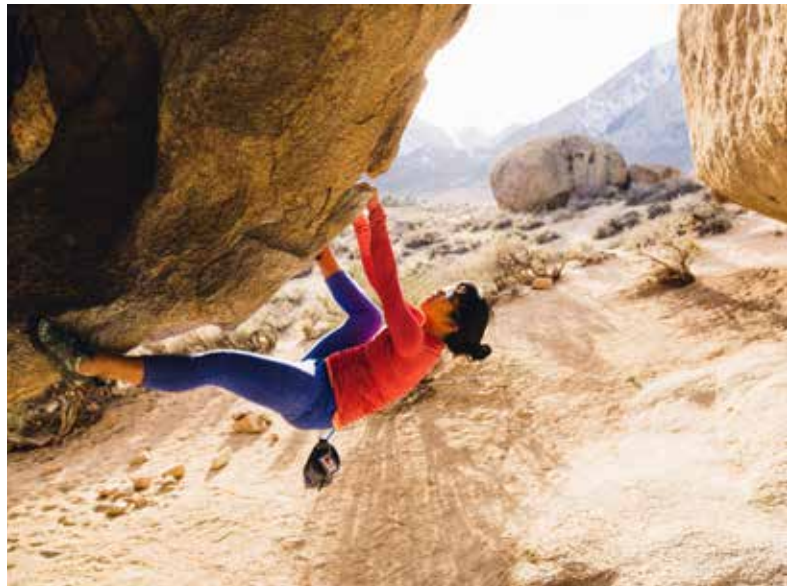




TRAILS.com

Media Kit 2017



About Trails.com

Trails is where outdoor recreation enthusiasts come to play. Family day trippers to hardcore thru-hikers will find thousands of trail and topographic maps, expert guides, tips and information to help them enjoy a wide range of outdoor sports and activities. Trails brings together a community of more than 2.5 million hikers, mountain bikers, trail runners and snow and water sport buffs to discover new destinations and share personal experiences and reviews with other outdoor adventurer seekers.

The Trails.com Consumer

Age

18-24

25-34

35-44

45-54

55-64

65+

Gender

56.9%
M

43.1%
F

Interest

Hiking

Road Trips

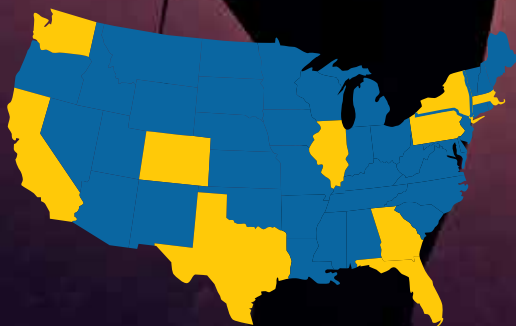
Camping / Wilderness

Family Outdoor Adventure

Water Sports / Recreation

Snow / Ice Sports

Most Active States on Trails.com



10 Million
UNIQUE USERS
PER YEAR

24 Million
WEBSITE PAGE VIEWS
PER YEAR

56%
TRAFFIC FROM
MOBILE DEVICES

EMAIL LIST OF
2.4 Million
OUTDOOR
ENTHUSIASTS

40%
TRAFFIC FROM
MILLENNIALS

19,800
FANS ACROSS
ALL SOCIAL
CHANNELS

Trails Ad Specs

We offer customized programs that allow you to tap into our highly targeted, highly motivated customer base, all within the context of viewing and sharing their most relevant articles. Trails.com can drive traffic to your site or store, encourage trial, and help build your brand.

Partner with Trails.com – and experience the results.

Desktop Advertising Specifications

Name	Ad Unit Size	File Size	Looping	Placement	Flash
Banner	728 x 90 pixels	20kb	Max 4 times	Top of Page	39kb
Medium Rectangle	300 x 250 pixels	20kb	Max 4 times	Top of Sidebar	39kb
Tall Rectangle	300 x 600 pixels	20kb	Max 4 times	Top of Sidebar	39kb
Medium Rectangle	300 x 250 pixels	20kb	Max 4 times	Slideshows	39kb
Medium Rectangle	300 x 250 pixels	20kb	Max 4 times	Quizzes	39kb

Mobile Advertising Specifications

Name	Ad Unit Size	File Size	Looping	Placement	Flash
Banner	320 x 100 pixels	20kb	Max 4 times	Top of Page	39kb
Banner	320 x 50 pixels	20kb	Max 4 times	Top of Page	39kb
Medium Rectangle	300 x 250 pixels	20kb	Max 4 times	First Rectangle Slot	39kb

Targeting Capabilities

All Verticals, Geo-targeting, DMA and Zip code Competitive Ad Blocks, and customized targeting upon request

Ad Server

We use Google DFP, a third party ad serving company

Reporting

We use Google DFP for reporting.

Other Advertising Information

We have a strict CPM model, and do not accept CPC or CPA ads. We do NOT sell text link ads under any circumstances, please do not inquire.

Advertise with us:
advertise@trails.com