



2022 EDITORIAL OPPORTUNITIES

**DRIVING CHANGE IN THE
ADVENTURE COMMUNITY, TOGETHER.**



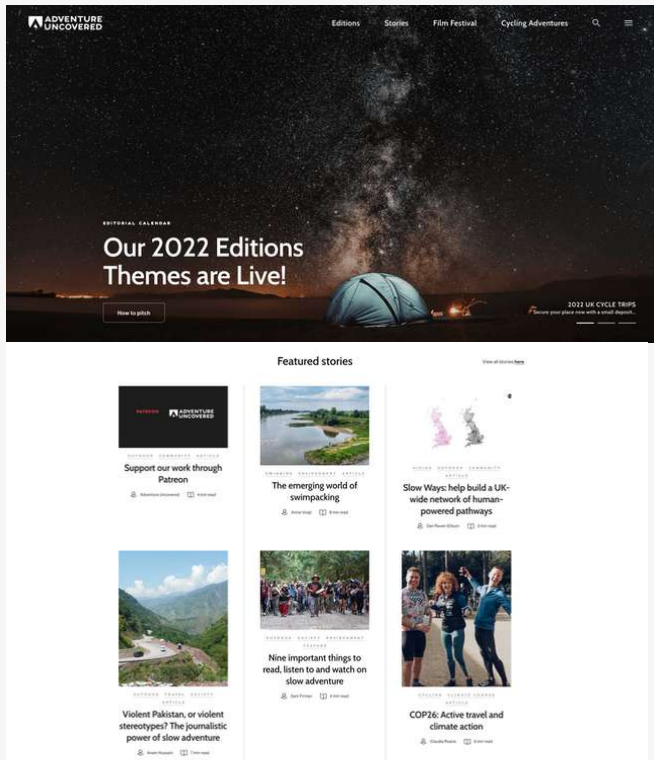
adventureuncovered.com

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Adventure Uncovered is the go-to place for impactful adventure stories, voices and ideas. We explore where outdoor culture meets social and environmental change.

We’re looking to collaborate with brands, businesses and organisations as passionate about using adventure as a force for good as we are.



We’ve done some thinking.
This document outlines how we might work together to co-deliver our 2022 editorial portfolio, film festival programme, cycling tours and other events.

Let's talk



Photo: Jini Reddy, Edition 01

Our audience and reach

The Adventure Uncovered audience is organically grown, highly engaged, adventurous, affluent and keen to connect with progressive and responsible organisations and brands.

75% of our audience aged 25 - 45



55% are women, 45% men

SOCIAL MEDIA     

38K FOLLOWERS | 3-5% ENGAGEMENT

WEBSITE



3K

AVG MONTHLY
SESSIONS

5K

AVG MONTHLY
PAGE VIEWS

45%

AVG BOUNCE
RATE

2.5

AVG ARTICLES
READ PER
VISIT



NEWSLETTER



3.8K

TOTAL
SUBSCRIBERS

40%

AVG OPEN
RATE

5%

AVG CTR

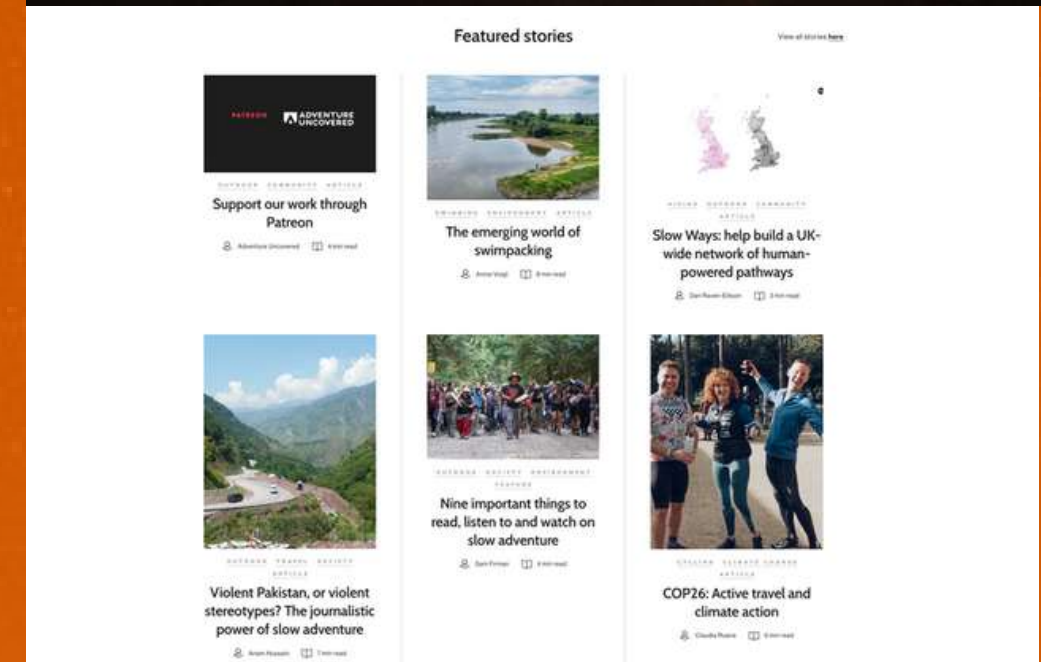
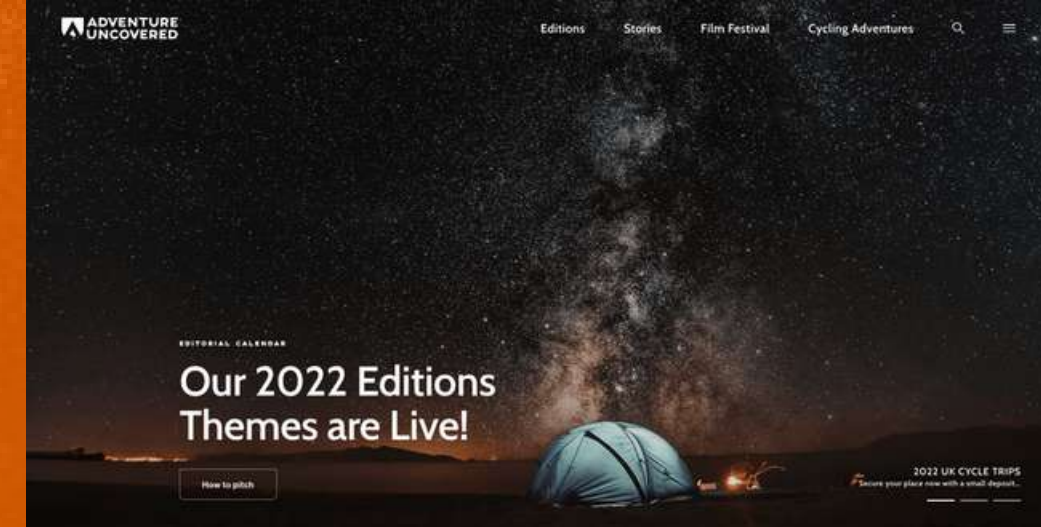
+5% monthly total audience growth rate



Why collaborate with us?

If you want to align with traditional adventure culture narratives, we're probably not your cup of tea. But if you share our progressive, critical narratives, and want to see your organisation spearheading social and environmental stewardship and change in outdoor culture, we should chat and see where it leads...

- Position your brand as a driver of adventurous and positive change to an audience of engaged, affluent, ethical, outdoor people
- Co-produce creative and thought-provoking visual and written content to inspire and motivate purposeful adventure
- Be part of the only platform committed to sharing and exposing adventure stories that matter
- Reinforce your message with a physical presence at our film festivals
- Be aligned with a growing community of engaged, pro-active, ethically minded people, working to make positive change.



Editorial Collaboration

We're looking for ethically minded organisations to collaborate across two of our editorial streams: Editions and Projects.

Without compromising our editorial integrity by relinquishing the final say, we're happy to align collaborative content with your priorities and resources.

And we always welcome proposals.



EDITIONS



Photo: Em Hartova, Edition 04

Editions are thematic collections of adventure storytelling - interviews, long-form features, films, photography and more - akin to a digital magazine, published quarterly. The heart of our editorial output.

Previous Editions include Slowing Down, The Real Risk Takers and Backyard Celebration.

We're looking for partners to co-present our entire 2022 Editions programme, co-deliver single Editions or include sponsored pieces within Editions.





Our 2022 Editions themes are...

adventureuncovered.com/editions



Emergence **LIVE** (spring - 20th March)

To emerge is to become visible. Whether through awakening, growth or a decision to step into the light, to emerge is to be seen. Emergence can echo from the past, define the present or exist only as a possible future. Emergence is change, and it can bring hope or fear.

Our spring Edition will explore the process of becoming visible, in its many forms, where adventure and social change meet.



Stewardship (autumn - 22nd Sept)

Autumn turns the natural world from abundance to darkness. For humans this traditionally means the time of harvest: of giving thanks, taking stock and ritualising our role as stewards of the land.

But what does our stewardship, both of the land and of the outdoor community, look like today? This is the question at the heart of our autumn Edition.



Abundance (summer - 21st June)

Driving change means seeing possibilities as well as problems. As well as critiquing outdoor culture, we must celebrate the good in it. Abundance can be fleeting, after all - especially if not nurtured. But abundance also creates its own problems, like the blind spots, complacency and denial that often fester in its wake.

Our summer Edition will consider the implications of having plenty.



Darkness (winter - 21st Dec)

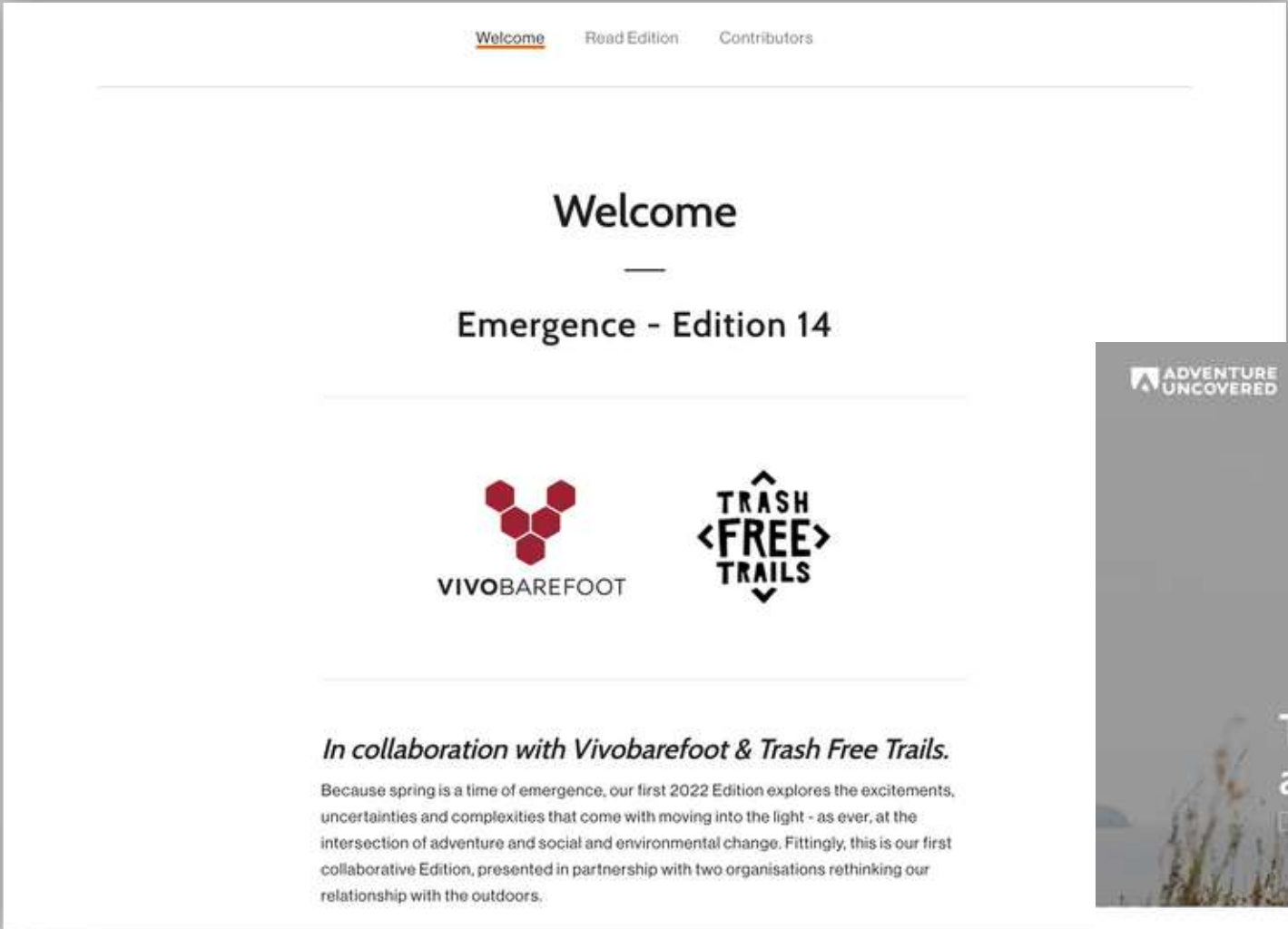
Dark places are places of fear and foreboding, so the story goes. But they are places of dreams as well as nightmares. They are also places less explored, which makes them revealing.

Our winter Edition will step into the darkness of the adventure world. Our only expectation is that we'll be surprised.

CO-PRESENT AN EDITION

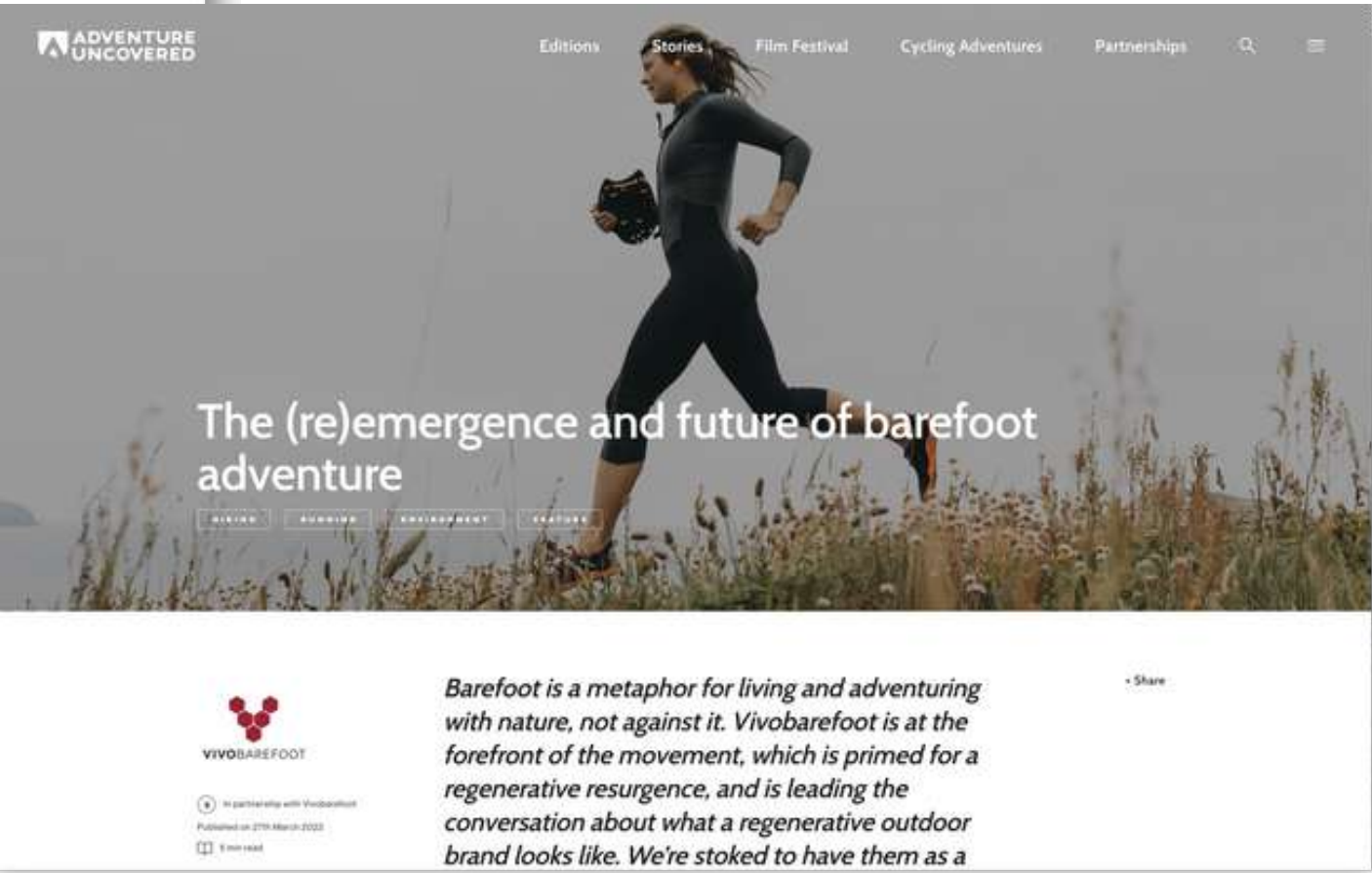
Combined reach:
15,000 views

Edition Homepage

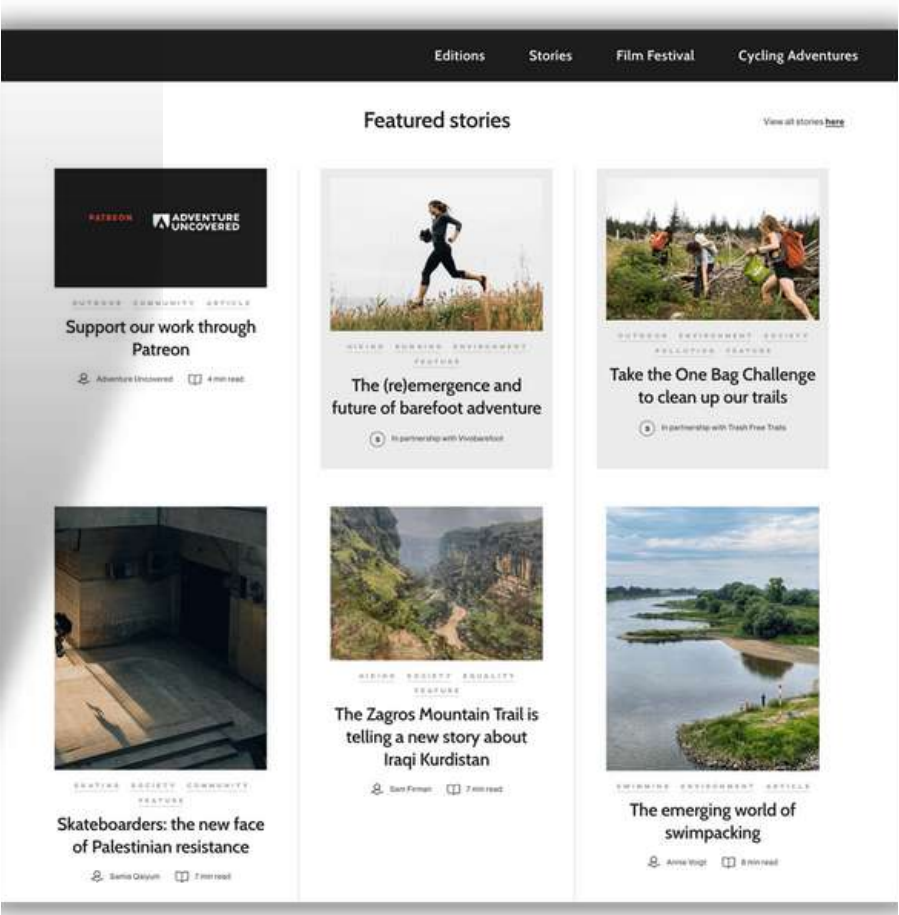


Vivobarefoot co-presented our spring Edition - Emergence, which included multiple prime positions to maximise reader views across our website, and in our newsletter, as well as across social media, a multi-channel approach for maximum reach...

Sponsored article (also displayed on homepage carousel)

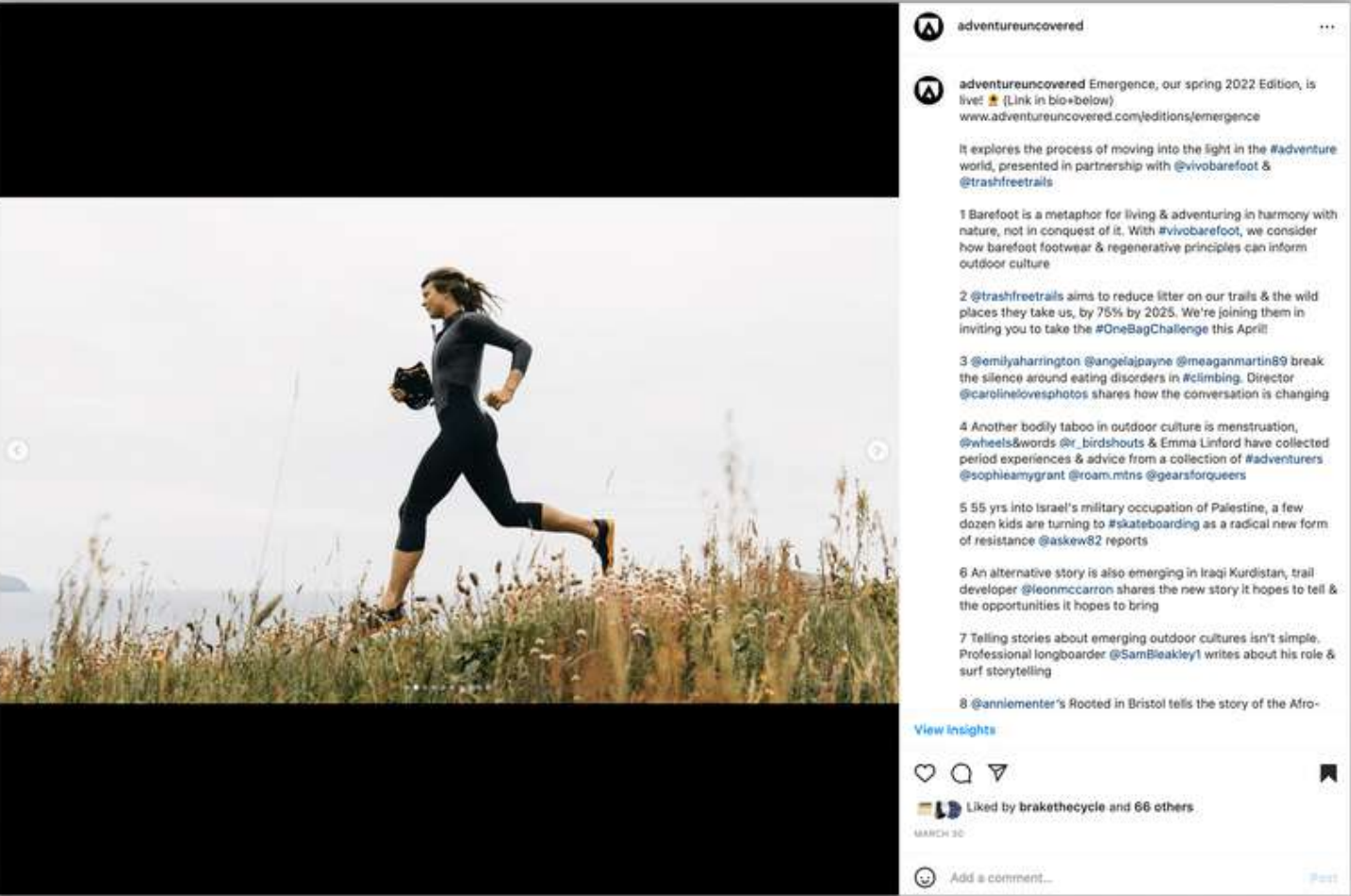


Featured article on homepage

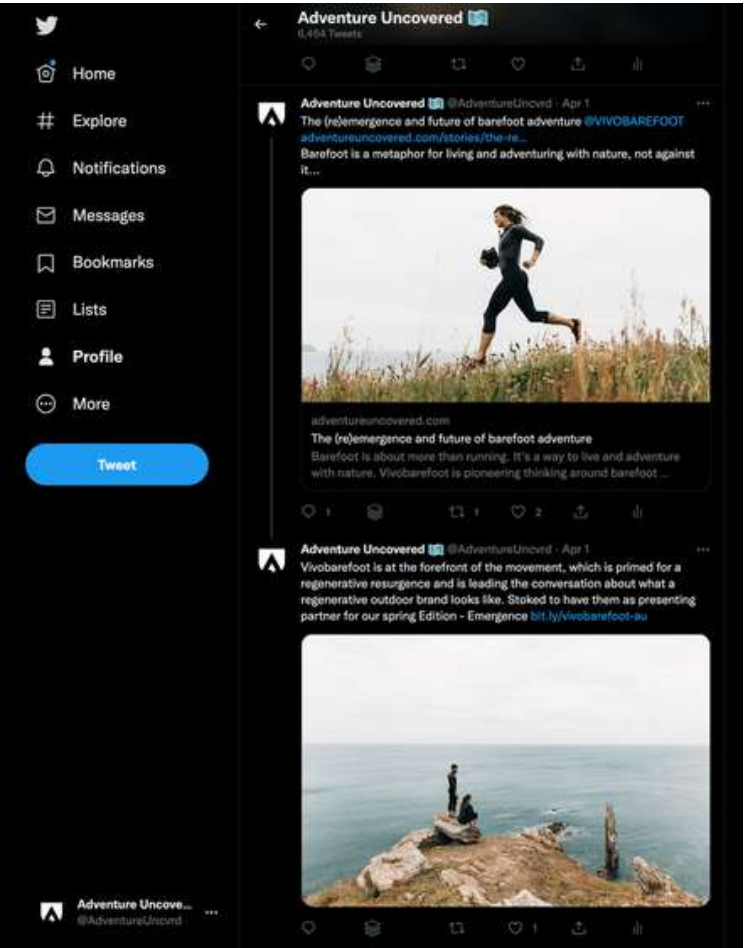


- + Newsletter
- + Stories page visibility

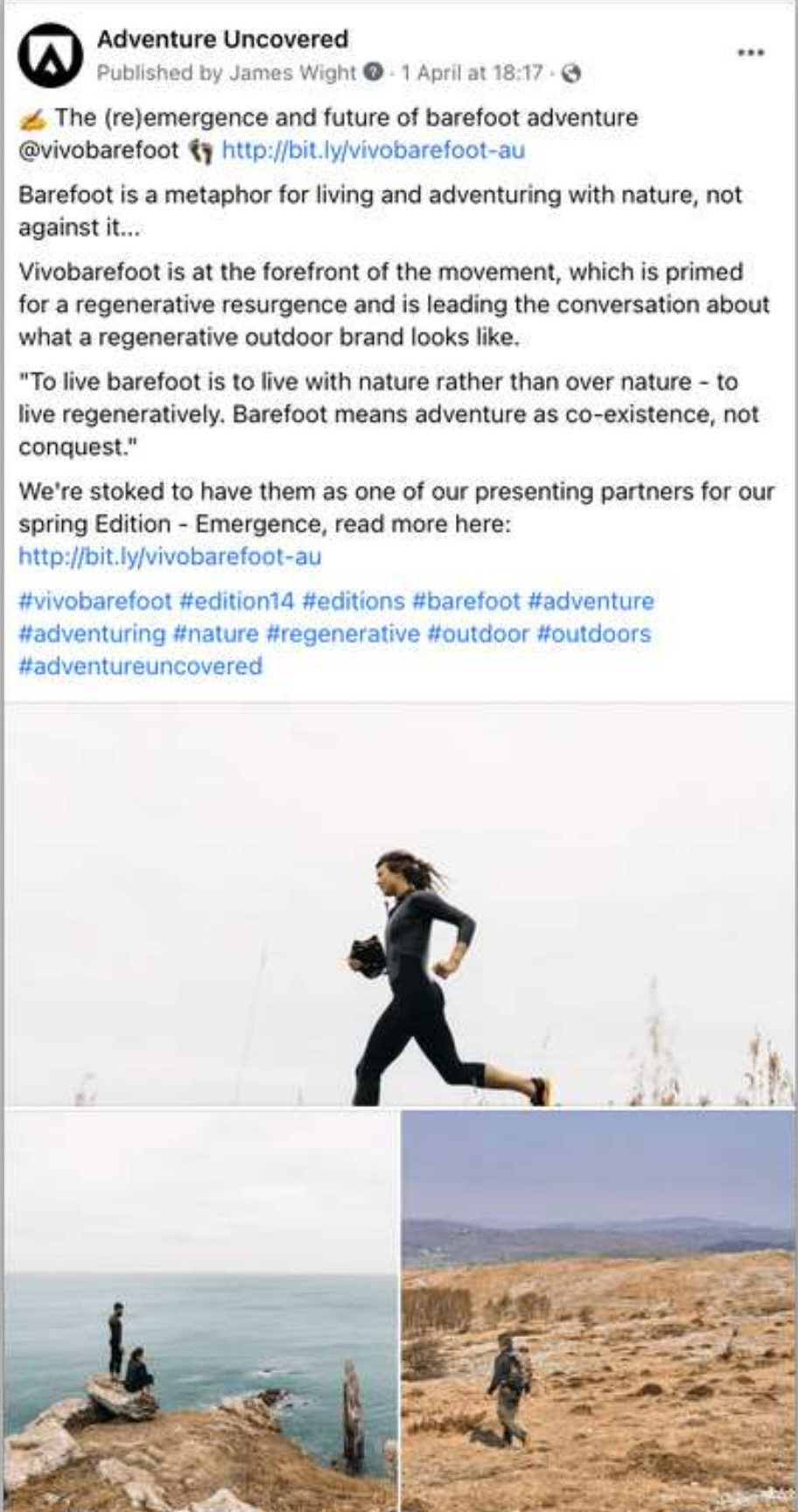
Instagram



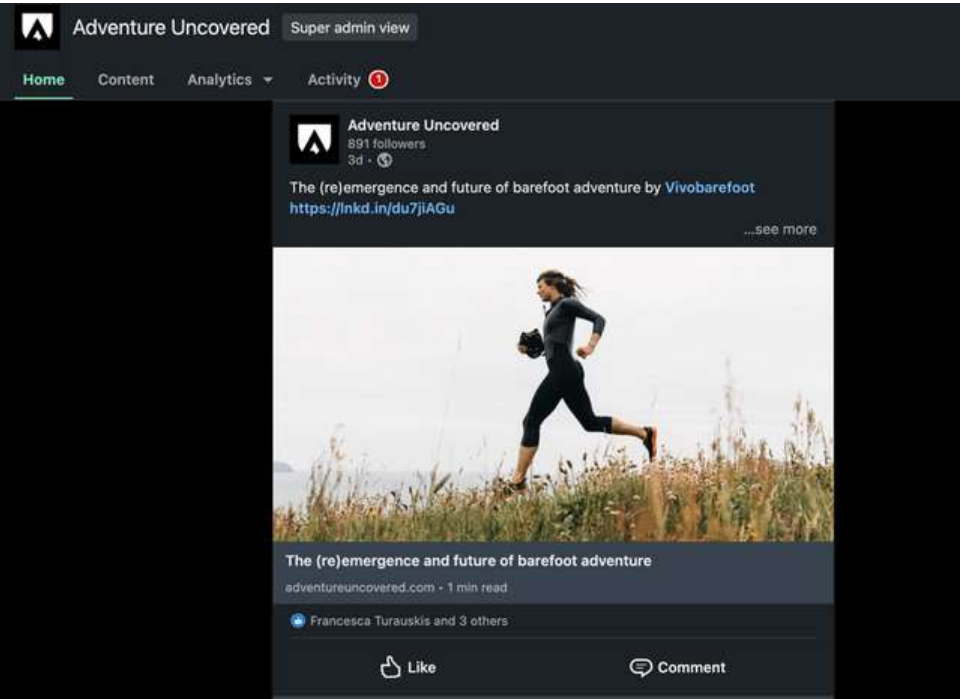
Twitter



Facebook



LinkedIn





PROJECTS

Bespoke projects in collaboration with brands.

We're open to your ideas, but we're particularly keen to experiment with longer series - whether interviews, articles, audio or something else - around specific themes. For example...



A New Voices series discussing the outdoors through voices often excluded from adventure narratives, if your brand is passionate about diversity in the outdoors.



An Adventure Lab series exploring how innovation is driving adventure impact, from kit to software and beyond, if you're in tech.



Or a Planet People series documenting the passionate and promising environmentalism in the adventure community, if the climate crisis is your key focus.



How can we collaborate?



Editorial Partner

Co-present all Editions and an agreed range of Projects for a year. All web pages, content and comms for all Editions and all agreed Projects will list you as our presenting partner. You'll also get a sponsored piece in every Edition.

1-year duration // £5,000 upwards



Editions Partner

Co-present either four Editions back to back or a single Edition. All web pages, content and comms for all relevant Editions will list you as our presenting partner. You'll also get a sponsored piece in every relevant Edition.

4 Editions (1-year duration) // £3,000

1 Edition // £1,000



1 Featured Article

Co-curate a bespoke, uniquely produced piece around a product, theme or idea to be published in one of our Editions. We'll push the piece across our website, social channels and newsletter

£250 upwards



Project Partner

Co-curate a bespoke, uniquely produced Project - whether a series, a campaign or something else - connecting your brand with adventure and social or environmental change. All content and comms relating to that Project will list you as our presenting partner.

Prices on request



Patreon Partner

We're building a pool of outdoor partners to offer discounts to our Patreon supporters. In exchange for a discount code, we'll push our Patreon supporters, subscribers and wider audience to you.

Free

Wider Opportunities

The editorial opportunities above work as standalone collaborations. But throughout the year our editorial programme will intertwine with the other major strands of our work: our film festival programme (in-person and online), cycle trips and other events.

We'd love to work with you across these formats to really bring your brand to life, from the screen into outdoors.

Here are some of the options...

[Get in touch](#)

Film Festival

We have six scheduled film nights in 2022, plus an online film programme. Partnership options range from co-presenting all in-person and online events to donating charity raffle prizes.

Prices on request



Cycling Adventures

We're planning six UK cycle-touring trips in 2022. Partnership options range from co-presenting the entire programme to sampling or donating your product/kit in the elements donating kit.

Prices on request



Creative Services

As well as co-presenting our work, we're keen to help you with yours.

We can mobilise our pool of writers, photographers, filmmakers and marketing folk to help you with copy, campaigns, launches and more.

Prices on request





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We're asking the Adventure Uncovered community to help us do better, more impactful work by giving monthly financial contributions through Patreon. This document explains why we're asking, why we think you should support and how it will work.

We now feel confident that our online publication content justifies requesting a little financial support from those of our readers who agree and can afford it.

In 2020 we published 120 pieces read by tens of thousands and featuring hundreds of adventure thinkers and new voices on vital issues.

We are proud of this work, but Patreon will help us do more and do better. This is why we are asking readers for support. Don't worry: this is not a paywall, and anybody who isn't able to contribute is still welcome to enjoy all our content for free. That said, we hope you will agree there is a strong case for supporting us ...

**In 2020 we published
120 pieces read by tens
of thousands**

2020 highlights:

- Trail running environmentalist [Rosie Watson's](#) post-Covid rallying cry
- CEO [Jen Gurecki](#) on game-changing feminist snowsports company Coalition Snow
- Academic [Maxwell Ayamba](#) on racial inequality in outdoor participation
- Writer [Jini Reddy](#) on seeking the magical in Britain's landscapes
- Artist [Simon Faithfull](#) on treating the earth as a sculpture
- Snowboarder and artist [Meghann O'Brien](#) on the relationship between snowboarding and her Indigenous heritage.



Photo credit: Easkey Britton



Photo: Les



Photo: Kate Rawles, Edition

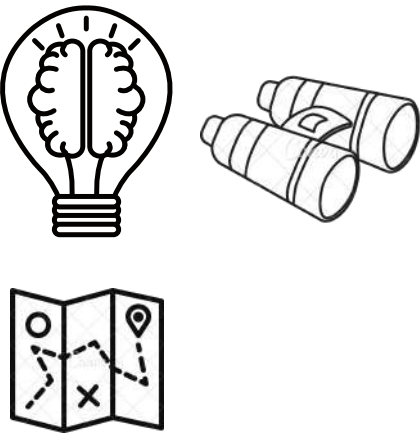


Photo: Jess Kilroy, Edition 02



Photo: Dan Yates, Edition 05



Run, Edition 03