



# EDITIONS

[adventureuncovered.com/editions](http://adventureuncovered.com/editions)

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## SAMUEL FIRMAN, EDITOR

Adventure Uncovered Editions are thematic collections of adventure storytelling - interviews, articles, longform features, films, photography, curated lists, how-to guides and more - released at the start of each month, akin to a digital magazine.

Editions are the heart of our exploration into how adventure can support social and environmental change.

We can deliver dedicated Edition 'takeovers' and once off or regular monthly contributions as part of a content series, or more...

# BRAND OPPORTUNITIES

## DIGITAL CONTENT STRATEGY | CREATIVE SOCIAL MEDIA

**We want to use Editions to highlight adventure brands pushing the outdoor industry forwards in line with our values. Our audience want to hear about businesses being a force for positive change!**

**Be bold, lead the change and integrate and amplify your marketing by:**

- Sponsoring a specific piece or series
- Sponsoring an entire Edition
- Standalone branded content
- All of the above included in our newsletter and social media channels.

## **Get in Touch and partner with us!**

We are open to discuss any ideas that would benefit your brand  
[info@adventureuncovered.com](mailto:info@adventureuncovered.com)



## AUGUST: WHAT IS ADVENTURE?



To maximise our impact as an 'adventure' community, we need a full understanding of what adventure can mean. A narrow understanding of adventure as 'men conquering mountains' or 'arduous expeditions' is neither complete nor good enough. For August we are seeking stories that cast adventure in a new or creative light and expand our understanding of what adventure is.

**DEADLINE: 31ST JULY**

## SEPTEMBER: THE CLIMATE CRISIS

The climate crisis is humanity's most urgent, existential problem. And as people who generally love the outdoors, the adventure community is heavily invested in helping to address it. But how? In September we'll focus on how the adventure community is, and should be, responding to the climate crisis. Although we welcome ideas about adventures raising awareness of climate issues, we are particularly keen to think beyond this. How else do the worlds of adventure and environmentalism interact?

**DEADLINE: 31ST AUGUST**



## OCTOBER: ADVENTURE ACTIVISM



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?

**DEADLINE: 27TH SEPTEMBER**

## NOVEMBER: ADVENTURE TECH

From clothing through technical equipment to cutting-edge software, the potential for adventure seems increasingly entwined with technological innovations. In November 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? If you have an idea that links adventure, innovation and social change, we'd love to hear from you.

**DEADLINE: 27TH OCTOBER**

