

BOUNDLESS

BY AMERICAN OUTDOOR GUIDE

MEDIA KIT

2023

www.americanoutdoor.guide

ENGAGED[®]
MEDIA LLC

American Outdoor Guide: Boundless

American Outdoor Guide: Boundless is the top knowledge source for new and seasoned outdoor adventurers. As an all-digital membership that includes a robust content library, member-only forums and exclusive discounts on outdoor gear, Boundless brings the no-nonsense expertise that our members need and know they can trust.





Who is the Boundless Audience?

We reach a devoted audience of

513K+

outdoor enthusiasts



Boundless Digital

470K+ unique users
per year



Boundless Social

35K+ followers



The Boundless Newsletter

8K+ subscribers



60% earn
\$100K+ per year



53% own homes
worth **\$175K+**



Average Age

40 years

The Boundless Audience

They're already mastering the outdoors alone and buying the right tools to do it.

62%

often hit the outdoors on ATVs.

60%

hunt throughout the year.

66%

usually buy from gear catalogs.

47%

usually buy from their online content.

46%

buy high-end outdoors apparel.





The Boundless Network

All the channels that reach, engage and retain outdoor-adventure enthusiasts.



Digital

- The monthly e-magazine, *American Outdoor Guide: Boundless*
- AmericanOutdoor.Guide
- The Boundless newsletter



Content Marketing

- Sponsored articles
- Social media campaigns



Social Media

- Facebook
- Instagram



Marketing Solutions

- Programmatic displays
- WebID
- Geofenced ad campaigns

AmericanOutdoor.Guide

470K+

unique users per year

Prepared for Adventure—Online

39K+

monthly unique users

43K+

monthly unique page views





Boundless Social

35K+ Devoted Followers

Prepared for Adventure—On the Go

1.50% average engagement rate

VS.

1.6% average industry rate*

**Per Social Insider*

7K+
Monthly
Reach

36,604
monthly
impressions

Platforms



 1K+ followers



34K+ followers
34K+ likes

The American Outdoor Guide: Boundless Newsletter

When *Boundless* went digital, our weekly newsletter became the weekly letter sent among friends. Our readers look forward to receiving its actionable outdoor tips, not only from the *Boundless* digital archives but also from around the internet.

We curate the must-have advice, rousing survival stories and sharper-than-an-everyday-knife gear reviews. And our members want them all.

15% CTO Rate vs.
12.89% Industry Rate*

30% subscriber
growth every year

80% of marketers say customer
email engagement is growing.**

Email marketing is ranked **#2** for
building brand awareness,
according to business owners.*

Email marketing has the
highest return on investment
for small businesses.***

There will be **4.4+** billion
email users by 2024.***

*Per MailerLite, 2022.

**Per HubSpot, 2022.

***Per Campaign Monitor, 2019.





American Outdoor Guide: Boundless Marketing Solutions

Drive a successful ROI utilizing an engaged audience!

Our integrated marketing solutions connect your brand to the devoted outdoor audiences most likely to buy your products and services. You just choose your solution:

- Custom content solutions that build your audiences with industry-leading digital and print stories
- Pinpoint: marketing that gives your brand total access to your next buyers through well-targeted digital ads and tailored social media campaigns
- Custom social campaigns that place your brand in our social media
- Programmatic displays that serve banner or video ads to the audience that we know want outdoor-adventure products
- And more!

Digital Marketing Packages

Brand Awareness Package — \$1,540

Build brand awareness across our active and engaged digital platforms:

- Newsletter Story Placement
- Facebook Post
- Instagram Story

Print Amplification Package — \$1,650

Supplement your print campaign with the Amplification Package, designed to reach *Boundless* members wherever they are online:

- 300k Pinpoint Impressions
- Newsletter Display Ad

Brand Spotlight Package — \$2,750

Take center stage with custom digital content featuring your company across all our digital platforms:

- Custom Web Article
- Newsletter Story Placement
- Facebook Post
- Instagram Story



Advertise with us!

In the Digital Magazine:			
	1x	6x	12x
Full Page	\$1,390	\$1,210	\$1,050
Half Page	\$1,125	\$980	\$850
1/3 Page	\$860	\$750	\$650
1/4 Page	\$720	\$630	\$550

Through our Online Channels:	
Newsletter Ad	\$550
Web Display Ad	\$650
Instagram Post	\$1,000
Facebook Post	\$1,000

We can also provide custom content about your company, product or services to be posted and socialized through our digital channels. Ask your representative to share with you the potential options to partner.



Our 2022-23 Editorial Calendar

January

- Winter survival gear and techniques
- DIY cold-weather car kit
- And more winter-ready stories!

February

- Up close: a buyer's guide to binoculars
- DIY snowshoes
- And more cold-prep stories!

March

- DIY modifications for your bugout bicycle
- No guns: 5 best non-firearm survival weapons
- And more springtime outdoor stories!

April

- 5 Best Fish Recipes for Lunch on the Shore
- Top national park adventures for travelers
- And more sportsman-teaching stories!

May

- No criminals allowed: 10 ways to fortify your home
- DIY First-Aid Kits
- And more wilderness-camping stories!

June

- Don't Get Burned: Ultimate Wildfire Bugout Plan
- How to Build Your Own Compact Camp Kitchen
- And more summer travel stories!

July

- Prepare your property for the next hurricane
- How to maximize your off-road vehicle performance
- And more outdoor-prep stories!

August

- DIY van rehab for road living
- 5 easy emergency shelters you can make in minutes
- And more wilderness stories!

September

- The gear your emergency retreat needs
- DIY off-grid power systems
- And more autumn-readiness stories!

October

- Capture it: outdoor photography tips and techniques
- 5 affordable wilderness hunting trips
- And more hunting stories!

November

- The best holiday deals for adventure travel gear
- Best choices for wilderness survival firearms
- And more holiday-prep stories!

December

- Build your own urban survival kit
- 25 great gifts for the survival enthusiast on your list
- And more!





The American Outdoor Guide: Boundless Team

Steven Barlow | Editor

Steven is a retired sergeant and firearms instructor with the New York State Police, and he specializes in all things outdoor, weapons and survival. While also editing *Knives Illustrated*, Steven has led *Boundless* and written for *Concealed Carry Handguns*, *Gun World* and other publications.

Hilary White | Editorial Assistant and Frequent Contributor

As a South Dakota native, Hilary has been outdoors all her life, most recently with solo multi-day hikes. While writing and editing for Boundless, she has also written for *Knives Illustrated*, *American Farmhouse Style* and *Street Trucks*. Like the rest of the team, she makes “jack-of-all-trades” an understatement.

Reuben Bolieu | Contributor

Reuben is a writer, photographer and adventurer who has spent over 30 years backpacking in the wildest places from the American west to the Egyptian desert. Testing his skills in these environments means he practices the sensible bushcraft what he writes at *Boundless*, *Knives Illustrated* and other publications.

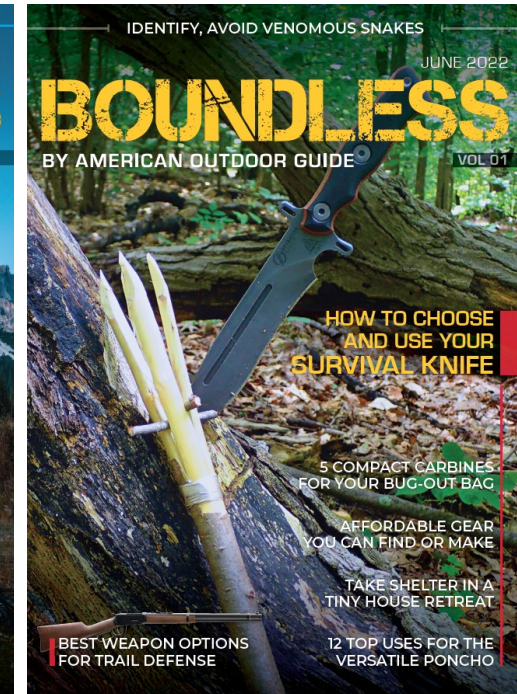
Jim Cobb | Contributor

Jim is the recognized authority on disaster readiness and the tools it requires. While regularly contributing to *Boundless*, he has written books on the subject and works as editor in chief for *Prepper Survival Guide*.

Christopher Nyerges | Contributor

Since 1974, Christopher has taught survival skills, wilderness food prep and other adventure skills in tandem with the Sierra Club, Boy Scouts of America and other groups. He’s written books and articles on his well-earned lifestyle in *The Los Angeles Times*, *Countryside* and other venues.

Contact Us!



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