



2021 MEDIA KIT

WWW.ADVENTUREUNCOVERED.COM

EDITORIAL



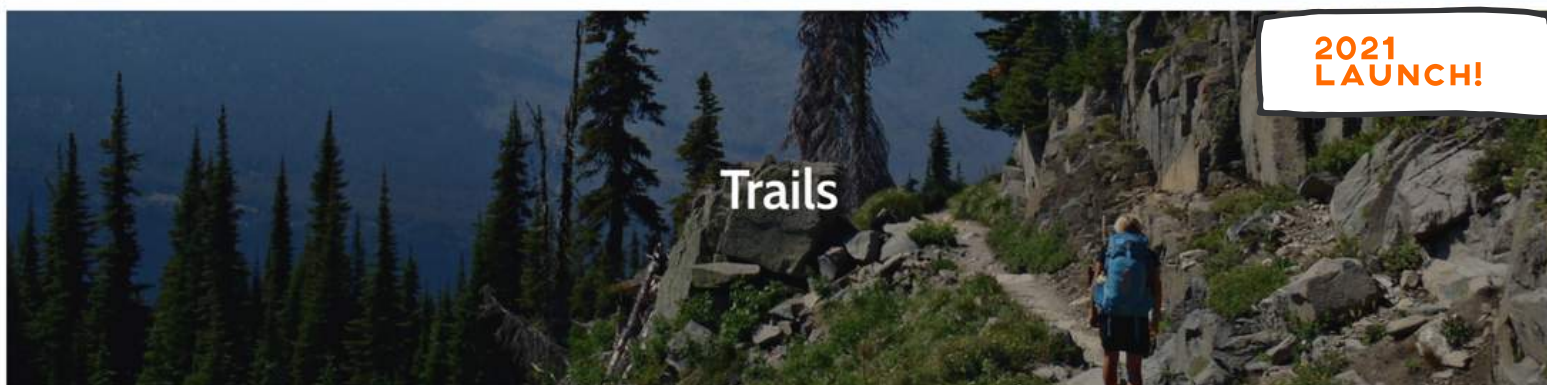
ADVENTUREUNCOVERED.COM IS THE GO-TO PLACE FOR IMPACTFUL SOCIAL AND ENVIRONMENTAL ADVENTURE STORIES, VOICES AND IDEAS.

In 2020 we launched our monthly Editions and this year we're actively seeking like-minded, environmentally and socially conscious brands to co-deliver our 2021 editorial portfolio. If you're looking to be at the forefront of leading and redefining new adventure narratives, then get in touch.

Our portfolio spans three types of content...

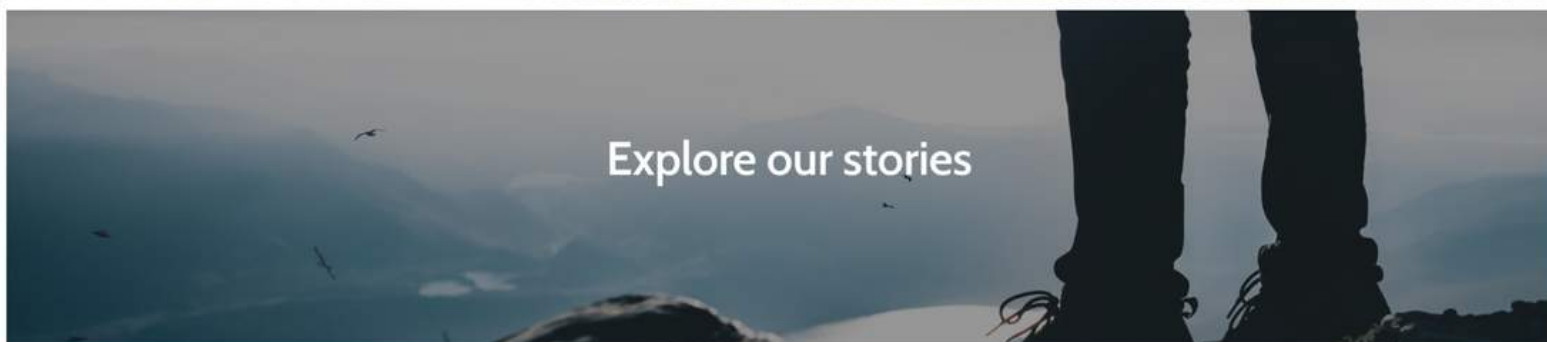


Editions



Trails

**2021
LAUNCH!**



Explore our stories

www.adventureuncovered.com



EDITIONS

Adventure Uncovered Editions are thematic collections of adventure storytelling - interviews, articles, long form features, films, photography, curated lists and more - akin to a digital magazine, published every two months. Editions are the heart of our exploration into how adventure can support social and environmental change.

2020 Editions included UK Uncovered, Storytellers, Climate Crisis, Adventure Activism and What is Adventure?

2021 CALENDAR

ADVENTURE 2021: NEW YEAR'S RESOLUTIONS (JANUARY)

Our first 2021 Edition will set the year's adventure agenda. Each piece will be a provocation, focusing on actions we think need to happen during the year, from the emergence of bolder adventure businesses to meaningful representation for BAME adventurers.

ADVENTURE ORGANISING (MARCH)

Our March Edition will exhibit adventure organisations of different shapes and sizes contributing to real social and environmental change, seeking the secrets to their success. To help build a better world, we must learn from our leading lights.

BACKYARD CELEBRATION (MAY)

In May we plan to celebrate local adventure: the people finding brilliant ways to explore their patch. Adventure need not be big or far-flung. The most creative, inspiring and sustainable escapades often play out close to home, and we want to exhibit that.

THE NON ADVENTURERS (JULY)

Many of the most valuable perspectives on adventure don't come from adventurers, or even people into adventure sports, but thinkers from other spheres: activists, artists, workers, normal people. As a community we must be open to these perspectives, and this Edition intends to show why.

THE REAL RISK TAKERS (SEPTEMBER)

Much adventure involves voluntary physical risk. But for many it involves more deep-rooted danger. In September we will highlight people adventuring in the face of potentially grave social and political consequences, out of survival as much as leisure. These are the real risk takers.

PATREON

PATREONS DECIDE! (NOVEMBER)

We will decide the theme of our November Edition through a vote upon the publication of our July Edition. We'll draw up a shortlist, including themes proposed by readers, and our Patreon supporters will vote on which theme we run with!

PAST EDITIONS...

Edition 05 — November 2020

Adventure Activism

We think the adventure community can support positive change. But how? This month we start mapping the mechanisms through which adventurous folk can help build a better world.

[Open Edition](#)



Edition 04 — September 2020

Climate Crisis

As people who love adventure and, presumably, the outdoors, this month we explore how we can and should respond to the climate crisis.

[Open Edition](#)

Edition 03 — August 2020

What is Adventure?

This month we dive into and explore the challenge of defining 'adventure'. Creating a more diverse, inclusive adventure culture means expanding our understanding of what adventure *is*.

[Open Edition](#)



Edition 02 — July 2020

Storytellers

This month we go behind the scenes and speak to storytellers breaking new ground and forging new narratives, the Edition is jam-packed with contributions from artists, photographers, musicians, filmmakers, podcasters, writers and more.

[Open Edition](#)

Edition 01 — June 2020

UK, Uncovered

This month we start from home, in Adventure Uncovered's birthplace: the UK. It all started with a map: an evolving, crowdsourced patchwork of UK adventure hot spots.

[Open Edition](#)



LAUNCHING IN 2021: TRAILS

Trails will see us follow topical threads through the year. Each Trail will comprise ten in-depth features, each offering an original perspective.

We will launch each Trail once we secure sponsorship to pay the people featured.



New Voices

Which important voices are excluded from adventure narratives? Who must we hear more from? Each feature in this Trail will be produced by a person or group with a fresh and vital perspective on adventure that has so far gone unheard.



The Adventure Lab

Technical innovation propels adventure. As well as enhancing performance and possibilities, the best innovation also supports social and environmental action. This Trail will spotlight these innovations, from field kit to software and beyond.



The Purists

Purism can be a wonderful thing. In creative tension with The Adventure Lab, The Purists will spotlight adventurous people from around the world taking adventure back to its roots, searching for simplicity and essence in stripped-back harmony with their environments.



STORIES

We will continue to publish ongoing pieces outside of Editions and Trails. This will include longform features, timely reports, interviews, art and more. Throughout 2021 our output will remain responsive and experimental.

HOW TO GET INVOLVED

We're actively seeking like-minded, environmentally and socially conscious brands to co-deliver our 2021 editorial portfolio. If this is you then get in touch.

CONTENT PARTNER OPTIONS:

1

Co-present our entire 2021 strategy (including industry exclusivity): all Editions, Trails and Stories. We'll integrate your brand and products creatively and subtly throughout our entire content programme, and work with you to curate themes aligned with your strategic priorities throughout the year.

2

Sponsor our 2021 Editions programme. This would involve the same as above, for all monthly Editions only.

3

Sponsor a specific Trail or monthly Edition. Choose a theme you want your brand associated with, or a time to maximise exposure in line with a business priority or product launch.

4

Sponsor a bespoke, uniquely produced piece. Come to us with a product, theme or idea you want to headline and we'll find a creative solution. This might include a long form written feature delving into the essence of your brand, interviews with you and your brand ambassadors or partners, a photography exhibition or a short film.

5

Bespoke, managed creative services. We can mobilise our team and creative network of writers, journalists, photographers and filmmakers to deliver copy, campaigns, comms, product launches and more.

**Prices on request re: all of the above.*

Where will you get exposure?

- adventureuncovered.com homepage carousel
- Featured stories section
- Editors Picks section
- Stories section
- Editions and/or Trails section (where relevant)
- All our social media channels
- Entry in our monthly newsletter

Securing the right investment will enable us to expand our network of talented writers and new voices, pay our contributors fairly and expand and refine our production.

We take a collaborative approach to sponsored content. Without compromising our editorial integrity by relinquishing the final say, we're happy to align content with your goals, interests and resources. We welcome proposals.

To maximise your exposure, we also welcome you to combine your editorial sponsorship with collaboration on our events - film festivals, microfestivals and cycling tours - detailed above.

WHY GET INVOLVED?

The Adventure Uncovered community has grown organically, all adventurous, affluent, highly engaged in social and environmental issues and eager to know about the latest innovations at this intersection.

OUR AUDIENCE & REACH

SOCIAL MEDIA STATISTICS



35K (13K ADVENTURE, 22K CYCLING)
2-5% ENGAGEMENT



WEB ANALYTICS

3K

AVG MONTHLY
SESSIONS

5K

AVG MONTHLY
PAGE VIEWS

3:00

MINS AVG TIME
ON SITE

2.5

AVG ARTICLES
READ PER VISIT

45%

AVG BOUNCE
RATE

NEWSLETTER SUBSCRIBERS

1.9K

ADVENTURE

2.2K

CYCLING

35%

AVG OPEN RATE



75% of our audience aged 25 - 45
55% are women, 45% men
5% monthly audience growth rate



YOUR BRAND

We guarantee year-round access to adventurous folk, finding creative ways to promote your products and services to ensure real value add.

Let us help you position your brand as a driver of new adventure narratives and a facilitator for unheard voices in alignment with socially and environmentally pioneering people and groups.

GOT AN IDEA?

**Want to work with us and collaborate on an Edition or Trail?
Or align your brand with the full series?**

We're all ears and would be delighted to collaborate with a progressive brand to help shape the future of adventure storytelling.

If this sounds of interest, please get in touch to discuss further!

CONTACT US

Sam Firman, Editor, sam@adventureuncovered.com

Rosie Riley, Director, rosie@adventureuncovered.com

James Wight, Director, james@adventureuncovered.com



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