



Climbing

LEADING SINCE 1970

ABOUT US



MISSION STATEMENT

The leading vertical publication since 1970, *Climbing* is a title by and for climbers of all stripes and abilities. With its feet planted in our history, *Climbing* also embraces the dynamic changes in the sport and industry, with the explosion of indoor climbing, the influx of new climbers, and the road to climbing in the 2020 Olympics. With deeply researched features, the world's best photography, lively humor columns, technical and training how-to advice from pro climbers and leading experts, and a staff of active climbers with decades of experience, *Climbing* provides the top, authoritative voice in the genre. Between our print title, wildly popular website, and successful online-ed courses, *Climbing* has the broadest reach marketwide to the greatest number of climbers. We are the voice of the sport.



WHAT READERS SAY

"Keep up the great work! You make climbers feel connected even though we're miles apart!"

"Still have my first issue with Charlie Fowler on the cover."

"I loved your Women's Issue. I didn't think I would, but it was full of helpful advice. Steph Davis's story was especially helpful in so many ways!"

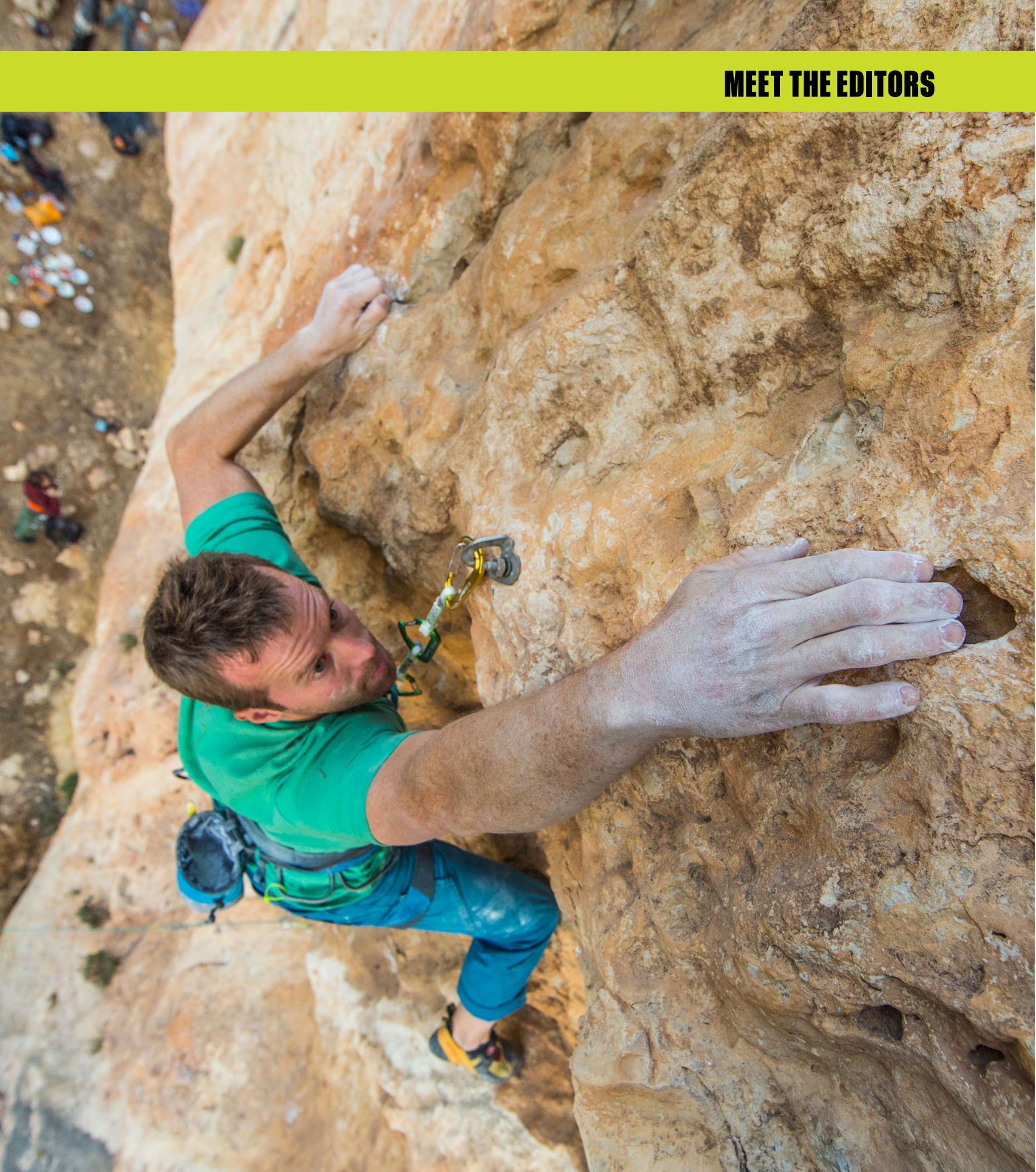
"Been reading your magazine for twenty years."

"You guys provide an amazing service to the climbing community."

"Thanks for having this awesome magazine for our community!"



MEET THE EDITORS



MATT SAMET is a climber of 30 years who moved to Colorado in the 1990s. The author of multiple books including *The Climbing Dictionary*, *The Crag Survival Handbook*, and *Colorado Bouldering 2*, Samet has worked with *Climbing* since the mid-1990s as both a freelance and desk editor. He divides his days between work, family time, and exploring the hills around Boulder for new-route potential, and has been involved with the Flatirons Climbing Council, including bolt replacement and other volunteer work, for the past 12 years.



A climber of 19 years, **JAMES LUCAS** grew up on the East Coast and moved to Yosemite shortly after finishing high school. He attended the University of Santa Cruz, where he graduated with a degree in economics and business management. In 2016, Lucas began as associate editor at *Climbing*. His intimate knowledge of the climbing world has led to popular articles on dating amongst climbers, profiles of climbing-industry players, close to 50 published photographs in 2016, and an account of Alex Honnold's free solo of El Capitan.



After getting a degree in journalism, **KEVIN CORRIGAN** cut his teeth working in comedy, first contributing to *The Onion*, and then working as a staff writer and editor at CollegeHumor.com. During that time, he created animated series for Nintendo, was featured on *Good Morning America*, garnered tens of millions of YouTube views, and discovered rock climbing. Now the digital editor at *Climbing*, Kevin still finds ways to work humor into his climbing writing. He created the advice column Unbelayable, which to date has 1.8M pageviews.

YEAR IN REVIEW



CLIMBING MAGAZINE HIGHLIGHTS

- 01 Learn to Train: A Complete Guide to Climbing Training (5 stories + landing page)**
289,090 pageviews
- 02 Review: Our Top New Belay Devices for 2017**
Landing page—28,328 pageviews
Single reviews (cumulative for 5 reviews)—53,006 pageviews
- 03 Behind the Scenes of Alex Honnold's Freerider Freesolo**
51,322 pageviews
- 04 Unsent: Welcome to Sendhaus™—America's Hippest New Climbing Gym**
32,926 pageviews
- 05 How Miguel's Pizza Made the Red River Gorge What It Is Today**
28,008 pageviews



CLIMBING.COM NEWS HIGHLIGHTS

- 01 Royal Robbins obituary**
121,039 pageviews
- 02 The First Naked Ascent of El Cap**
118,875 pageviews
- 03 Remembering Hayden Kennedy and Inge Perkins**
69,200 pageviews
- 04 Margo Hayes Climbs La Rambla, Becomes First Woman to Send 5.15a**
57,758 pageviews
- 05 Ueli Steck Found Dead on Nuptse**
39,388 pageviews



CLIMBING.COM NON-NEWS HIGHLIGHTS

- 01 Insane Bollywood Ice Climbing Scene**
97,681 pageviews
- 02 The 6 Best Tips for Becoming the Worst Trad Climber**
80,419 pageviews
- 03 Crusty Corner: Free Soloing Sucks (And Why We're Going to Cover It Anyway)**
54,338 pageviews
- 04 The Firefly: Bail Without Leaving Gear**
44,321 pageviews
- 05 Preview: Black Diamond's New Climbing Shoe Line**
34,381 pageviews

CROSS PLATFORM REACH

ESTABLISHED:

1970

PRINT AUDIENCE:

54K

DIGITAL AUDIENCE:

1M

SOCIAL AUDIENCE:

512K

FREQUENCY:

6x

MEDIAN AGE:

33

COLLEGE EDUCATED:

93%

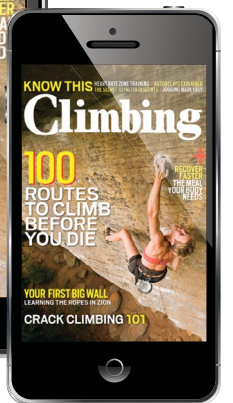
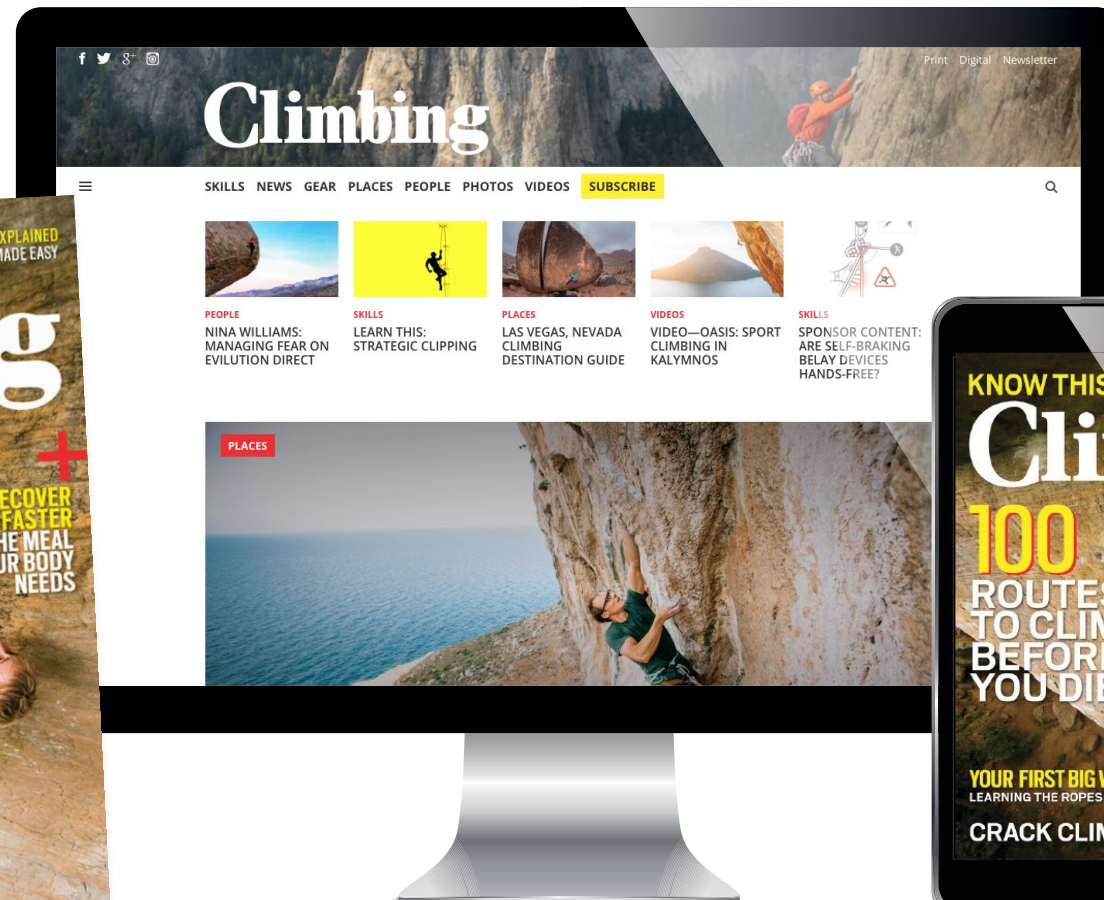
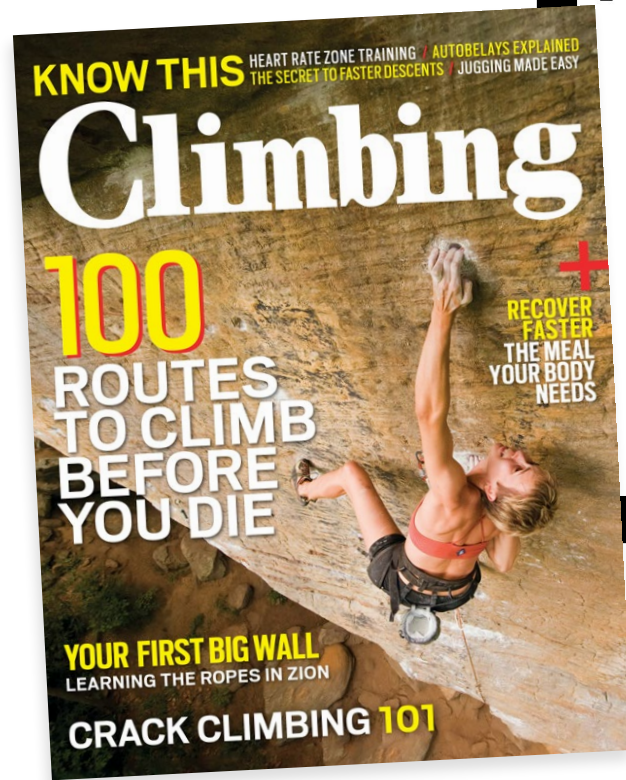
MEDIAN HH:

\$67,300

MALE/FEMALE

**85% male,
15% female**

(Source: 2017 Climbing Magazine Audience Survey; Google Analytics 2017; 2017 Salesforce Marketing Cloud)

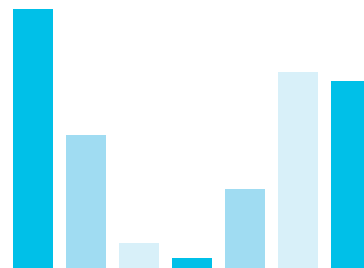


50%

OF CLIMBING'S AUDIENCE ARE 18-34

63%

OF THE CLIMBING AUDIENCE STAY IN A TENT WHEN THEY GO ON CLIMBING TRIPS



TYPE OF CLIMBERS

Sport 29%
Trad 15%
Alpinism 3%
Ice 1%
Bouldering 9%
Gym 22%
Mix of genres

30%

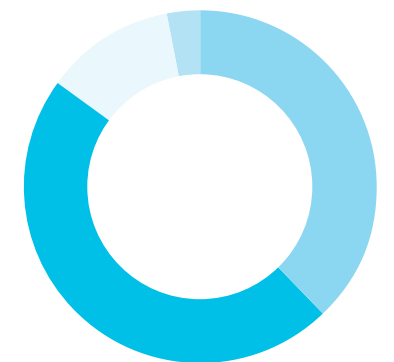
OF THE CLIMBING AUDIENCE USE YOGA FOR CLIMBING-RECOVERY THERAPY

43%

OF THE CLIMBING AUDIENCE SAY THAT A COLD BEER IS THEIR POST-CLIMB DRINK OF CHOICE

TOP ANCILLARY ACTIVITIES

- 01 BACKPACKING
- 02 SKIING/SNOWBOARDING
- 03 TRAIL RUNNING
- 04 MOUNTAIN BIKING
- 05 KAYAKING
- 06 SLACKLINING
- 07 HUNTING /FISHING
- 08 PARAGLIDING



DAYS CLIMBED PER WEEK

1-2 38%
2-4 48%
5-6 12%
Every day 3%

DIGITAL AND SOCIAL REACH

AVERAGE MPVS:
1,034,300+

AVERAGE MUVS:
414,600+
(up 42% YOY)

EDITORIAL EMAIL
SUBSCRIBERS:
14,400

CUSTOM EMAIL
SUBSCRIBERS:
13,600
(up 36% YOY)

TOP 10 MARKETS
ONLINE:

California
Colorado
Texas
Washington
New York
Illinois
Florida
Utah
Oregon
Massachusetts

OTHER HIGHLIGHTS

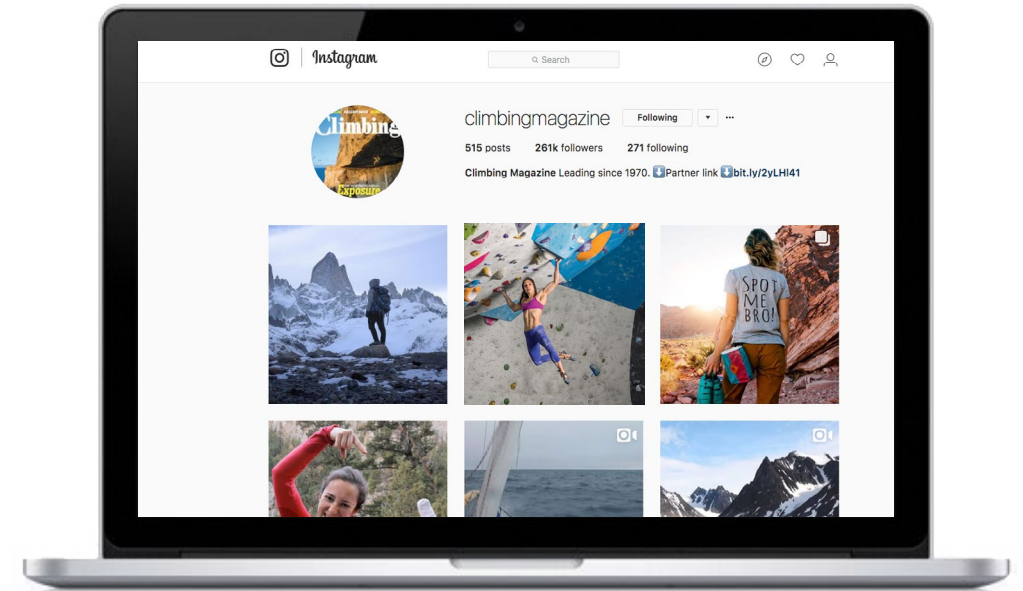
- Now 53% new visitors and 47% returning visitors
- More females online than in print, with 75% to 25% male/female split
- 50/50 split for mobile and desktop usage



FACEBOOK FANS:
187K+
(up 25% YOY)



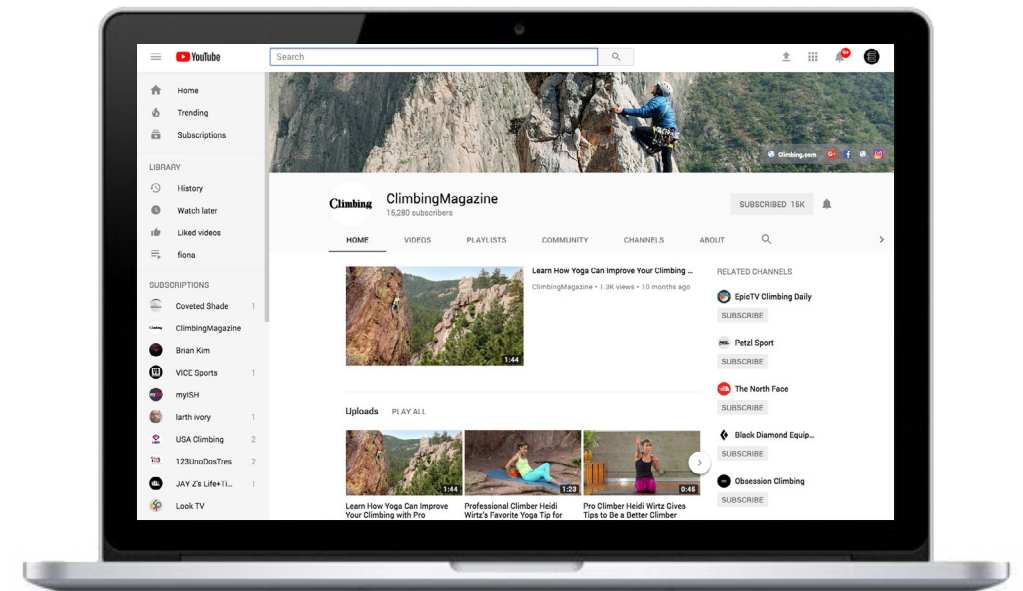
TOTAL INSTAGRAM FANS:
260K+
(up 40% YOY)



TOTAL TWITTER FOLLOWERS:
50K+



TOTAL YOUTUBE FOLLOWERS:
15K+



EDITORIAL CALENDAR

APRIL/MAY 2018

2018 Gear Guide

A regular issue featuring a special 25-page gear blowout, with the best and hottest items for climbers from 2017 and 2018, field-tested by staff and our stable of active testers. Categories include: basecamp, sport, bouldering, alpine, and trad.

Gear

A round-up of the best and most innovative gear of 2017/2018, with Editor's Choice awards given in each category

CLOSE	1.11.18
MATERIALS DUE	1.18.18
ON SALE	3.13.18

JUNE/JULY 2018

Summer Issue

Get psyched for sending season with a look at America's raddest bouldering destinations, most stacked sport climbing areas, and a new approach to outdoor education for the über-psyched young climbers in your life.

Gear

Tested: The latest and greatest in the climbing space, field-vetted by our expert staff and testers

CLOSE	3.15.18
MATERIALS DUE	3.22.18
ON SALE	5.15.18

AUGUST/SEPT 2018

2018 Photo Annual

Travel North America and the globe with the very best in vertical photography, from up-and-coming young shooters to industry masters who've been at it for decades. Bonus: Master the art of redpointing with the world's top climbers—learn the tips and tricks to send your hardest this year.

Gear

2018 harness round-up

CLOSE	5.17.18
MATERIALS DUE	5.24.18
ON SALE	7.17.18

OCT/NOV 2018

Rock-Tober Issue

As temperatures cool, climbers flock to the cliffs to put their training gains to work. This "Rock-Tober" issue celebrates the sending spirit, with a look back at our sport's bouldering, sport, and alpine roots, and how the early pioneers laid the groundwork for today's cutting-edge athletes.

Gear

Tested: The latest, greatest, punished and vetted by staff and testers

CLOSE	7.19.18
MATERIALS DUE	7.26.18
ON SALE	9.18.18

DEC/JAN 2019

Winter/Shoe Review Issue

It's everyone's favorite gear review: the shoe review, a round-up of the standout rock shoes of 2018 and new entries coming for 2019. From purpose-built trad shoes to downturned steep-rock monsters to comfy gym shoes, our review has it all, with a look at modern shoe tech and the pros and cons of different designs.

Gear

The best rock shoes of 2018

CLOSE	9.13.18
MATERIALS DUE	9.20.18
ON SALE	11.13.18

FEB/MARCH 2019

Training/Road to Olympics Issue

With the 2020 Olympics on the horizon, climbers are pushing harder than ever at the cliffs, in the gym, and in the weightroom to be ready to deliver the performances of their lives. Get on board with *Climbing* as we explore what it takes to realize your potential, for Olympians and regular Joes and Janes alike.

Gear

Must-have sport, trad, alpine, gym, and bouldering kits

CLOSE	11.13.18
MATERIALS DUE	11.20.18
ON SALE	1.15.19



BEYOND THE CRAG

OBJECTIVE

- Leverage **Climbing's** brand strength to position yourself as a trusted, preferred partner
- Share your unique products among competitors in a relevant editorial environment with custom print content
- Deliver your message to our engaged audience of adventure enthusiasts
- Speak to hand-raisers, increase awareness,

ISSUE

April/May

June/July

Aug/Sept

Oct/Nov

Dec/Jan

Feb/Mar

THEME

Fuel Zone

Training + Recovery

Local: Made in the USA

See the Beauty

Holiday Gift Guide

Alpine + Cold



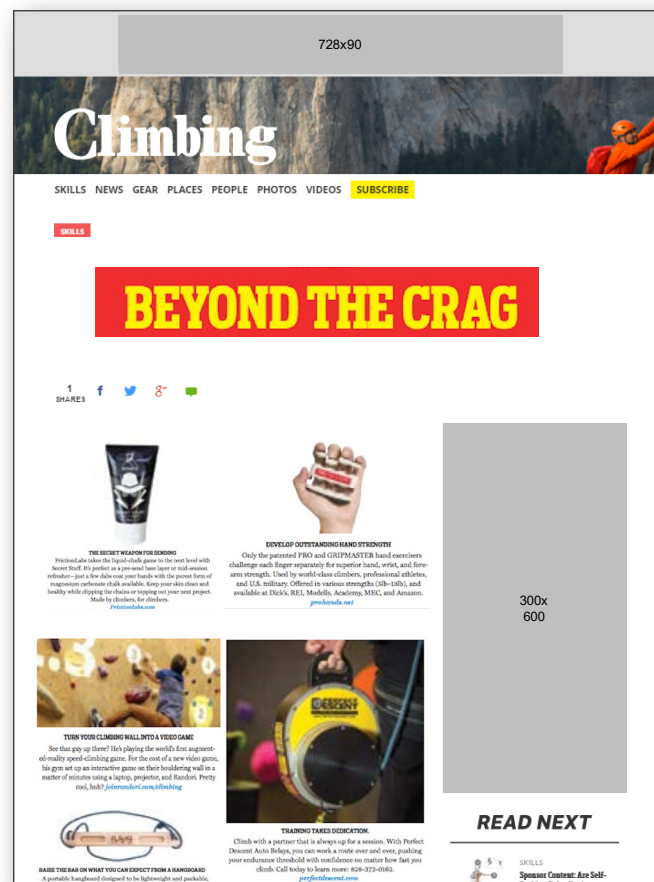
PRINT

1/4 or 1/6 page with image, copy and link



DIGITAL

Image, Copy, Link + 728x90 and 300x600



TRAFFIC DRIVERS

Homepage Native Tile (1-wk.),
1x Co-Branded Facebook Post



AIM ADVENTURE U

In 2018, we're excited to offer an injury prevention and rehabilitation course, focusing on key areas like the fingers, wrists, arms, shoulders, and knees, with Dr. Jared Vagy, a longtime climber and author of *Climb Injury-Free*. We're also filling out our "Intro" series with "Boulder Harder" with pro boulderer Nina Williams, to help you step your game up at the boulders and in the gym—from tools and techniques to the tricks of the trade. And finally, we're offering a premium high-end redpointing course with Heather Weidner and Arno Ilgner, covering everything you need to know to send your hardest, from logistics to physical training to planning to the mental and fear/falling game.

UPCOMING COURSES AND DATES:

April 2, 2018

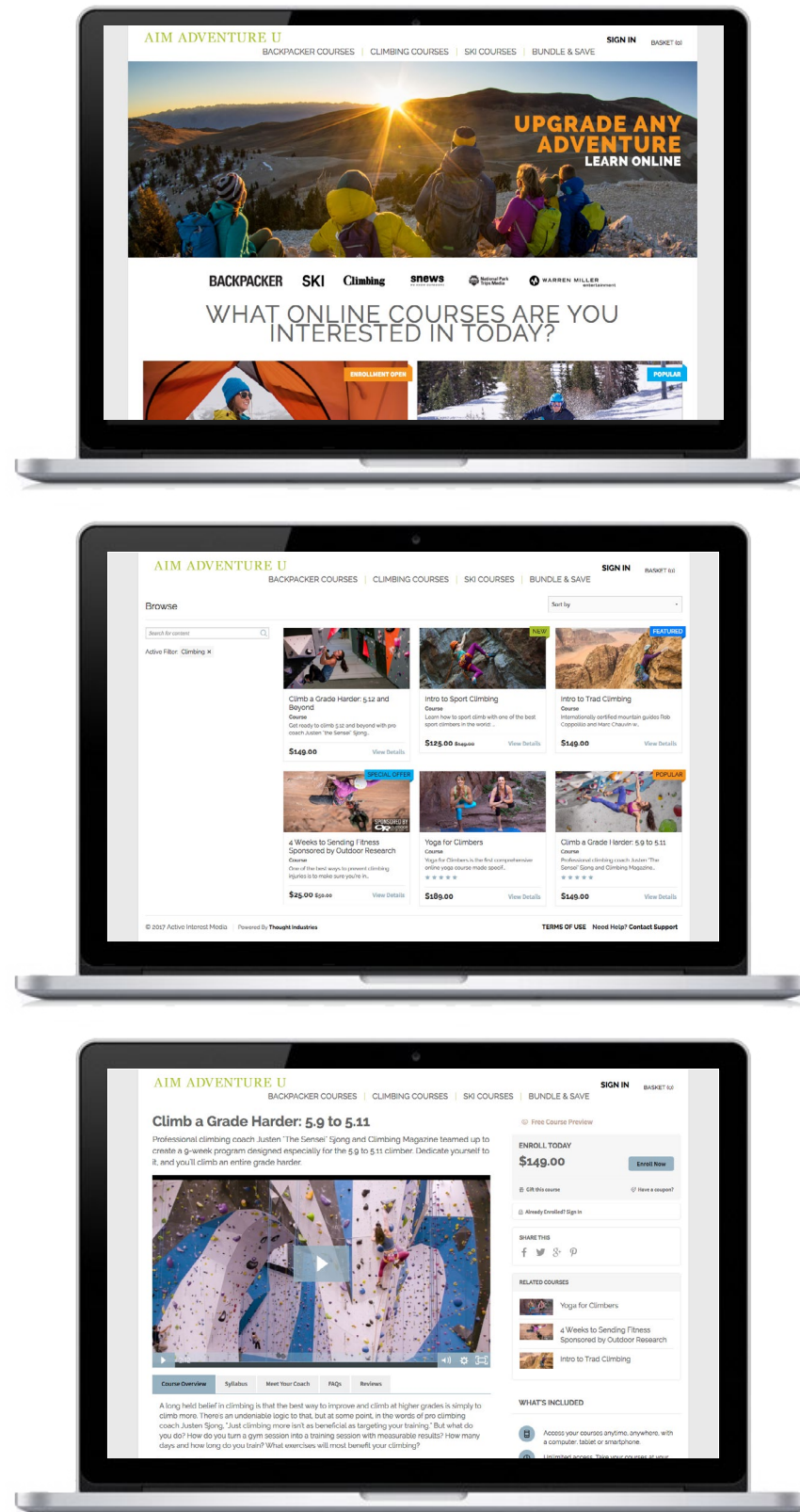
[Strength Training for Injury Prevention](#)

June 4, 2018

[Boulder Harder](#)

August 6, 2018

[The Art of Redpointing](#)





TOOLS

Magazine Specs:

AD SIZE	NON-BLEED	BLEED	LIVE AREA
Full-Page Ad	7.125" X 9.625"	8.75" X 11.125"	7.75" X 10.125"
2-Page Spread Ad	15.625" X 9.625" with .375" Safety In Gutter	17.25" X 11.125" with .375" Safety In Gutter	16.25" X 10.125" with .375" Safety In Gutter
One-Half Horizontal Ad	7.125" X 4.6875"	8.75" X 5.5625"	7.75" X 4.9375"
One-Half Vertical Ad	3.4375" X 9.625"	4.375" X 11.125"	3.75" X 10.125"
One-Half Horizontal Spread Ad	15.625" X 4.6875" with .375" Safety In Gutter	17.25" X 5.5625" with .375" Safety In Gutter	16.25" X 4.9375" with .375" Safety In Gutter
One-Third Vertical Ad	2.5625" X 9.625"	3.375" X 11.125"	2.375" X 10.125"
Quarter-Page Ad	3.4375" X 4.6875"	N/A	N/A

Marketplace Specs:

AD SIZE	
1/2 Ad	2.25" X 9.875"
1/3 Ad	7.0268" X 2.375"
1/4 Ad	2.25" X 4.875"
1/6 Ad	2.25" X 2.375"

RATEBASE



AD SIZE	OPEN RATE	15% DISCOUNT 2X	20% DISCOUNT 4X	25% DISCOUNT 6X
Full-Page Ad	\$4,800	\$4,080	\$3,840	\$3,600
2-Page Spread Ad	\$8,500	\$7,225	\$6,800	\$6,375
One-Half-Page Ad	\$2,690	\$2,285	\$2,150	\$2,020
One-Third-Page Ad	\$1,860	\$1,580	\$1,490	\$1,395
One-Quarter-Page Ad	\$1,430	\$1,215	\$1,145	\$1,075

***35% PREMIUM FOR COVERS**

MATERIAL REQUIREMENTS

Please direct inquiries and materials to:

Climbing Production
5720 Flatiron Parkway
Boulder, CO 80301
climbingproduction@
aimmedia.com

Send materials to the Climbing FTP site:

Send an email notification when upload is complete to climbingproduction@aimmedia.com. Include the filename and a screen capture showing the upload on the Climbing FTP site. You must use a free program such as Cyberduck or Filezilla to access this FTP site. These are free programs to download.

Climbing FTP site information:

HOST: <ftp4aim.com>
USERNAME: climberads@ftp4aim.com
PASSWORD: [climber_35](#)

→ FOR ADVERTISERS RUNNING SPREAD CREATIVE:
Any images or copy that are not to be lost in gutter binding should be kept 3/16" from binding edge. If you have any questions regarding ad setup, please email climbingproduction@aimmedia.com prior to submitting materials.

→ MATERIAL REQUIREMENTS:
All materials must be sent on disk in one of the following digital formats and be accompanied by SWOP standard proof (made from supplied file) as well as a copy of insertion order or cover sheet containing advertiser and issue name.

→ PDF/X-1A FILE REQUIREMENTS:
File must be PDF/x1a:2001 compliant. Scanned images must be high resolution (300 dpi), CMYK (no spot or indexed colors, RGB, LAB, DCS, CT/LW, TIFFIT or ICC color profiles). Maximum ink density not to exceed 300%. All trapping must be turned off, except overprints and knockouts. OPI information must be turned off. Files to contain only 1 page; split spreads into single pages each saved as individual files. Please note on file LHP or RHP for spreads.

→ PRODUCTION COSTS:
The 15% commission will be forfeited if we produce your ad or re-create your digital file to meet press compliance.

→ GENERAL FILE REQUIREMENTS:
File to contain only 1 page. All source files including fonts must be submitted with InDesign files for partial-page ads. Fonts must be Type 1 or 3 (no TrueType). Pages must be created to correct size of ad and bleeds included when required.

→ DIGITAL FILE NAMING:
Advertiser name and issue date should be used to name the file. Do not use the magazine title as the file name. File name(s) must be less than 23 characters.

→ DIGITAL FILE SUBMISSION:
Digital files may be submitted via Climbing FTP site or other resources such as Hightail. To send files via Climbing FTP, you will need to use a program such as Filezilla, Fetch, or Cyberduck. Upload the file to the Backpacker folder and send an email including the filename to adproduction@aimmedia.com. Also include a screen capture showing the file located on the FTP site.

→ NOTE
The publisher cannot be held responsible for the reproduction quality if the supplied proof is not SWOP compliant. Materials received after the original deadline: Waiver must be signed and publisher cannot be held responsible for any reproduction quality.



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