

AllTrails Media Kit

- 2017 -



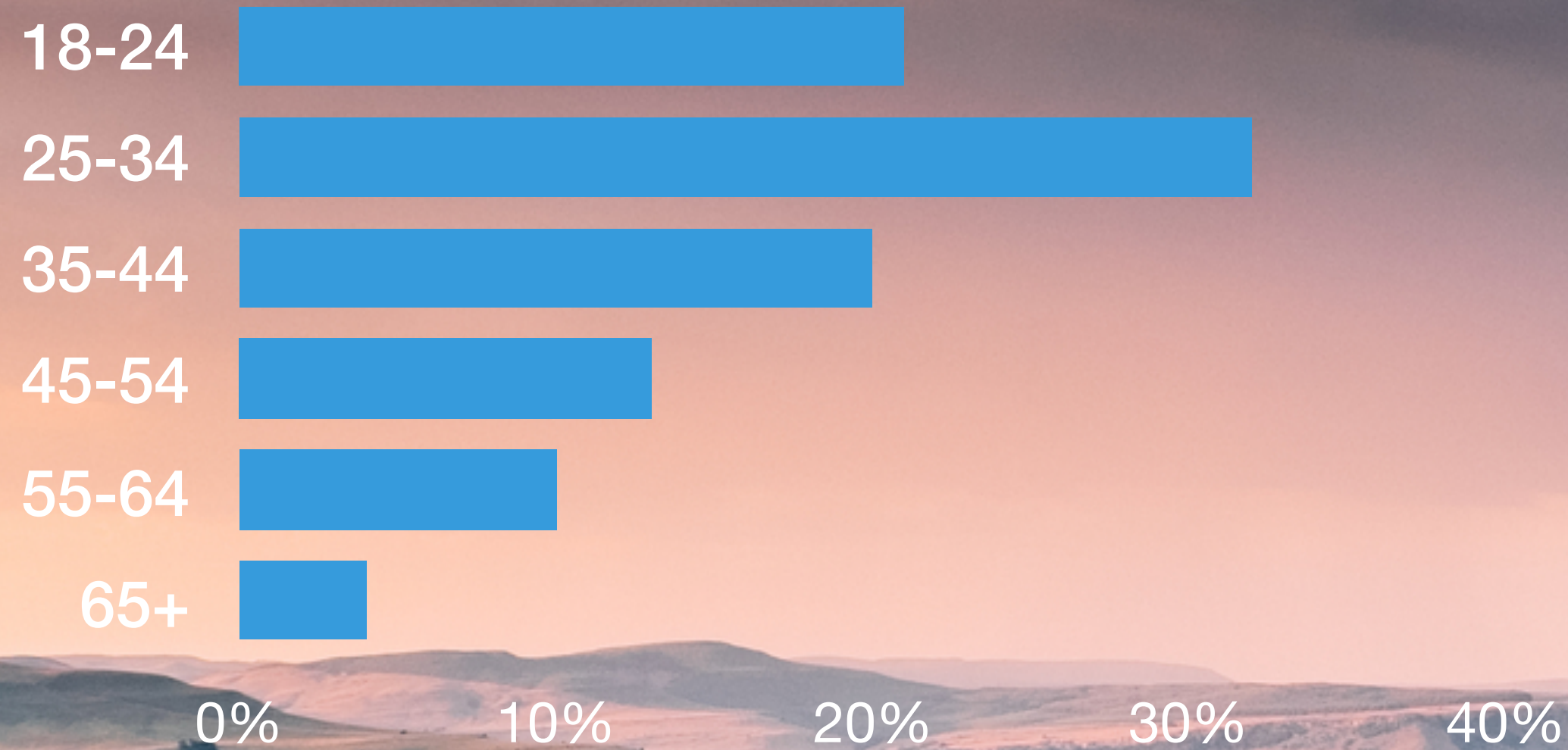
About AllTrails

AllTrails helps people explore the outdoors with the largest collection of detailed, hand-curated trail maps as well as trail reviews and photos crowdsourced from a community of 5 million registered hikers, mountain bikers and trail runners.

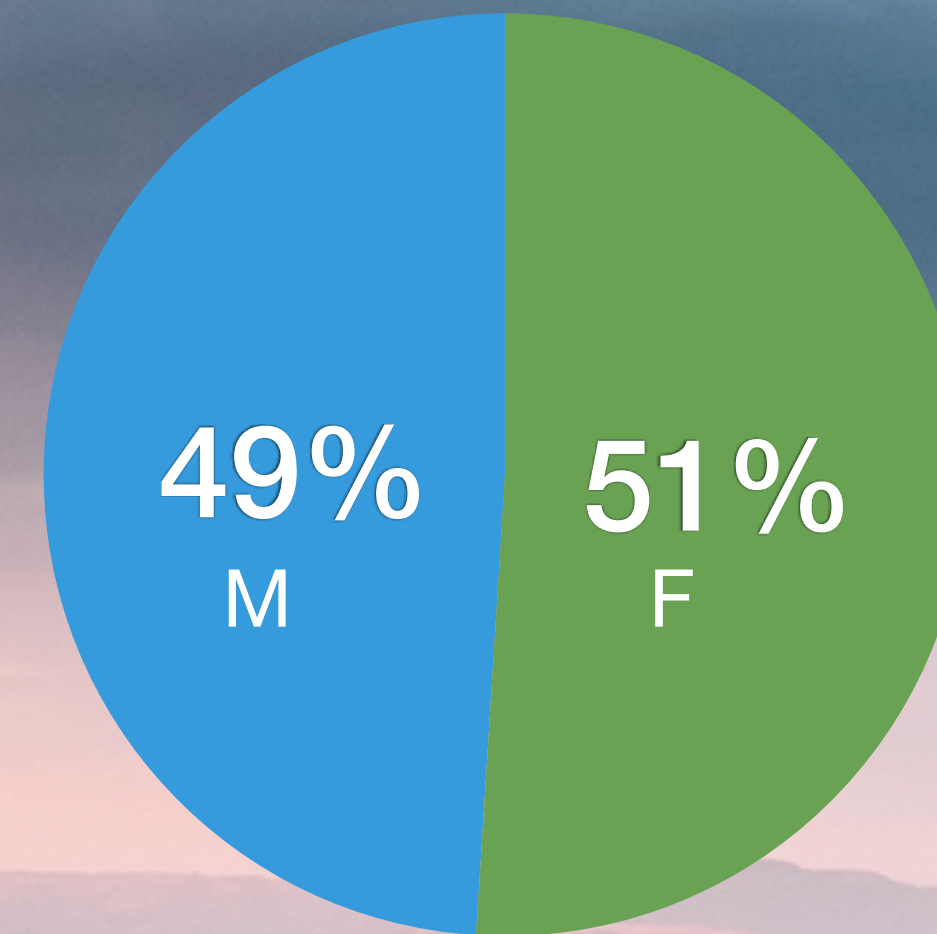


AllTrails: The Outdoor Consumer

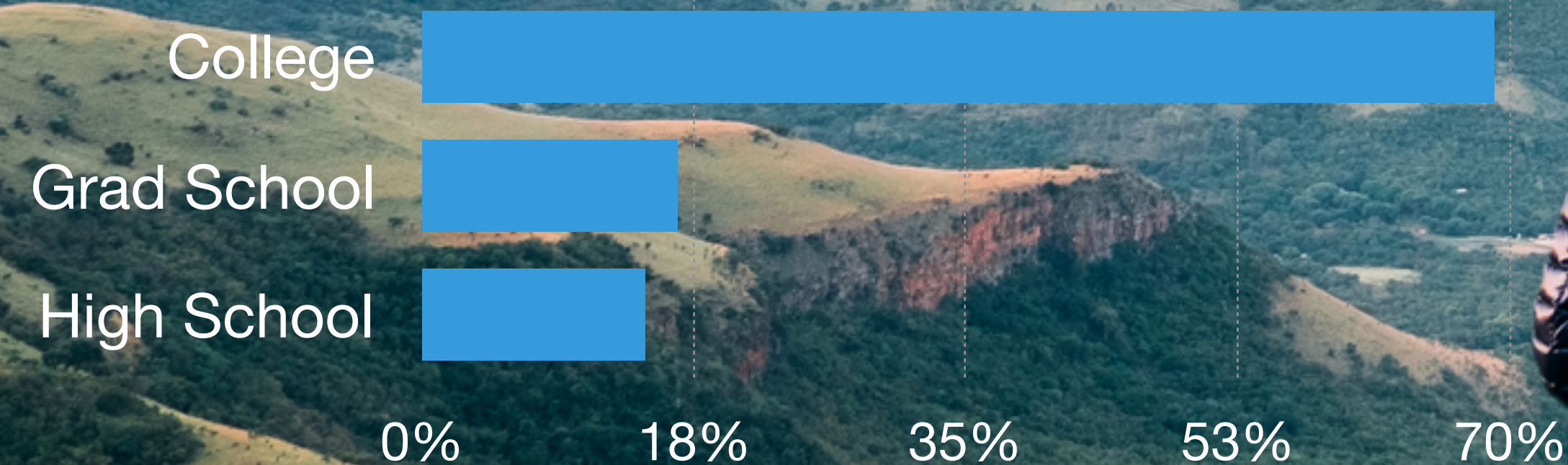
Age



Gender



Education Completed



Income

37% make over \$100,000
82% make over \$50,000

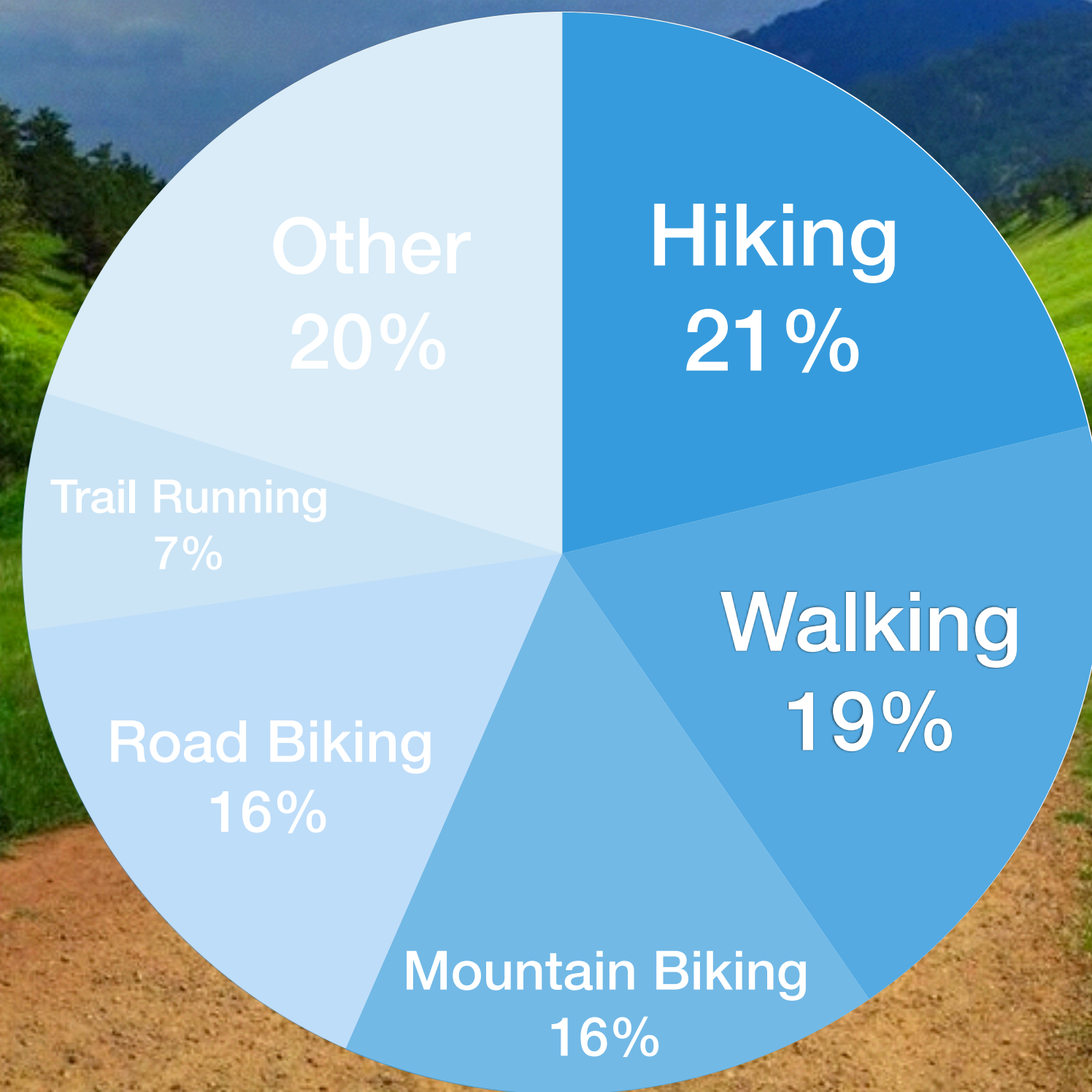


AllTrails

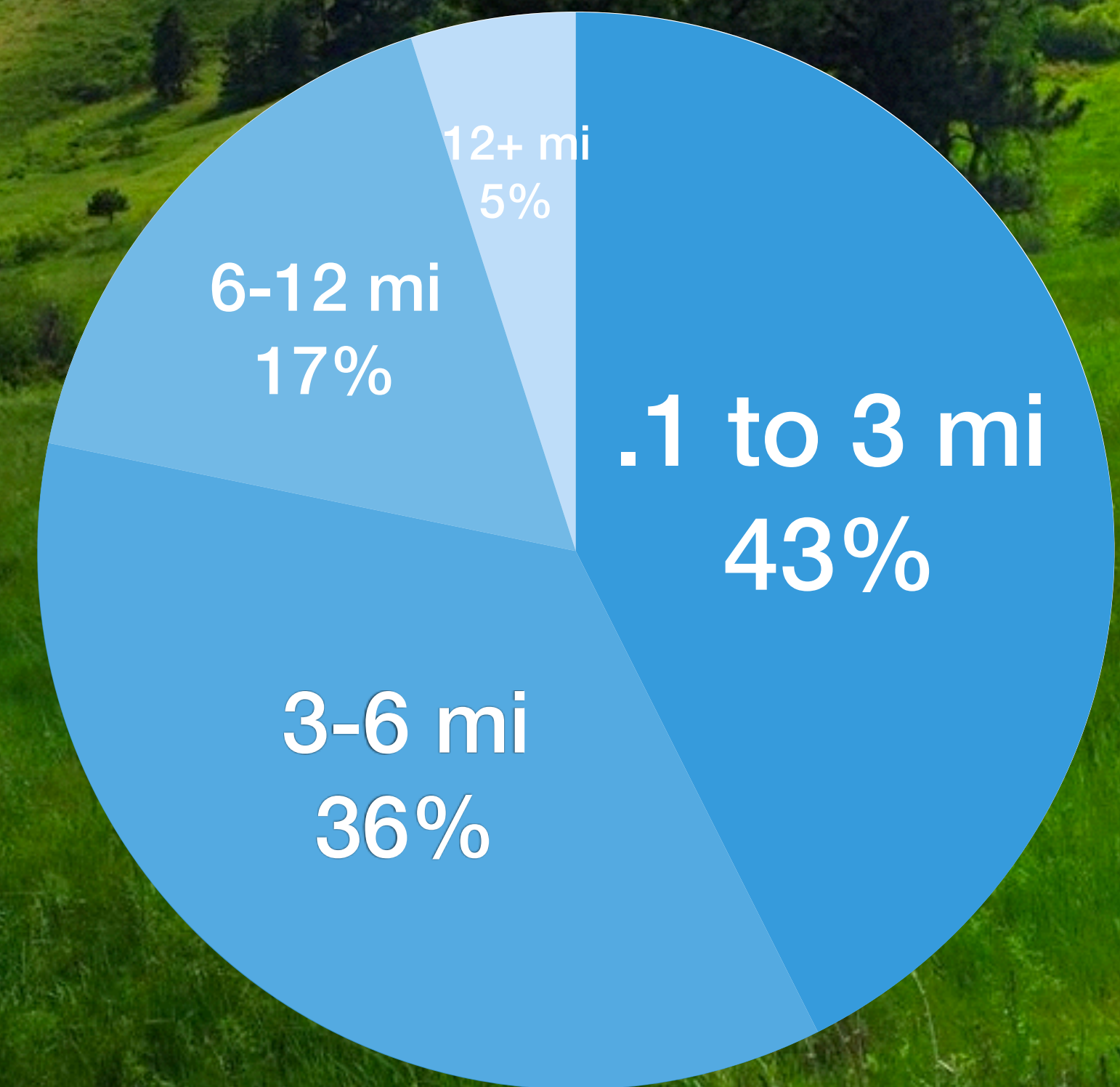
Source: Google Analytics Dec 2016; Facebook Analytics Dec 2016

AllTrails Audience

Activity Type



Activity Distance



Source: AllTrails Data

AllTrails by the Numbers

20M

website
users/year

72M

website
pageviews/year

50k

hand-curated
trail maps

5.5M

registered
users

8.3M

pictures
uploaded

71M

miles of
recorded tracks

32M

iOS+Android
sessions/year

6M

iOS+Android
downloads

95%

of traffic is
US-based

Source: Google Analytics Dec 2016; Localytics Dec 2016



AllTrails

Platforms & Ad Types

Desktop

Medium Rectangle (300x250)

Large Rectangle (300x600)

Leaderboard (728x90)

Mobile web

Medium Rectangle (300x250)

Mobile Leaderboard (320x50)

iOS and Android

Medium Rectangle (300x250)

Desktop + mobile web ads can be ROS or targeted by geography and/or outdoor activity



Start your campaign at
<https://orders.alltrails.com>

Contact: advertising@alltrails.com

