AllTrails Media Kit - 2018
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 6.5 million registered hikers, mountain bikers and trail runners.
AllTrails: The Outdoor Consumer

**Gender**
- M: 49%
- F: 51%

**Age**
- 18-24: 0%
- 25-34: 10%
- 35-44: 20%
- 45-54: 30%
- 55-64: 40%
- 65+: 50%

**Education Completed**
- College: 53%
- Grad School: 35%
- High School: 70%

**Income**
- 54% make over $100,000
- 90% make over $50,000

Source: Google Analytics Dec 2017; Facebook Analytics Dec 2017
AllTrails Audience

**Activity Type**
- Hiking: 21%
- Walking: 19%
- Trail Running: 7%
- Road Biking: 16%
- Mountain Biking: 16%
- Other: 20%

**Activity Distance**
- .1 to 3 mi: 43%
- 3-6 mi: 36%
- 6-12 mi: 17%
- 12+ mi: 5%

Source: AllTrails Data
AllTrails by the Numbers

- 50k hand-curated trail maps
- 134M website pageviews/year
- 28M iOS+Android sessions/year
- 28M iOS+Android downloads
- 6.5M registered users
- 74M miles of recorded tracks
- 9.7M pictures uploaded
- 8M registered users
- 92% of traffic is US-based

Source: Google Analytics Dec 2017; Firebase Dec 2017
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)

Ads can be ROS or targeted by geography and/or outdoor activity
Start your campaign at https://orders.alltrails.com

Contact: advertising@alltrails.com