



ADVENTURE UNCOVERED

ONLINE

WWW.ADVENTUREUNCOVERED.COM

EDITORIAL



ADVENTURE UNCOVERED IS THE GO-TO PLACE FOR SOCIALLY AND ENVIRONMENTALLY IMPACTFUL ADVENTURE STORIES, VOICES AND IDEAS.

In 2020 we launched our monthly Editions. We're now working hard to deliver an ambitious 2021 editorial strategy in collaboration with adventurous, purpose-driven brands passionate about redefining adventure narratives through Editions, Trails and Stories.

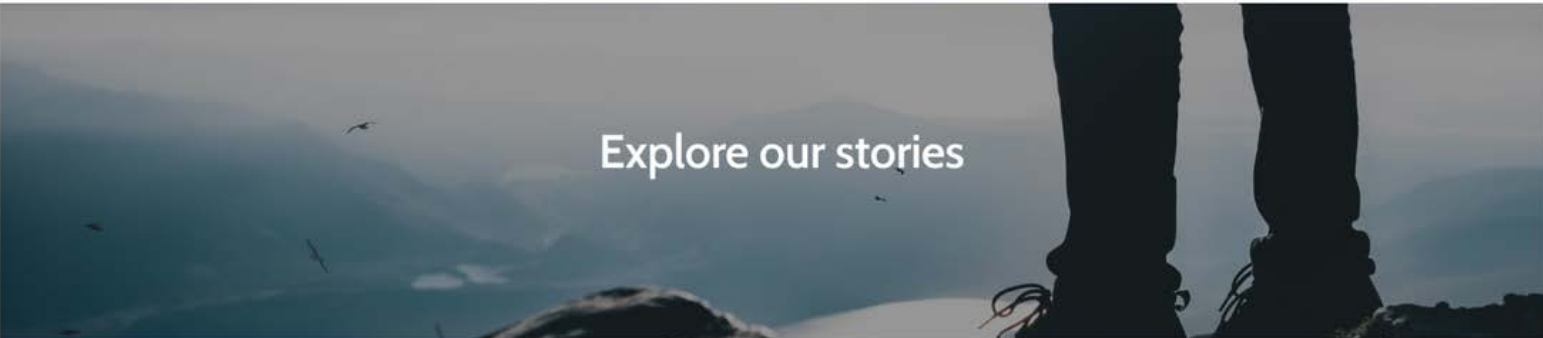


Editions



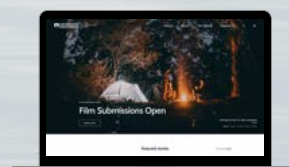
Trails

**2021
LAUNCH!**



Explore our stories

www.adventureuncovered.com



EDITIONS



Adventure Uncovered Editions are thematic collections of adventure storytelling - interviews, articles, longform features, films, photography, curated lists, how-to guides 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.

2020-21 CALENDAR

ADVENTURE ACTIVISM (NOV 2020)

Our founding belief at Adventure Uncovered is that adventure can be a force for social and environmental good. But this begs the question: how? Our work generally is a long-term exploration of this question, but during October we are honing in on it. Can adventure create a better world? If so, how? And where are the people and projects making a real impact?

ADVENTURE 2021: NEW YEAR'S RESOLUTIONS (JAN 2021)

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 TECH & INNOVATION (MARCH 2021)

From clothing through technical equipment to cutting-edge software, the potential for adventure seems increasingly entwined with technological innovations. In March we are exploring this relationship. How are new technologies creating new adventurous possibilities, and to what effect? What is the relationship between technological innovation and sustainability? How are innovations impacting the diversity of the adventure community? Do we even need technological breakthroughs to adventure?

PIONEERS (MAY 2021)

In May our focus will turn to the adventurous souls pioneering change on their patch and through their medium - the people showing how skiing, climbing, kayaking or whatever it may be can transcend adventure and help enrich society.

GOT AN IDEA?



We're discussing ideas now for our July, September and November 2021 Editions. We're deliberately keeping the themes open to shape them with partners and collaborators. So get in touch!





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 2021!



TRAILS

Next year we'll launch our new Editorial pillar 'Trails' which will see us follow topical threads through the year. Each Trail will comprise up to ten in-depth features, each offering an original perspective.

NEW VOICES

Which important voices are excluded from adventure narratives? Who must we hear more from? Each piece 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 and bespoke content partnerships, with a particular focus on the New Year's Resolutions in our January Edition. Throughout 2021 our output will remain responsive and experimental.

HOW CAN YOU 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.

OPTIONS INCLUDE:

1

IN THE CLOUDS

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

EDITIONS

Sponsor our 2021 Editions programme. This would involve the same as option 1, but for all monthly Editions only.

3

MONTHLY SERVICE

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

ONE OFF

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 longform 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

MONTHLY SERVICE

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.

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 sponsorship.

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.

**Exposure across the [adventureuncovered.com](https://www.adventureuncovered.com) homepage carousel, Featured Story, Editors Picks sections, and all our social channels and newsletter is also included in all of the above.*

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

WHY GET INVOLVED?

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

OUR AUDIENCE

SOCIAL MEDIA STATISTICS



11,000K

2-5% ENGAGEMENT

WEB ANALYTICS

3K

AVG MONTHLY
SESSIONS

5K

AVG MONTHLY
PAGE VIEWS

2-3

AVG ARTICLES
READ PER VISIT

45%

AVG BOUNCE
RATE

NEWSLETTER SUBSCRIBERS

2K

ADVENTURE

2.5K

CYCLING

35%

AVG OPEN RATE



75% of our audience aged 25 - 45
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.

CONTACT

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