXPLORE THE WORLD:
Profiles of outdoor adventure destinations from around the globe.
Explore has received 185+ Magazine Award Nominations since 1981.

Stories from 2013 that were nominated were:

**Spring 2013**
Journal (Voyage of the Wanderbird) - National Magazine Award Honorable Mention

**Fall 2013**
All-Canadian Bucket List - Western Magazine Award Nominee

**Fall 2013**
Norman Wells or Bust - Western Magazine Award Nominee
"I DON'T WANT THIS MOMENT, OR THE TRIP, TO END"

EXPLORE - FALL 2014
Our Titles

Magazines

Canadian Traveller is a quarterly print and daily online publication that offers a Canadian perspective of how Canadians travel the world. Our editorial is written to stimulate the travel bug within Canadians and force us to ask the question Where Next? National distribution on newstands, in airport lounges and direct to subscribers give all our titles unique visibly.

Explore Magazine is Canada’s #1 outdoor activities publication for over 30 years. Our award winning editorial shares other people’s adventures and their enjoyment of the life outdoors. Published quarterly in print and daily online we reach outdoor enthusiasts around the world. With massive exposure in regional and national outdoor shows and retailers across the country the publication has a strong presence in the industry.

CT – Travel Agent Edition is celebrating over 25 years as the leading s a leading travel agent magazine. The monthly publication is distributed via mail to the travel trade in Canada with more than 90% being Travel Agents. The editorial is focused on destination education. The graphics are very strong with a consumer look, feel and read. The subscription is free to the travel trade through by-request, membership or association/trade lists.

Pacific Yachting is celebrating over 45 years as the voice of recreational boating in the Pacific Northwest. Our monthly print and daily online publications help boaters get more from their passion with high-quality and up to date content on a variety of topics, including cruising destinations, news issues, local attractions, upcoming events and more. We are heavily involved in event sponsorships, boat shows, regattas, fundraisers and charitable events.

BC Outdoors is celebrating 69 years as British Columbia’s number one sportsman magazine. As the voice of these activities in BC, it is the go-to source for anglers and hunters seeking the best tips, tackle and gear reviews, travel and feature stories that celebrate BC as one of the world’s top destinations. We are heavily involved in event sponsorships, fishing derbies, lecture series, expos, charitable events and more.

On-Line

InfoBarrel.com is a global online publication built with a community of writers who create amazing content geared towards helping readers either educate themselves or solve a problem. With over 6,000 writers and 150,000 articles we attract over 11 million unique visits from all around the world with information that provides value to their daily lives.

PawManeFin.com provides high-quality and focused editorial to animal hobbyists, conservationists and professionals around the world. We are committed to achieving excellence through our promise to deliver relevant, real-world content about the lifestyle, professional, wildlife and rescue aspects of this animal passion.

Environment911.org is an online publication for individuals to discuss environment issues from green business to natural disasters. We feel it is important for people to come together and share their thoughts, ideas and visions for the future. Since inception in 2010 Environment911 has a global awareness in the environmental writing community and just recently opened to the world for contribution and readership.
OUR MEDIA MIX

My Passion Media publishes regionally passionate content through a global multi-media reach.

With a perfect harmony between content and advertising, we deliver storytelling to over 12 million readers. This allows us to leverage the special aspects of an advertiser to not only our Canadian readers but to our international readers as well.

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<th>PUBLICATION</th>
<th>EDITORIAL FOCUS</th>
<th>FREQUENCY</th>
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<th>DIGITAL</th>
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<td>Daily</td>
<td>Global</td>
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<td>Destination Education</td>
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<td>National Canada</td>
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<td>Pacific NW</td>
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<td>Sportsman Activities in BC</td>
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<td>Regional BC</td>
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<td>Outdoor &amp; Sportsman Activities in Canada</td>
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<td>National Canada</td>
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<td>National Canada</td>
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<td>Regional BC</td>
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<td>Classic Hits</td>
<td>Daily</td>
<td>Regional BC &amp; AB</td>
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| TOTAL                     |                                  |           |                       | 237,000| 150,300 | 10,010,000  |
LIVE THE ADVENTURE.