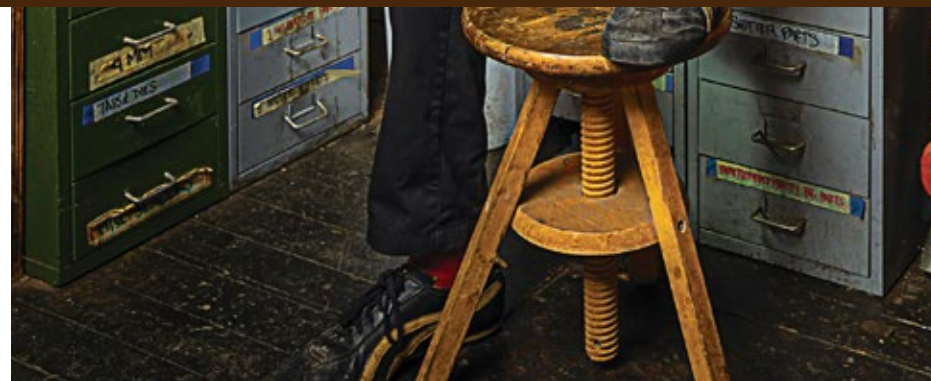


# AMERICAN OUTDOOR GUIDE

[AmericanOutdoor.Guide](http://AmericanOutdoor.Guide)



Media **KIT**  
2021



**ENGAGED**<sup>®</sup>  
MEDIA, LLC





## American Outdoor Guide

**Audiences** have long been proud of their self-reliance and outdoor skills. Throughout the ups and downs and challenging times instigated by the pandemic, they were ready to take on whatever came next. They have relied on the magazine since 1985 because it's become a part of who they are by helping to nurture their rugged individualistic spirit.

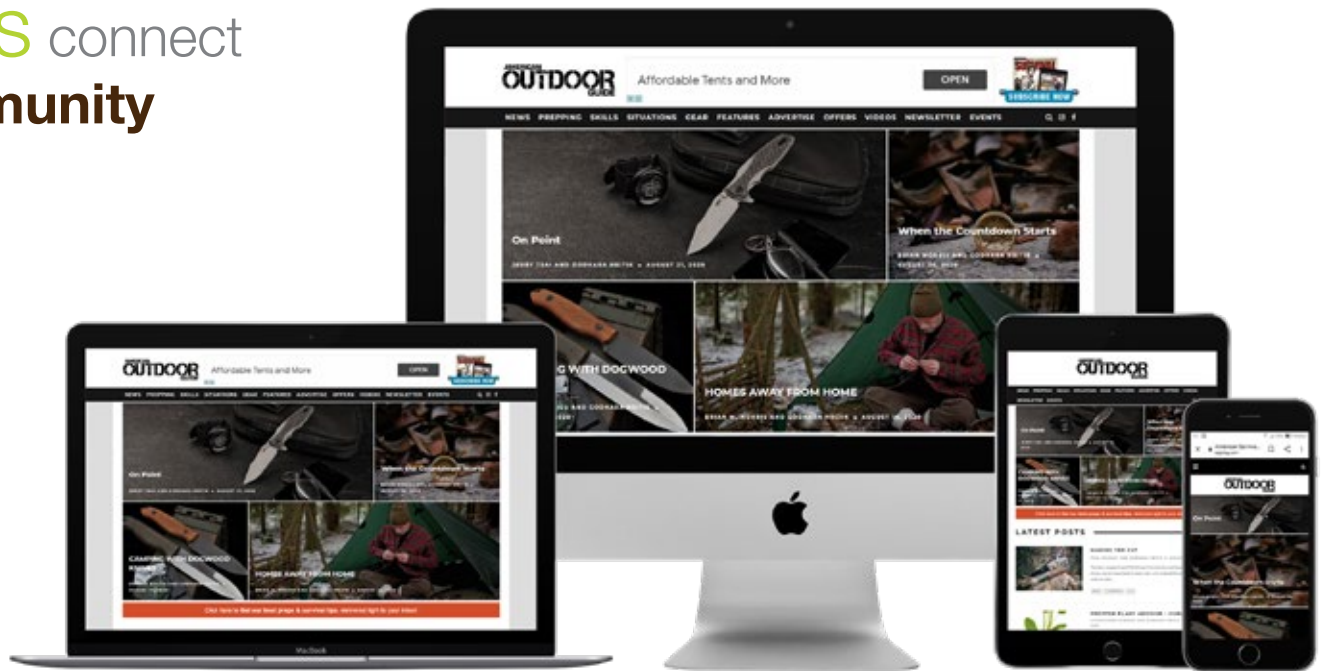
2020 hit us all like a hurricane - a global pandemic, economic insecurities, civil unrest, and--hell--even murder hornets. Suddenly and seamlessly, their outdoor skills and experiences, acquired in another environment that doesn't play by the rules, kicked in, enabling them to make their way through the noise and confusion, often guiding others along the way.



When **audiences** connect with the **AOG Community** they get:

**Robust, Thoughtful Social Media Updates** that reflect on what's happening NOW and advice for what AOG users can do to prepare and stay safe as the situation unfolds. AOG saw the pandemic coming before most American media did, and has been keeping readers informed since then.

AOG social media audiences don't just get the high level stories, they get advice targeted to the season, natural and manmade conditions and types of situations. Spend time with AOG on social media one summer day, for example, and you learn how to avoid copperheads in your compost pile and how to ward away



Lyme disease-causing ticks. You'll also learn that you don't need to spend much time being afraid of sharks, especially if you take a few simple precautions.

On AOG social media, you come to know that self-reliance is attainable. For those with an independent streak, there's no greater joy than going to AOG and learning old school skills like starting a fire without matches, raising vegetables or nurturing a beehive. Home and family are where it's at, and many of us have decided to launch our own mini homesteads. AOG is the place to learn all about that.



### **Entertaining Connections to the Personalities they Know and Love.**

This past year, we launched AOGTV, which features respected experts from around the country. Their stories of triumph are inspiring.

### **Personal Connections with Other “Regular” People**

who care about self-reliance and the outdoors just as much as they do.

### **Exposure to REAL Experts**

they may not know as well. Brutal fact: You can’t learn everything you need to know about nature from the Discovery Channel... Sorry! For practical, detailed advice on how to really thrive when there are no TV cameras around, you come to AOG and our expanding cadre of subject matter experts.

**No Nonsense Reviews** of the best gear and equipment



available. AOG’s fans know they can trust the results of real field tests we perform and refer to our recommendations when considering a new purchase.

**A Robust and Growing Digital Library of more than 1,000 Articles and Videos** written by experts who teach outdoor skills. Want to know something—anything—about how to survive the woods? Click the search

tool on AOG and you will find survival content you can trust.

With the largest online archive of outdoor and bushcrafting skills knowledge available, AOG’s visitors have access to advice and information on scores of topics, more than 1,000 product presentations and reviews and interviews with many of today’s most experienced and respected instructors.



**Live Coverage of Industry Events.** SHOT show is only open to members of the industries that exhibit there so AOG provides the inside scoop about new gear and technology developments that can improve our community's preparations and peace of mind. BLADE show is open to the public but it's much more convenient and cost-effective to follow AOG's coverage of this exciting event.

During the COVID-19 pandemic and beyond, events like these will see reduced attendance and it will be difficult for many enthusiasts to attend. No worries. AOG is committed to bringing all the excitement right to your desktop or mobile device. We have interviews with experts, reviews of brand new products and other coverage of events that makes you feel like you're there IRL.

# JIM COBB'S MUST-HAVES

HERE ARE THE ITEMS HE KEEPS CLOSE AT HAND

By Jim Cobb

**EDITOR'S NOTE:** This is the third in a series of articles that let you see what our experts consider most important in their preparation gear. Components change with the times, as two loadouts will be the same, and all are proven (or at least) practices that keep their owners at a high state of preparedness.

I admit that this article sort of threw me for a loop at first. *American Outdoor Guide* Editor Mike McCourt is one of my most favorite people in the survival/prepper community (yes, this isn't brown-nosing; I already have the job). I'd do just about anything for him short of being a body. I draw the line there, because otherwise, my wife will read this and then won't let us hang out together as S&M's Snow anymore. When he asked me to do an article about my top 25, I agreed to the assignment with no hesitation whatsoever. Later though, I had to ask, "My top 25 what?"

This was left open to interpretation. The idea was simply to share the things in the preparedness niche that I felt readers should be aware of or look into for themselves. From there, the struggle became attempting to narrow down the list to just 25. Here goes.

**"[CRAIG CAUDILL] GOES INTO GREAT DETAIL ABOUT HOW TO FIND FOOD AND WATER AND MEET ALL YOUR BASIC NEEDS IF YOU FIND YOURSELF OUT IN THE FIELD LONGER THAN EXPECTED."**



The author and his wife have been riding muddy trails for days to find their last remaining. The author's daughter with the woman, from whom the author is divorced (Photo: Jim Cobb)

**A Wonderful Magazine.** With a steady flow of carefully curated feature articles, gear reviews and guides, how-to pieces and columns, our readers stay engaged and anticipate the arrival of each issue. Whether they prefer our print or digital versions, every month, readers receive timely and practical information and advice on a wide variety of topics, ensuring there is always something for everyone in every beautiful, large-format edition.







# Our Brand Manager

**Mike McCourt** isn't one of those fake figureheads with lots of hair gel and a fat TV contract. He's a level-headed, practical guy with more than 40 years of wide-ranging experience. He's spent a lifetime getting to know the needs of the people he serves and the situations they must be prepared for and evaluating the gear they can depend on. He's dedicated to weeding out the fluff and providing AOG's fans with what they expect from America's oldest and most dependable outdoor and self-reliance publication.

## Fun facts about Mike

- Built a primitive cabin at 17 and a modern three-bedroom home 10 years later.
- Is an avid DIYer whose motto is "If it is to be, it is up to me."
- Has extensive experience in a variety of roles at global outdoor and tactical gear companies.
- Worked with a cross section of military and law enforcement professionals, tactical trainers, outdoorsmen and others around the world to design and develop critical use gear in a wide range of product categories.
- Participated in and studied various types of police training.
- Has attended SHOT show 30 times, Blade show 26 times and dozens of other industry shows, expos and events in the USA, Europe and Asia.



# American Outdoor Guide

## Follower Access Points

**AOG Magazine** - America's oldest and most comprehensive and respected content provider to the outdoor and self-reliance community. Detailed feature, how-to and product review articles on a wide variety of topics are published every month in print and digital formats. Readers know that dependable gear is essential but they depend on AOG to help them select the right tools, pass on the skills and develop the confidence to use them when their lives could be on the line.



**AmericanOutdoor.Guide** - The community's most comprehensive and respected source of information, resources and advice for all levels of interest in the self-reliant way of life.

**AOG Social Media Outlets** - Our blend of seasonal and topical posts keeps our followers engaged and on the look-out for information and advice that can make their efforts more efficient, effective and economical.



# AOG's Weekly Fundamentals Newsletter

Curated for subscribers who appreciate the convenience of getting AOG's most relevant and impactful content delivered to their mailbox.

## AOGTV

Launched earlier this year, AOGTV provides viewers with a different and more intimate way to learn from community icons and popular personalities. To be able to hear the passion in their voices and feel the mastery of the subject matter being discussed allows AOG's fans to have a closer relationship with our subject matter experts.

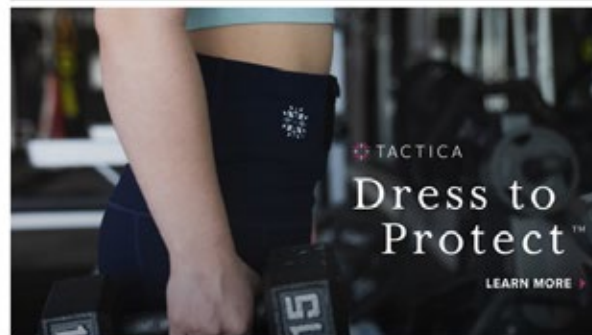


AMERICAN  
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### There's More to EJ Snyder Than Naked and Afraid

EJ Snyder has weathered many challenges. He's an Army combat veteran who served for 25 years, he's appeared on Naked and Afraid and he grew up in New Jersey where his survivalist seeds were sown. ... [READ MORE >>](#)



### Nicole Apelian's Lifetime of Learning

Scientist, educator, survivalist, herbalist, safari guide and caring mother, Nicole endured 57 days in season 2 of Alone, during which she ate 26 species of food. She has many lessons to share... [READ MORE >>](#)



### Matt Wright: Surviving the New Normal

Recalling an episode of Naked and Afraid when Matt wanted to thrive, "Going after that wild boar—stripped of everything—was a bucket-list dream I wish I had worn clothes for," he quips. ... [READ MORE >>](#)

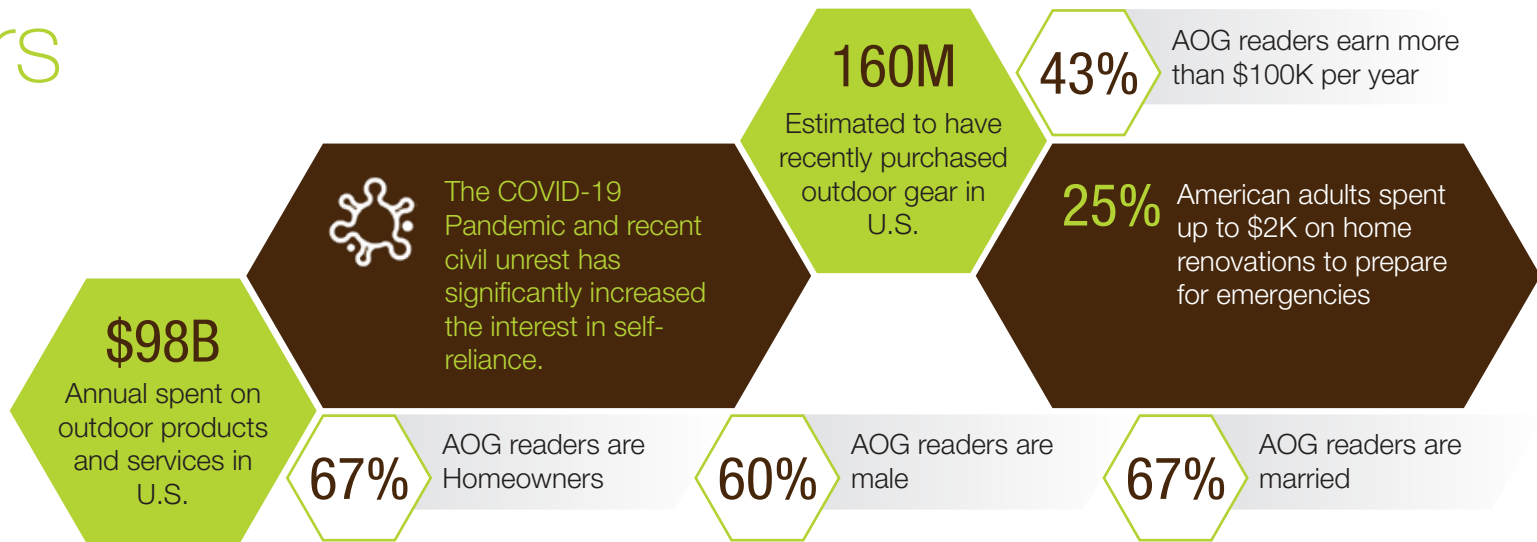


### Mykel Hawke's 3-Part Interview

It took three articles to learn everything we wanted to know about Mykel Hawke. See what we uncovered about his youth, military service and his determination to help other survivalists. ... [READ MORE >>](#)



# American Outdoor Guide Readers



## Technographics

Target users by device, such as desktop, laptop, tablet or mobile device



## Demographics

Target users by gender, income, age and other methods



## Event Targeting

Employ 'geo-fence' technology to target customers who have attended specific events at a particular location, such as a convention center, within a given range of dates



## Browsing Behavior

Target users based on past browsing behaviors, such as websites visited



## Intent-Based Search

Identify users based on their search history



## Geo-Fence

Target users who have visited a specific geographical location



## Geo-Targeting

Target by geography, including DMA, state, zip code or county



## Contextual Content

Target users based on contextual content, including keywords, on the page they are viewing

# AOG Digital Audience Acquisition Solutions



# 2021 Editorial Calendar

## MARCH

Reap and store food from a home garden | Modular, mobile and made to last | My 5 favorite fishing knives

## APRIL

Sleep soundly in the sky | 2-wheeled power, speed and range | Make the most of your garden | Clean water anywhere

## PREPPER MANUAL

It starts with a spark | Crunch time cuisine | This gear gets you from here to there | Be flexible when seeking shelter

## JUNE

ESEE's best blades just got better | Air power with a punch | Nutrient Survival long term storage foods | Swiss precision for your every day carry

## JULY

TOPS knives collab with Amanda Kaye | Preserve food without refrigeration | See the light | Dana Benner's 20+ best bets

## AUGUST

Fill your freezer with bounty from the ocean | Review of Benchmade's Adamas folder and fixed blades | Machetes and bush blades that lead the way | How to make low-cost lighting

## SEPTEMBER

How to be aware of your changing environment | Find your way with the Garmin Fenix 6 outdoor watch | Find water with dowsing | Protect your dog from contentious canines | Dr. Joe Alton's top emergency picks

## OCTOBER

Food preservation products guide | Best training methods for hunting dogs | Bertucci field watch reviews | How to make a knife from scrap metal

## NOVEMBER

Seasonal prepping advice and gear | Water | Food | Shelter | Security | Comms | Health | Transportation | Nav | Fire | Energy

## DECEMBER

Henry Big Boy .357 lever action | How to frame a shelter or house | Holiday Gear Guide | Christopher Nyerges' top self-reliance picks

## JANUARY '22

How to select the right size footwear | Weekend pack review | Last-minute gift ideas | Carve camp tools from wood

## FEBRUARY '22

25 most important winter items and preps | Tips for starting Spring right | Stay healthy in the cold

# Distribution

Our retail partners include major retailers such as Safeway, Albertsons, Vons, Wal-Mart, Kroger, and PX Military stores, as well as key regional and other outlets. Engaged Media's circulation business model is designed to aggressively and strategically acquire the most influential and esteemed readership in all key niche markets.

## Print Schedule

| Issue             | Ad Close | Materials Due | On Sale Date |
|-------------------|----------|---------------|--------------|
| March             | 11/25/20 | 12/03/20      | 01/19/21     |
| April             | 12/30/20 | 01/07/21      | 02/23/21     |
| Prepper's Journal | 01/27/21 | 02/04/21      | 03/23/21     |
| June              | 02/24/21 | 03/04/21      | 04/20/21     |
| July              | 03/31/21 | 04/08/21      | 05/25/21     |
| August            | 04/28/21 | 05/06/21      | 06/22/21     |
| September         | 05/26/21 | 06/03/21      | 07/20/21     |
| October           | 06/30/21 | 07/08/21      | 08/24/21     |
| November          | 07/28/21 | 08/05/21      | 09/21/21     |
| December          | 08/25/21 | 09/02/21      | 10/19/21     |
| January '22       | 09/29/21 | 10/07/21      | 11/23/21     |
| February '22      | 10/27/21 | 11/04/21      | 12/21/21     |

\*Editorial subject to change.

\*Dates are subject to change.

# Print Ad Sizes and Specifications

## Mechanical Requirements

Printing: Web Offset

Binding: Perfect Bound

Magazine Trim Size: 9.125" x 10.875"

## Material Requirements

Digital Files: PDF 300 DPI

Total maximum dot densities:

180% for 2 colors, 280% for 4 colors

Publisher set (pubset) ads should arrive no later than the ad close date. This includes ad copy, photographs, logo, etc. needed to build the ad. Engaged Media, LLC will supply a price quote for authorization based on the amount of work necessary to complete the ad. Alteration and correction request to the finished product will be billed to the advertiser.

Changes and corrections to existing ads will be billed to the advertiser. Please supply necessary instructions, legible copy and ad material before the ad material due date.

*Please note: Unless specified through prior written agreement with the Publisher, the Publisher will hold existing advertising materials for one year only after the issue date.*

| Standard Layouts              | Width x Depth    |
|-------------------------------|------------------|
| Full page (live area)*        | 8.375" x 10.125" |
| 1/2 page (horizontal) w/bleed | 9.375" x 5.5"    |
| 1/3 page (vertical)           | 2.125" x 9.625"  |
| 1/4 page (vertical)           | 4.125" x 5"      |

### Magazine Trim Size

9.125" x 10.875" deep

### Full-Page Bleed (all 4 sides)

9.375" x 11.125" deep

\*Live Area: Type and other image not intended to bleed must be kept 1/4" from final trim.

For query, please contact:

**Gabe Frimmel** - Advertising Sales Director

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