

# The Great **Outdoors**



## MEDIA KIT

PRINT  
DIGITAL  
EMAIL  
SOCIAL  
**EVENTS**  
AWARDS





The UK's original hiking magazine, leading the way to wild places for more than 40 years.



The Great Outdoors is all about the things that bring life to life: the joy of adventure, the thrill of wild and open spaces, the astonishments of the natural world.

The UK's original hiking magazine, we have been leading the way to spectacular places for more than four decades, building a formidable reputation for authenticity, intelligence, environmental awareness, and the rigour of our reviews along the way. For many walkers we are the most trusted – the 'go to' place for outdoor gear verdicts.

Our readers are some of Britain's most passionate hikers, hill walkers, scramblers, backpackers, wild campers and winter mountaineers. They can be found in the hills and mountains all year round, both in the UK and abroad.

Today, our rich heritage underlies a multi-platform outdoor brand with a high-quality magazine and a vibrant online presence.

As the brand evolves, we are attracting a growing following among younger and Millennial-age outdoor enthusiasts, who find our core values – authentic voices, inspiring stories, independent reviews, environmental awareness – more relevant than ever.

Carey Davies,  
Editor

## The Great Outdoors' team of regular contributors includes...



### Carey Davies

A lifelong walker with involvement in TGO stretching back a decade, Carey took over as editor in 2019. In his previous role with the British Mountaineering Council he developed and led the high-



### Chris Townsend

TGO's equipment editor is Britain's foremost expert on outdoor gear and one of the world's most experienced long-distance hikers.



### Hanna Lindon

TGO's digital editor is a passionate walker, mountaineer and environmental activist with an adventurous streak and a love of scrambling.



### Ed Byrne

Ed is a stand-up comedian who regularly appears on TV panel shows and Radio 4. In his spare time, he is a dedicated outdoor enthusiast and Munro-bagger.



### James Forrest

In 2017 James set a new record by climbing all 446 mountains in England and Wales in just six months – prompting the Sunday Telegraph to nickname him 'Mountain Man'.



### Judy Armstrong

Award-winning writer Judy Armstrong has bases in North Yorkshire and the Alps, from where she tests women's gear for The Great Outdoors.



### Sarah Stirling

Outdoor journalist Sarah lives in Snowdonia. She enjoys exploring cultures and landscapes, delving into environmental issues and profiling inspiring people.



### Alex Roddie

A climber who 'converted' to hiking, Alex loves nothing better than long-distance lightweight backpacking in wild mountain landscapes.

**"The Great Outdoors magazine is the bible for hillwalkers, backpackers and winter mountaineers"** Matt Baker, The One Show

The Great  
**Outdoors**





## e-newsletter

Weekly e-newsletter  
with a highly  
engaged audience

## awards

Reader nominations  
and leading industry  
expert judges



## print

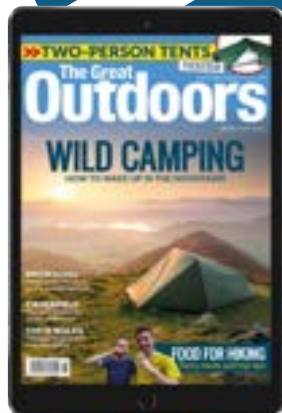


# The Great Outdoors

## digital



## digital editions



## Endorsement licensing



# audience

75% Professional /Managerial

21% Female

Income: £30K < £40K

76% between 25 - 64

58% live in towns or cities

Over half have  
taken a course  
in navigation,  
winter skills  
or other  
hillwalking  
techniques

# 56%

WALK IN THE HILLS  
at least twice per month

# 71%

Spend over £200,  
making significant  
purchases at  
least three  
times per year

# 99% TRUST..

..the information in TGO

# 82% HAVE PURCHASED..

..clothing or equipment  
seen in TGO

# 67% MORE LIKELY..

..to buy something  
they have seen in the  
magazine

# 87%

read magazine reviews before purchasing with positive  
reviews influencing purchasing intentions of 84%  
of our audience

The Great  
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## Opportunities to engage with our audience

### magazine

40 years of heritage Trusted by our audience Special interest supplements and sections

#### Engagement opportunities

Display advertising  
Sponsored content Custom content  
Product highlights

**21,036 reach**

### awards

Industry leading  
Authoritative and trusted

Celebrate success  
Communicate technical excellence  
Trusted by our audience  
Highly respected judges

#### Engagement opportunities

Free to enter  
Licence award logos

### Multi-platform sponsored content

Opportunities for brand association with TGO content  
Communicate your commercial messages  
Guaranteed online audience reach

### digital

Multi-channel and growing audience  
Benefits from reputation of print heritage

#### Engagement opportunities

Display advertising  
Native advertising  
Custom content  
Product highlights  
Email  
Video and Podcasts

### social

Interactive, constantly updated  
Trusted by our audience

#### Engagement opportunities

Promotional boosts  
Sponsored content

#### Engaged digital audience

**106,249**





# rate card

## print

Inside Front Cover.....	£3,095
Outside Back Cover.....	£3,595
Inside Back Cover.....	£2,595
Double Page Spread.....	£2,095
Full Page .....	£1,295
Half Page.....	£695
Quarter Page.....	£395
Eighth Page .....	£245
Lineage.....	£50

### SERIES DISCOUNT

6 insertions.....	5% discount
13 insertions.....	15% discount
Agency commission.....	10%

## Endorsement licensing

Award winner logo  
TGO recommended logo  
TGO best buy logo  
Price depending on territory

## digital

Leaderboard.....	£695
MPU .....	£395
Sponsored content on TGO .....	£1,095
Homepage Takeover.....	£3,095
Bespoke webpage.....	Price on application
Online accomodation guide listing.....	£100 for 12 months

### Email

Top Banner .....	£495
Side Banner.....	£395
Bottom Banner.....	£295
All three .....	£995
Sponsored content.....	£POA

## multi platform

### Sponsored content

Print, web and social media .....	£5,980
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To discuss opportunities for your brand to engage  
with the TGO audience please contact

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All prices exclusive of VAT



# The Great Outdoors

## 2021-22

### EDITORIAL ANNUAL PLAN

#### EDITORIAL THEMES

**March 2021**

Winter wonders

**April 2021**

Adventures with friends

**Spring 2021**

Beginner hillwalking  
Fast and light

**May 2021**

Wild camping and  
backpacking

**June 2021**

Family adventured and  
outdoor holidays

**August 2021**

Find the wild  
UK natural beauty

**September 2021**

Scrambling

**October 2021**

Autumn  
adventures

**November 2021**

Britain's best views

**December 2021**

Winter skills  
Get ready  
for winter

**January 2022**

Gear of the year

**February 2022**

Readers  
awards