

The background image is a high-altitude mountain landscape. In the foreground, a steep, snow-covered ridge slopes upwards from the bottom right towards the center. Two climbers, wearing red and dark gear, are ascending this ridge. The snow is illuminated by a warm, orange-red light, likely from the setting or rising sun. In the background, a vast mountain range stretches across the horizon under a sky with soft, colorful clouds in shades of orange, pink, and blue. The overall scene conveys a sense of adventure and exploration in a rugged, alpine environment.

# BASE

Media Pack  
2022

ADVENTURE  
STARTS HERE

# THE BASE STORY

We formed BASE because we didn't think an adventure brand existed that reflected us or our passions and attitudes.

We felt there was a gaping hole for a title where we could go and get inspiration and ideas - but that backed it up with plenty of consideration for the obstacles we all face when trying to live adventurous lives.

A title which balanced tales of incredible feats with down-to-earth suggestions and guidance. And one that looked good too.

BASE is by adventurers and for adventurers of all levels: elite, emerging and in-between.

Adventure for us, our contributors, and our audience, is a way of life. We passionately believe adventure should be accessible to everyone.

So through our magazine, our website and other digital platforms, we share adventure stories, useful information and ideas to help people be more adventure-active.

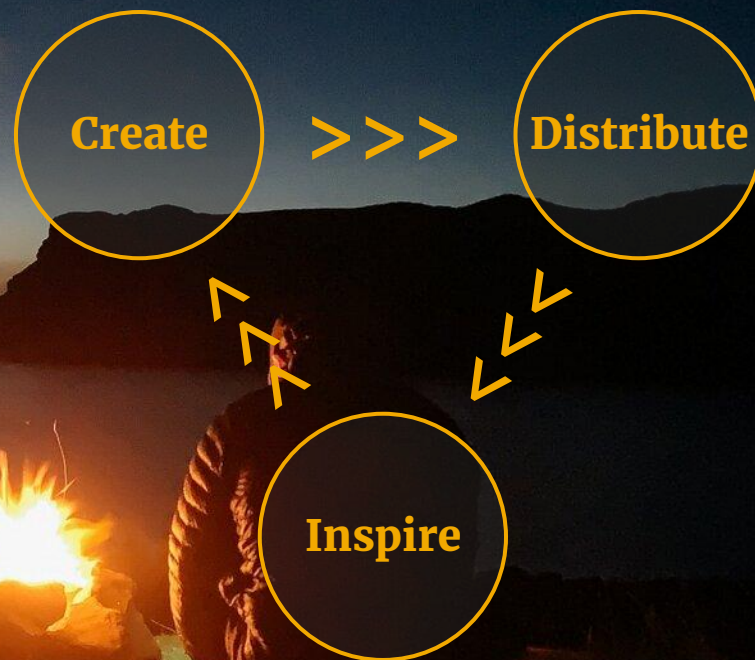
Our aim is to be the only place you need to go for all things adventure.

Because adventure starts here at BASE.



# WHAT WE DO

- > BASE is the only adventure media brand you need; a one-stop-shop to create and distribute inspiring content and to reach an active, super-engaged and influential audience.
- > Commission BASE to create content and advertising on your behalf to be distributed via BASE channels or elsewhere.
- > Reach the BASE audience through our trusted platforms and channels, print and digital.
- > Take advantage of our unique network of influential adventure professionals and creatives to add extra credibility and extended reach to your campaigns.



>>>

# WHAT OUR AUDIENCE SAYS

*"The articles are so varied but each beautifully written and illustrated and an enjoyable window into adventure of all types."*

Charlotte, BASE subscriber

*"BASE's main strengths for me are that it includes more local as well as distant adventures, interesting interviews and right up to date news on the world of adventure."*

Bryan, BASE subscriber

*"The stories in BASE can cover stunning off-grid and far-flung places that truly keep the fire of adventure burning in me. I start digging out maps to plan my own adventure straight after reading!"*

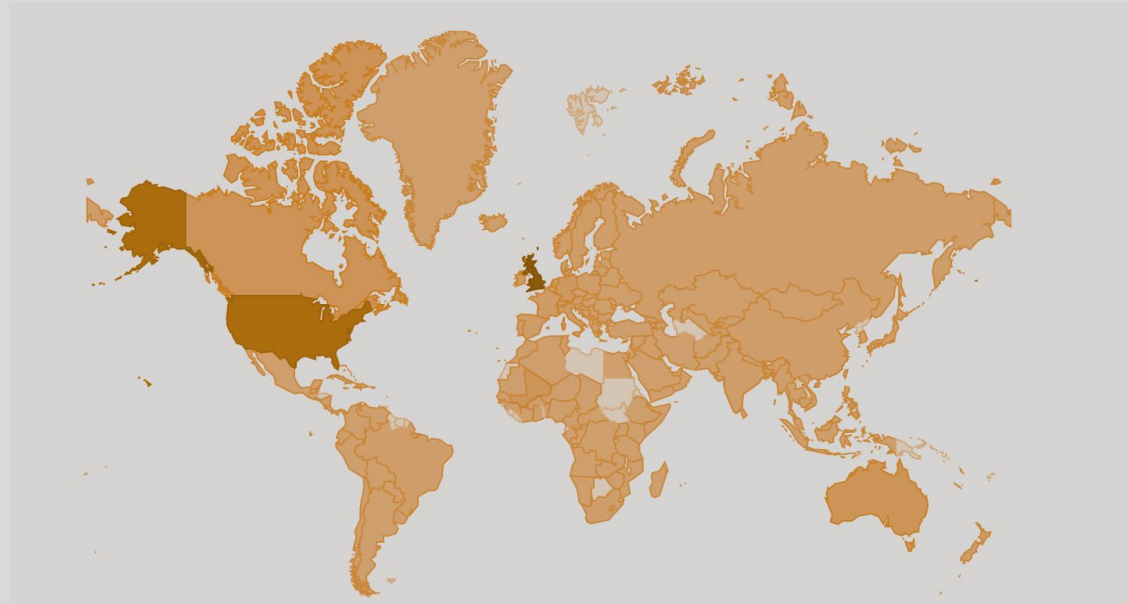
Jan Bakker, BASE Collective, expedition guide and author of *Trekking in Tajikistan*, Cicerone Press.

*"The inspiring photos and stories in BASE are just taunting you to tear them out, share them with friends, or stick them to your camper van ceiling."*

Carmen E. Kuntz, BASE Collective, whitewater kayaker, writer and ex-editor of *Kayak Session Magazine*



# OUR GLOBAL AUDIENCE



44% | United Kingdom  
22% | United States  
5% | Canada  
3% | Germany  
2% | Australia

Source: Google Analytics



# WHO ARE OUR AUDIENCE

## THE **INSPIRED** ADVENTURER



Our Inspired Adventurer segment pursues a selection of adventure activities like kayaking, skiing, climbing, surfing, or trail running.

Often urban-based, they value variety, the opportunities of travel and are passionate about the environment.

They are actively interested in brands, products and services which help them learn, self-improve and get the most out of life.

## THE **EXPERT** ADVENTURER



Our Expert Adventurer segment pursues a single passion. One adventure activity or sport where they have specialised or even reached an elite level.

They are savvy about outdoor and adventure brands, and have a clear idea of what they rate, being loyal to certain brands, and sometimes having specific affiliations.

They are influential often with substantial followings.



# THE **INSPIRED** ADVENTURER

OUR PRIMARY GLOBAL  
AUDIENCE



Aged  
20 - 45

Active  
Curious  
Individual

Like to  
try new  
products



# THE EXPERT ADVENTURER

OUR SECONDARY GLOBAL  
AUDIENCE



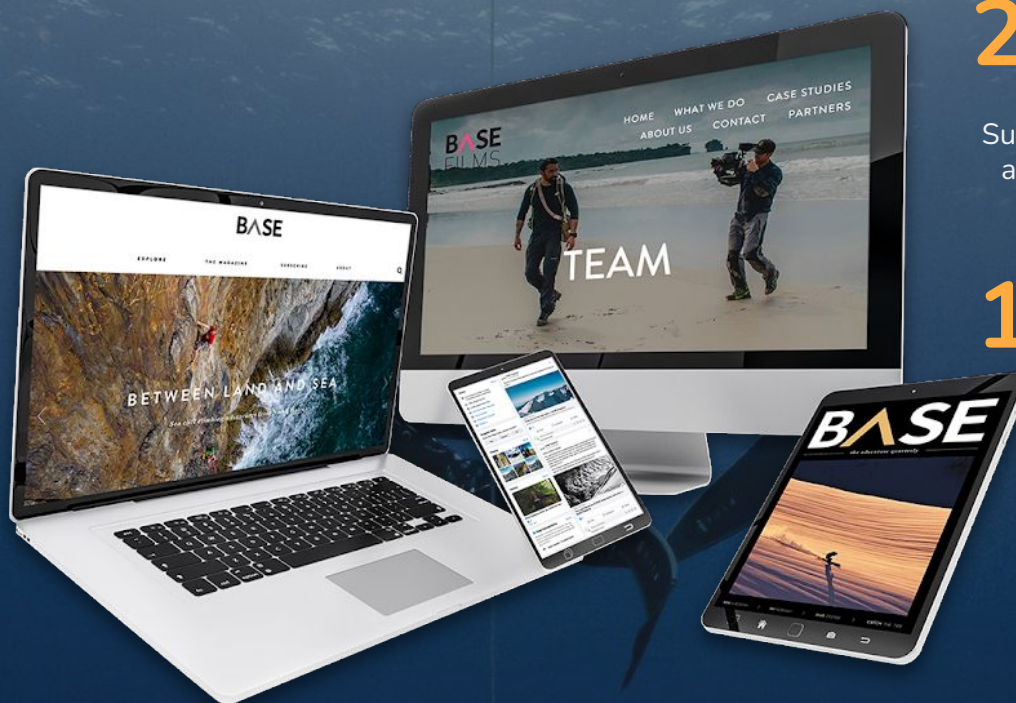
Aged  
30 - 65

Driven  
Experienced  
Focused

Loyal to  
preferred  
brands



# THE BASE PLATFORMS



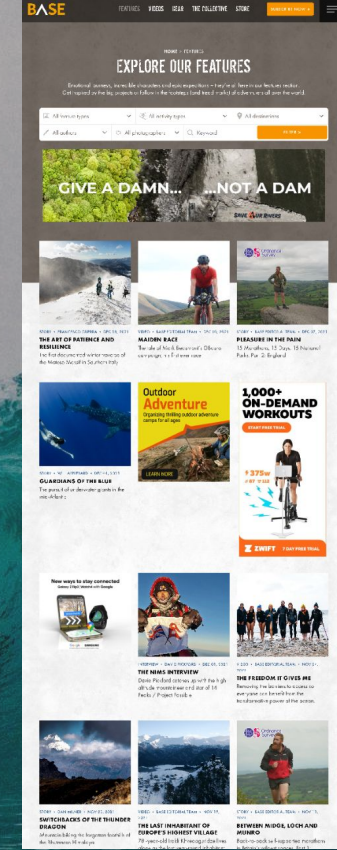
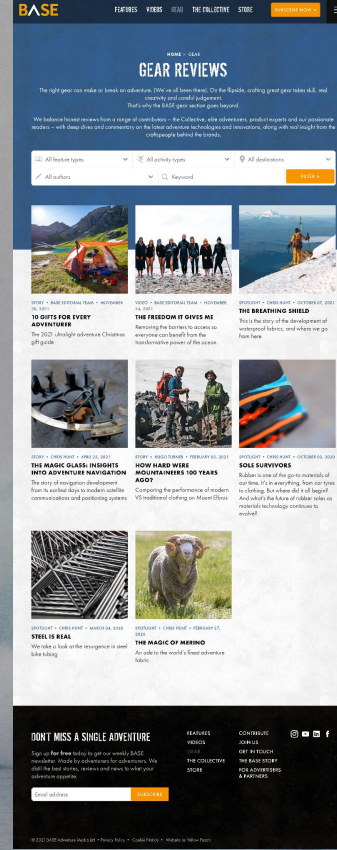
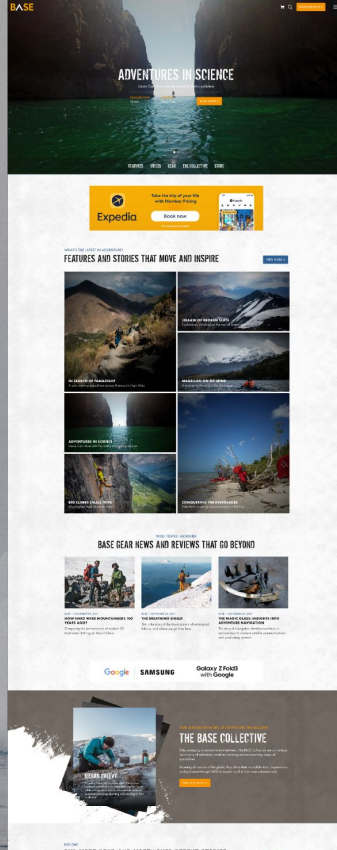
20,000+

Subscribers and followers  
across email and social

18,000+

Print circulation





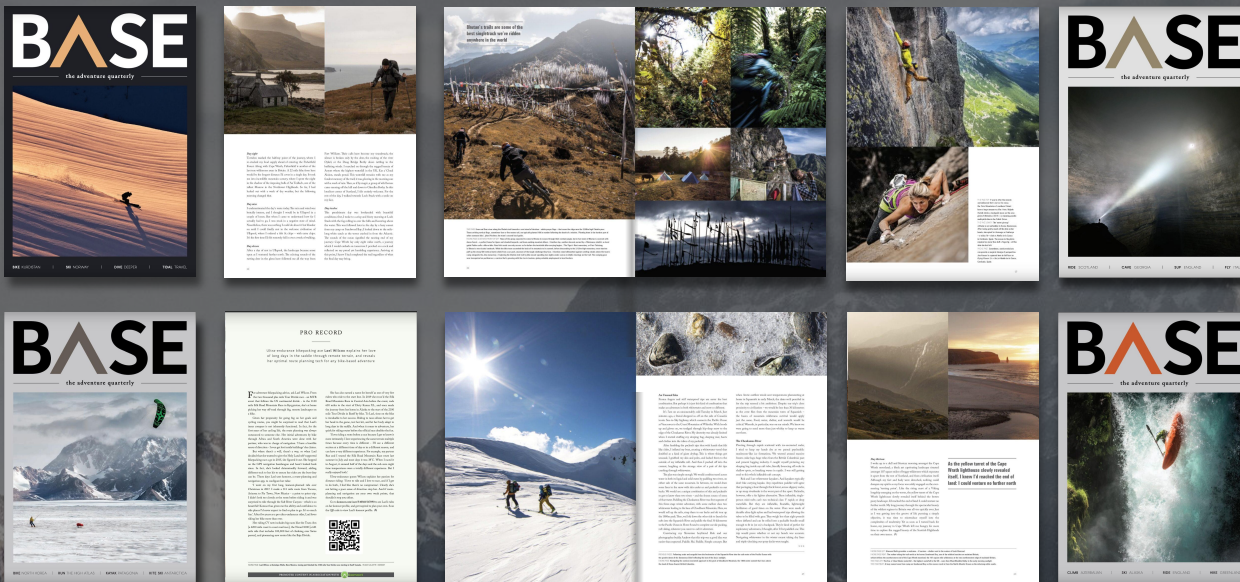
# OUR PLATFORMS WEB

Brand new for 2022, the BASE website showcases the full extent of our community, contributor and partner collaborations.

We enrich and extend our stories here by using video, audio and multiple perspectives. You'll find features, interviews, reviews, product deep-dives and demonstrations.

We also interact with our active and passionate community and ultimately deliver a rich variety of content aimed to inspire, entertain and enable more adventures.





# OUR PLATFORMS PRINT

BASE magazine is our much loved and much admired ode to adventure. From historical first ascents in the Himalaya to paddle-boarding explorations in the Avon, BASE is for both the pioneer and the adventure curious.

FREE to the consumer, the quarterly magazine shares thrilling adventure stories, revealing interviews with icons and emerging adventure heroes, plus coverage of the latest innovations from the outdoor industry.

BASE is distributed via a trusted network blending high street retailers, leading e-commerce brands and directly to subscribers.



# PRINT SCHEDULE 2022

## ISSUE 7

Spring  
April

Artwork deadline  
March 15

## ISSUE 8

Summer  
August

Artwork deadline  
July 15

## ISSUE 9

Autumn/Winter  
November

Artwork deadline  
October 14



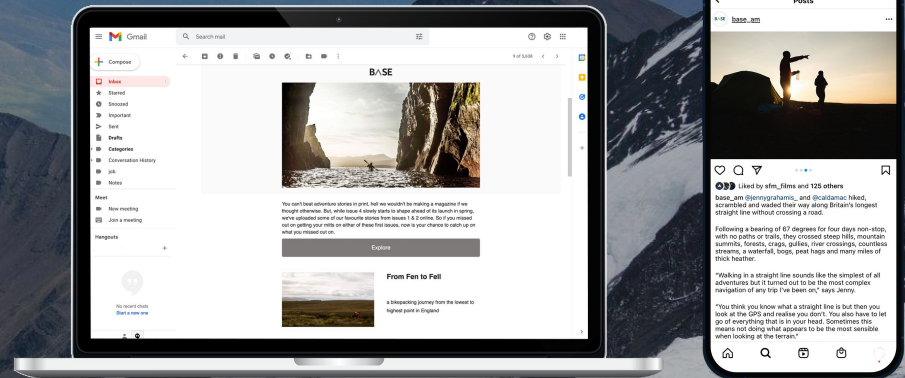
# OUR PLATFORMS SOCIAL & EMAIL

Our BASE social media channels continue to grow quickly in reach and we regularly achieve extremely high engagement rates.

We keep an open conversation with our followers who we deeply understand.

Our BASE newsletter has quickly become one of the most effective means of editorial and commercial engagement.

Open rates are consistently very high for our distillation of the best recent adventure stories and exclusive offers and opportunities from our partners.



# THE BASE COLLECTIVE

The BASE Collective is our unique community of adventure creatives, trailblazers and influencers. Elite or emerging, they represent a wide range of adventure specialisms and hail from all corners of the globe.

The Collective work with us and our commercial partners to create new amazing adventure stories then shape and share the output with their own loyal followers. And they're regular contributors to BASE too.



Lena Drapella



Lisa Paarvio



Hannah Bailey



Dan Milner



Carmen Kuntz



Waldo Etherington



Will Appleyard

MEET MORE  
OF THE BASE  
COLLECTIVE

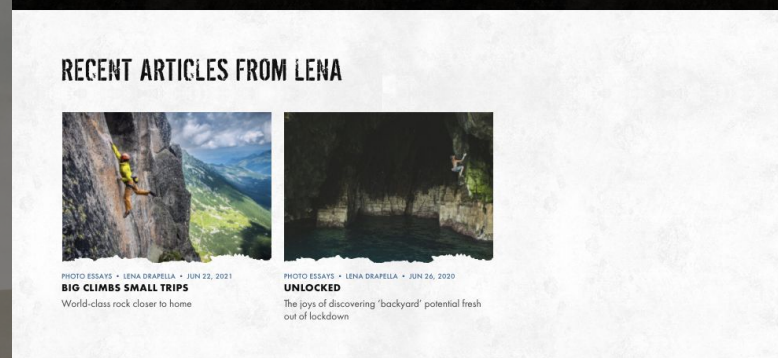
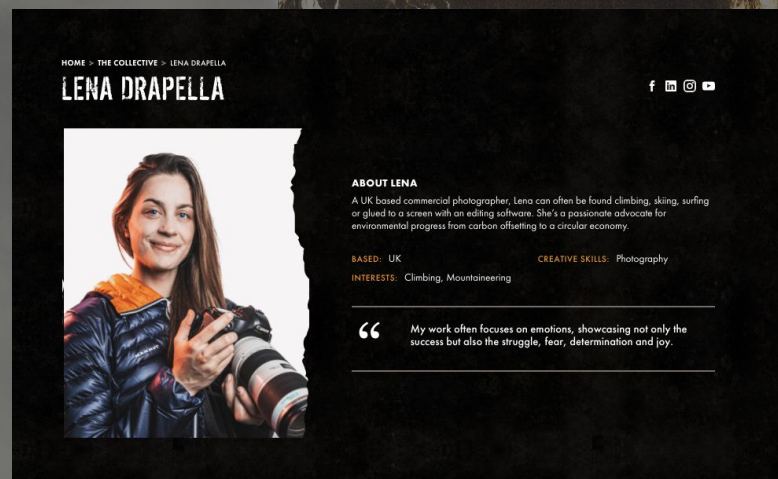
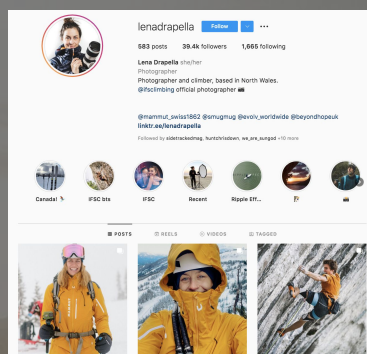


# THE BASE COLLECTIVE

Collaborating with BASE and the Collective gives brands the opportunity to create more credible content and build in additional distribution to campaigns.



25,800 Followers



# BASE FILMS

We work with world-famous brands and personalities delivering commercial partnerships, advertising and branded content.

We've dared to take cameras across the Pacific in a small wooden rowing boat, on first ascents of peaks in the Himalaya and thrown rockstars out of helicopters in the Arctic.

We specialise in unusual, exciting and daring content captured in unique places with honest storytelling at its heart.

Our personal networks and the BASE Collective mean we have trusted relationships with some of the most accomplished adventurers on the planet.



Rotimi  
Odukoya



Aldo Kane



Bear Grylls



Joshua  
Ostrovsky

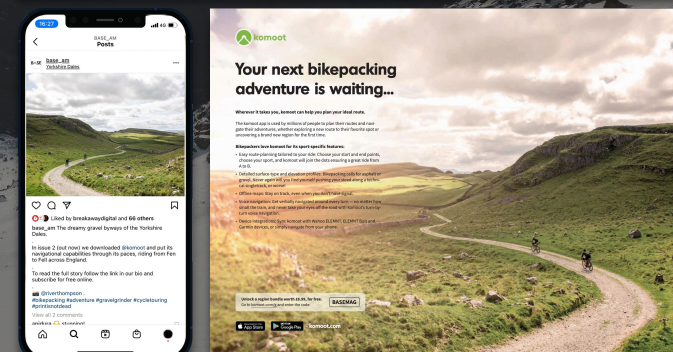


# OTHER CUSTOM EXPERIENCES

**Branded Content** Our crack editorial team and brilliant freelance network are ideally placed to craft richly engaging and entertaining content true to your brand values and our editorial standards.

**Photography** Let BASE art direct and shoot your creative and create the asset bank you'll need for campaigns and marketing collateral, either for use across BASE channels or elsewhere.

**Digital and social campaigns** Use the BASE adventure experts to help build and deliver campaigns across our platforms. This can include lead-generating tools like quizzes and social competitions across our channels and yours.



# PRINT ADVERTISING

## RATES

Full Page | £1750  
Inside Front Cover | £2000  
Inside Rear Cover | £2000  
Double Page Spread | £2200  
Rear Cover | £2000

## DIMENSIONS

Single page (A4 Portrait)  
210mm x 297mm + 3mm bleed

Double page spread  
420mm x 297mm + 3mm bleed



# DIGITAL

## ADVERTISING RATES

| Format category | Where featured  | Format name  | Spec          | File size (max) | File types accepted | Price     |
|-----------------|---|--------------|---------------|-----------------|---------------------|-----------|
| Grid            | Homepage, key section pages and in features or longer stories.  | Grid block   | 336px x 280px | 100kb           | JPG, PNG, GIF       | £11.40cpm |
| Grid            | Homepage, key section pages and in features or longer stories.  | Custom block | 624px x 680px | 100kb           | JPG, PNG, GIF       | £11.40cpm |
| Vertical banner | In features or longer stories.  | Half-page    | 300px x 600px | 100kb           | JPG, PNG, GIF       | £11.40cpm |
| Banner          | These can be added anywhere including the homepage, top of the section pages and individual features pages. | Billboard    | 970px x 250px | 100kb           | JPG, PNG, GIF       | £15.00cpm |
| Banner          | These can be added anywhere including the homepage, top of the section pages and individual features pages. | Small banner | 728px x 90px  | 100kb           | JPG, PNG, GIF       | £9.00cpm  |

# DIGITAL

## ADVERTISING RATES

| Format category | Where featured  | Format name             | Spec  | File size (max) | File types accepted | Additional detail  | Price  |
|-----------------|---|-------------------------|---|-----------------|---------------------|--|--------|
| House-style     | These can be added anywhere including the homepage, top of the section pages and individual features pages. | House image-text banner | 1248px wide x flexible height (based on the content)              | 100kb           | JPG, PNG, GIF       | Recommended main image size: 850px x 500px<br><br>Logo size: 210px wide<br><br>Provide your brand hex colour value | £12cpm |
| House-style     | These can be added anywhere including the homepage, top of the section pages and individual features pages. | House text banner       | 1248px wide x flexible height up to 500px (based on the content). | 100kb           | JPG, PNG, GIF       | Provide your brand hex colour value<br><br>Logo size: 200px wide   | £8cpm  |

# DIGITAL

## ADVERTISING AND BRANDED CONTENT RATES

Branded email | £500  
(starting guide)

Email banner | £120

Feature article | £500  
(starting guide)

Instagram post | £150  
(20% of fee used to promote)

Competition | £400 (starting guide)



# DIGITAL PACKAGES

## Brand Showcase

One homepage billboard banner  
One half-page grid on top section pages  
One email feature  
One email banner  
Three x organic Instagram posts  
Two-week duration

Off-peak | **£1100**

On-peak (Christmas, Black Fri) | **£2000**

## Website Headliner

One homepage billboard banner  
One half-page grid on top section pages  
One email feature  
One email banner  
Three x organic Instagram posts  
One week duration - sole advertiser

Off-peak | **£1100**

On-peak (Christmas, Black Fri) | **£2000**



# BASE

A full-page background image showing a man and a woman with large backpacks and a black dog standing on a rocky trail. They are looking out over a vast, layered canyon landscape under a blue sky with scattered clouds. The canyon walls are reddish-brown and show signs of erosion. The foreground has dry grass and small shrubs.

**ADVENTURE  
STARTS HERE**

[hello@base-mag.com](mailto:hello@base-mag.com)

[www.base-mag.com](http://www.base-mag.com)