



# Sidetracked

MEDIA KIT 2023

PHOTO: Rachel Sarah // Sidetracked Volume 26

Seek out the undiscovered  
Journey with passion and purpose  
Open eyes to see the world – differently  
Share meaningful, authentic stories  
That represent all life on this planet  
Because by creating an inspiring community  
Together we can forge a trail for positive change

• SIDETRACKED MISSION STATEMENT •



## **Devoted to adventure, expeditions and exploration**

The Sidetracked project takes the reader around the world, across land, sea and air. To present new places, explore the geography and the people, and to examine the emotions and effects that adventure has on the individual. The website has a valued reputation of being the best example of long-form storytelling and the flagship magazine was rated one of the best independent travel magazines by the Guardian. It continues to receive critical acclaim.

We've always been rooted in inspirational journeys - bringing together some of the finest stories of exploration and adventure. From extremes of human endurance to both cultural and emotional discovery, we present endeavours from a global group of adventurers, writers and photographers all looking to shatter boundaries.

## **Sidetracked Online**

The best in adventure travel and global culture, written by explorers  
Web-exclusive articles and stunning photo journals  
Beautifully presented and optimised viewing online, on phone or tablet.

## **Sidetracked Field Journal**

The most in-depth gear reviews anywhere  
Exclusive interviews from adventurers in the field  
Comprehensive advice from expedition experts.

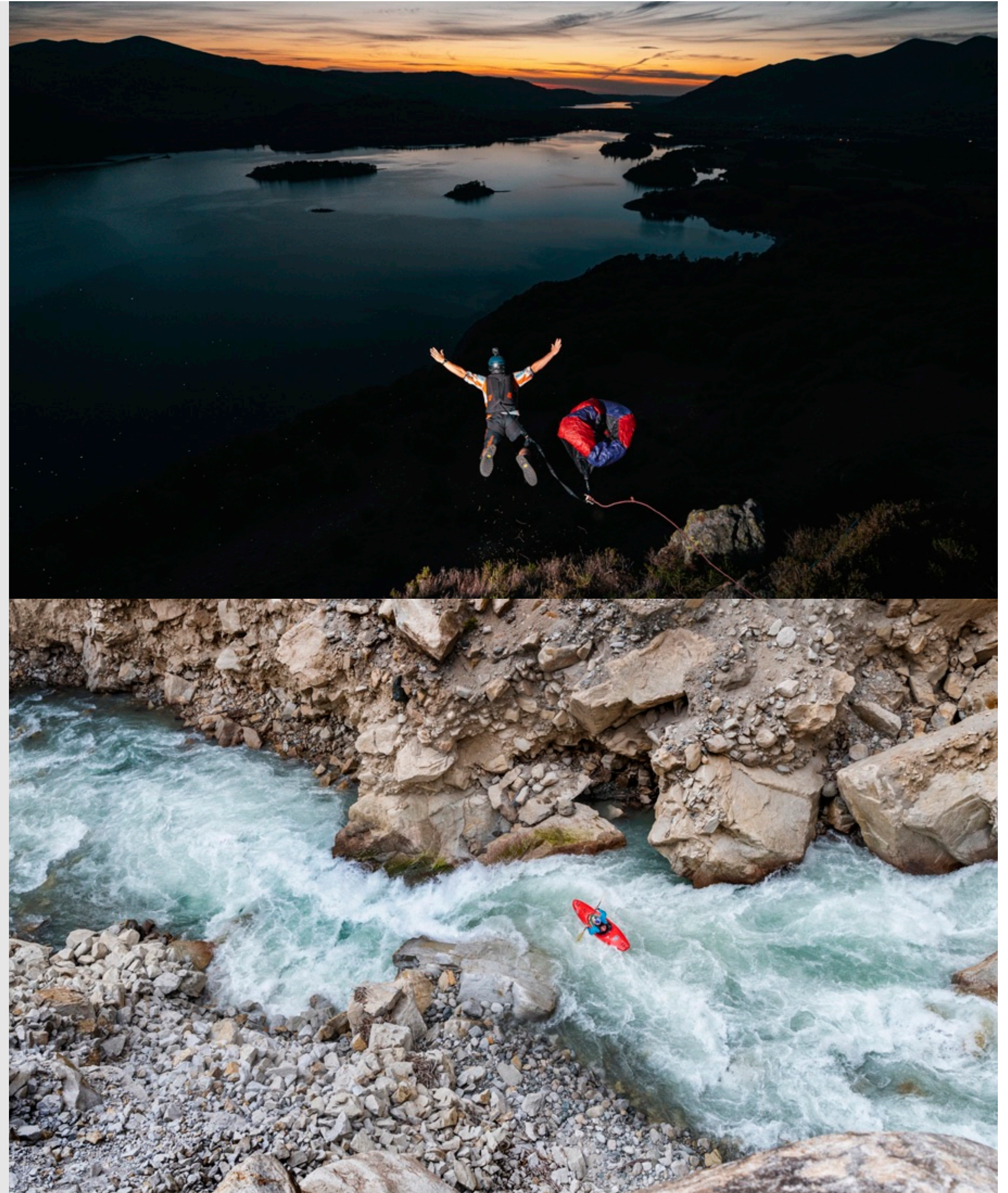
## **Sidetracked Magazine**

Everything about our magazine is intended to present those narratives in the most compelling and visually stunning way possible. Words and images portraying the inspirational truth of the experience. It's more than a magazine - it's about being immersed in the journey of those with captivating stories to tell.

Our contributors include world-class adventurers, explorers and photographers from all over the world. These adventurers include polar explorers, mountaineers, divers, paragliders, packrafters, cyclists and long-distance walkers. These people have one thing in common: they all believe in the Sidetracked project. They see us as the future of adventure media.

*‘Far from throwaway content, a less-is-more aesthetic and content direction is apparent with travel featured that is equal parts ingenuity, creativity and intensity with perhaps a sprinkling of madness.’*

• COOL HUNTING •



‘Executed very well, presented perfectly,  
and resulted in high engagement’

• M Jamnig, Austria Tourist Office •

‘The richness of the content that your  
teams brought to life far surpassed  
our expectations’

• J Kiman, SVP Brand Strategy, Gucci Inc •

Our clients include:



Go Further



patagonia



Switzerland.  
get natural.



MUSTO



## Our Audience

- Has a passion for adventure travel.
- Lives a healthy, outdoor lifestyle.
- Appreciates quality.
- Is up to date with current affairs and environmental issues.
- Enjoys the latest tech, apparel and kit when venturing outdoors.

## In Numbers...

### ONLINE

Sidetracked.com (organic traffic)  
65k visits / 130k page views  
Time on site: 3.5 minutes  
Pages per visit: 3

### DEMOGRAPHICS

Key Age brackets  
25 - 34 (37%)  
35-44 (31%)

Gender  
62% Male // 38% Female

Geography (organic)  
UK - 38%  
US - 29%  
Europe - 21%  
Asia - 9%

### SOCIAL

IG 41,500  
Facebook: 19,700  
Twitter: 15,500

Email subscribers: 21,600  
Av. open rate: 32%  
Av. click rate: 18%

### PRINT

Sidetracked Magazine  
Circulation: 6000  
Pass around rate: 4  
Readership: 30000  
Distribution: 35% UK, 25% EU,  
20% US 20% RoW  
Print stockists worldwide  
Scrappage Rate: >10%  
Readership age: 25 - 50  
Gender: 60% male 40% female





A polar bear with thick, light-colored fur stands on dark, jagged rocks. The bear is looking directly at the camera with a neutral expression. The background is dark and textured, suggesting a rocky or cave-like environment. The lighting is dramatic, highlighting the bear's fur against the dark background.

# Share the adventure

## WAYS TO WORK WITH US

PHOTO: Dave Howells // Sidetracked Volume 16

## In Print: DPS Advertising

Everything about our magazine is intended to present adventure narratives in the most compelling and visually stunning way possible. Words and images portraying the inspirational truth of the experience. It's more than a magazine - it's about being immersed in the journey of those with captivating stories to tell.

The Sidetracked Journal is released three times each year and brings together some of the finest stories of exploration and adventure. From extremes of human endurance to both cultural and emotional discovery, we present endeavours from a global group of adventurers, writers and photographers all looking to shatter boundaries.

### OPPORTUNITIES

We offer a maximum of 8 adverts per issue.  
Each advert is a DPS with lifestyle-based artwork.

DPS: £3,500

Inside front DPS £4,500

Inside back DPS £4,000



# In Print: Advertorials and Inserts

**Advertorials:** let us tell your story.

New for 2023, we now offer the opportunity to share your brand stories with the Sidetracked readership – and in a way that readers respond to. Sidetracked is about stories, so what's yours? Has an athlete completed an amazing new challenge, or is your brand moving the industry forward in innovation or product design? Our team of expert writers and designers will work with you to create an authentic story that fits with Sidetracked's ethos.

## OPPORTUNITIES

We offer a maximum of 3 advertorials per issue, featuring a mixture of text and images (images to be supplied). Price includes writing, editing and layout.

1 x DPS (2 pages): £4000

2 x DPS (4 pages): £6000

## Inserts & Supplements

We have a proven track record of creating engaging inserts and supplements to be distributed within Sidetracked and further afield if required. From single page cards through to 24 page books involving editorial, design and print management, we can make it happen. Space for these is limited so please contact us if you would like to discuss this further.



**Ride. Protect. Share.**

“We don’t really think about how much the brand has scaled over the years. We just focus on our brand mission to fight climate change. What’s exciting is that we can really act and make decisions that change the game.”

**P**ICTURE Co-founder Julien Trucart is referring to when he persuaded a gear supplier to power the factory using energy from solar panels instead of coal.

Julien founded the brand in 2008 with his brother, Jérôme, and Vincent, friends from their hometown of the Massif Central mountain range in France. They set out to make a sustainable brand with cool designs, but more, as a B Corp Certified business, their objective is much broader. “We want to be known as a leader in sustainability and outdoor action sports. There is no age limit to be a sportsman and adventurer concerned about the environment.”

PICTURE has gear for all seasons within its four categories – men’s, women’s, children’s, and accessories. “We want to encourage outdoor adventures all year round while upholding sustainability. 100 per cent of the collections are recycled fibres, organic cotton, or bio-based fibres. If it’s not possible to produce a product sustainably, we simply don’t produce it.”

Woolies are the best example of this. Instead of Neoprene, PICTURE uses EKOPEL, a foam made from bio-based and recycled tyres. “PICTURE relies on this material for a cleaner surfing practice and to demonstrate alternative solutions,” Julien says. The woolies lining is made from recycled polyamide fibres fabricating, flexible technology, 100 per cent regenerated. EKOPEL fibres, and sustainable glue. “We have just developed a new EKOPEL with our wetwear manufacturer, SHEDDING, reducing bio-waste with a natural, recycled, and renewable fibre made from crushed water shoes.”

PICTURE’s Streetwear collection embodies the meeting of outdoor and urban lifestyles inspired by nature and the wilderness. These products are made from a natural, bio-sourced, recycled, or recovered fabric – such as Tenax, a renewable, comparable, and biodegradable organic fibre from FSC-certified wood, linen, an eco-friendly, natural, and softener fabric, and Recycled, soft, silky, and luxurious-feeling fabric made from wood pulp.

The outdoor collection features jackets, pants, hats, tops, and vests for ski and snowboarding. A new rental service allows customers to borrow gear for £10 (€10) a day. The aim is to get multiple uses from the same products and provide a more affordable option to people who want to get out on the snow. “It’s a real solution for so many people. The world is going to be a lot greener when we have a solution for the consumer.”

Artificially, a natural extension of Outdoorwear as it uses the same technologies and fabrics. They are designed for environmentally friendly adventures looking for freedom of movement, breathability, insulation, and waterproofing. All products are made in factories that are members of the Fair Wear Foundation, an independent, non-profit organisation that works to improve conditions for workers in garment factories.

Roll packing is now used across all lines, which means that instead of sending products in a plastic bag, they roll the product and tie it with string. “We save more than one million plastic bags every year (one bag per product sold) by sending products this way.” The challenge with this approach is keeping the products clean in the warehouses. “We are having to change habits of all our supply chains to make it work.”

Just like the three friends who grew up snowboarding and snowboarding in France, PICTURE refuses to stay still. “We are always re-evaluating ourselves and moving forward. It is challenging, but it’s exciting at the same time, especially when your community follows your decisions.”

“We don’t measure success. Instead, we take steps to achieve our goals, influence the industry to fight climate change, and reduce their emissions by at least 10 per cent by 2030. It’s a process, and even if we are still small compared to our competitors, we have a big voice, we want to listen, and we want to be heard.”

Written by [Kerstin Thibault](#) / [@kerstinthibault](#)  
Photography: [PICTURE Co-Founder, Julien Trucart](#) / [@julien\\_trucart](#), [@jtrucart](#), [@jtrucart](#)  
[www.picture.com](#) / [@picturemagazine](#)

**PICTURE**



# Online: advertising

The imitable Sidetracked.com website has been the class leader in industry for the past 5 years, focusing on clear and beautiful presentation of all content, from feature stories to interviews to gear reviews.

Designed by award-winning designer, John Summerton, the website presents the content beautifully across platforms and devices. A site refresh is planned for Spring 2023 which will further distance us from our competitors.

Advertising within the site is **strictly** limited.

## OPPORTUNITIES

### BANNER ADVERTISING

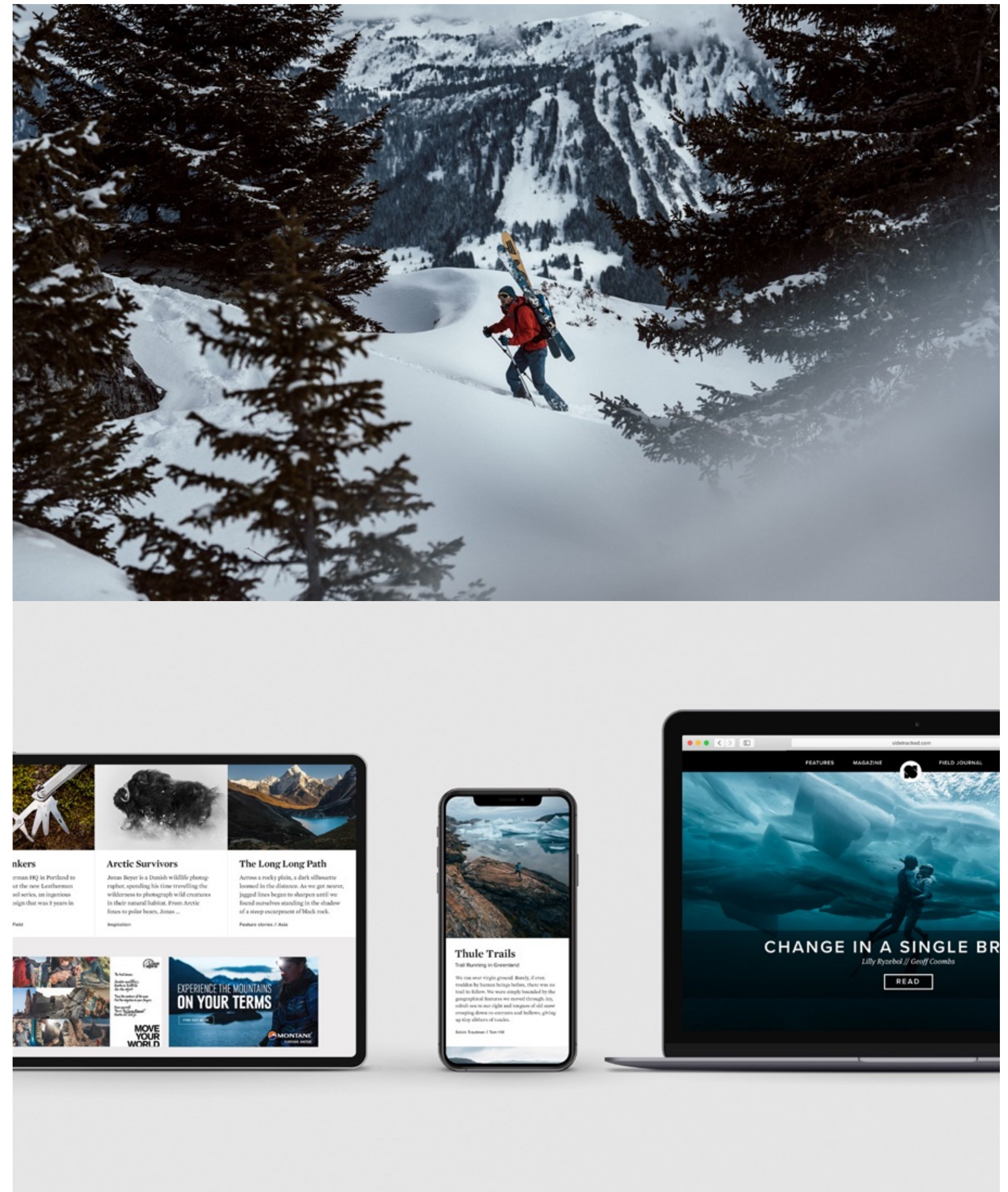
Rotational advertising (max four ads featured at any one time) on Sidetracked.com homepage and Field Journal.

14 DAYS: £600

30 DAYS: £1000

### ARTICLE SPONSORSHIP

Permanent logo placement on a Sidetracked online article plus associated email and social media marketing: £600



## Online: Stories Behind The Gear

At Sidetracked, storytelling is what we do best. If a brand has a story to tell: from new product launches, innovations, sustainability or creativity, we want to share it.

Our Stories Behind the Gear series explores everything that makes a brand or gear story unique, from ethos and culture to production processes, materials and design.

In conversation with a representative from the brand, our writers will produce engaging content about your journey in a way that resonates, inspires and informs. In true premium Sidetracked style.

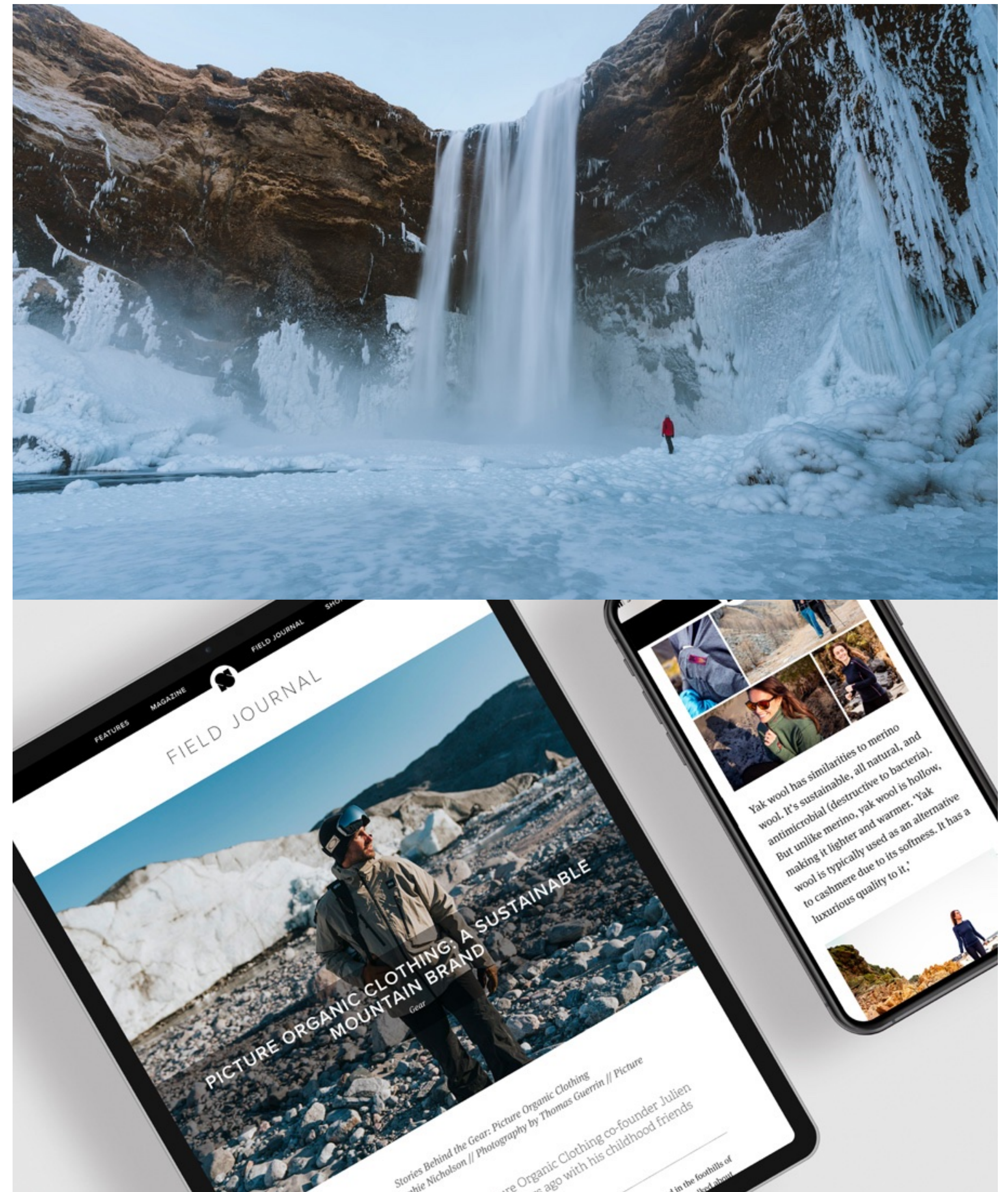
[EXAMPLE 1 »](#) [EXAMPLE 2 »](#) [EXAMPLE 3 »](#)

### DELIVERABLES

- A full-length article to run on Sidetracked.com
- Promotion of the article through Sidetracked's social media channels (organic)
- Promotion of the article in the Field Journal newsletter

FEE: £1400

To produce the article, we'll need access to high standard, hi resolution imagery. We can incorporate video into the feature if required. If this isn't available, the Sidetracked team can produce the assets for an additional fee.



# The Field Journal Newsletter

The Field Journal is a weekly window on the world of adventure from the team at Sidetracked. Inside the email newsletter, you could find interviews with adventurers in the field, the latest news and events, views and essays from explorers or the latest gear reviews and releases. We also include the best adventure films we've seen in the previous seven days.

Alongside the best of Sidetracked editorial and photography, you'll also find the picks from around world chosen by our editors.

Finally, as Sidetracked Field Journal partners, we also want to include your best stories. In each newsletter you partner with us, a link to one of your stories will be one of our 6-7 links in each edition. As well as that, we'll include a logo and information about your business or organisation, complete with links (which you can track).

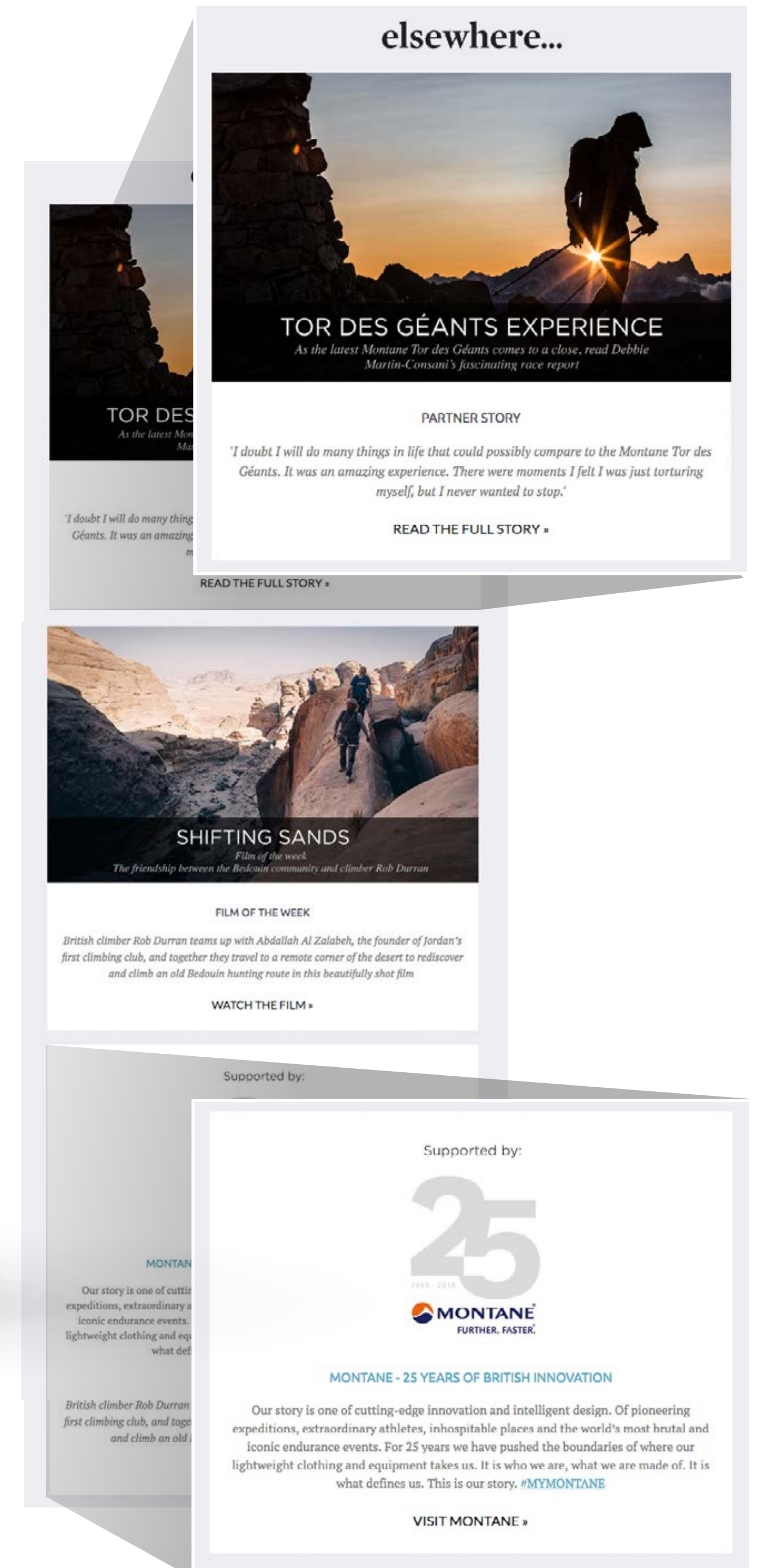
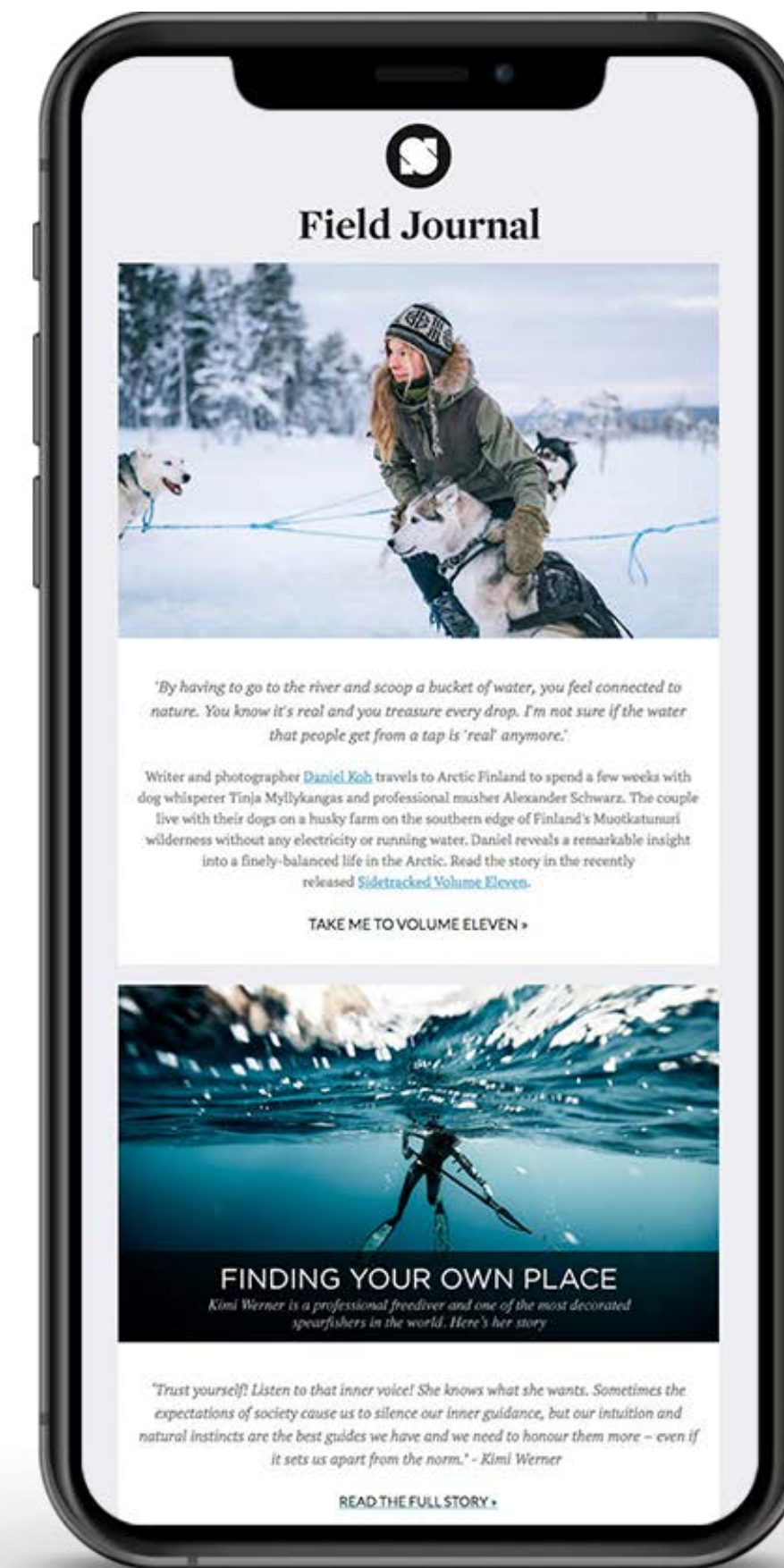
[EXAMPLE 1 »](#)   [EXAMPLE 2 »](#)   [EXAMPLE 3 »](#)

## FACTS & FIGURES

Subscribers	21,400
Average open rate:	32%
Number of countries:	105
UK subscribers:	50%
US Subscribers:	30%
Rest of World:	20%

## RATE CARD

One issue partnership:	£600
Four-week partnership:	£1600



# Social Media

We run relevant, active and engaging social media accounts, primarily focusing on Instagram but we have a strong reach via Facebook and Twitter too. We can create single posts or build entire campaigns and/or can facilitate a full paid media strategy, designed to deliver to any required KPIs.

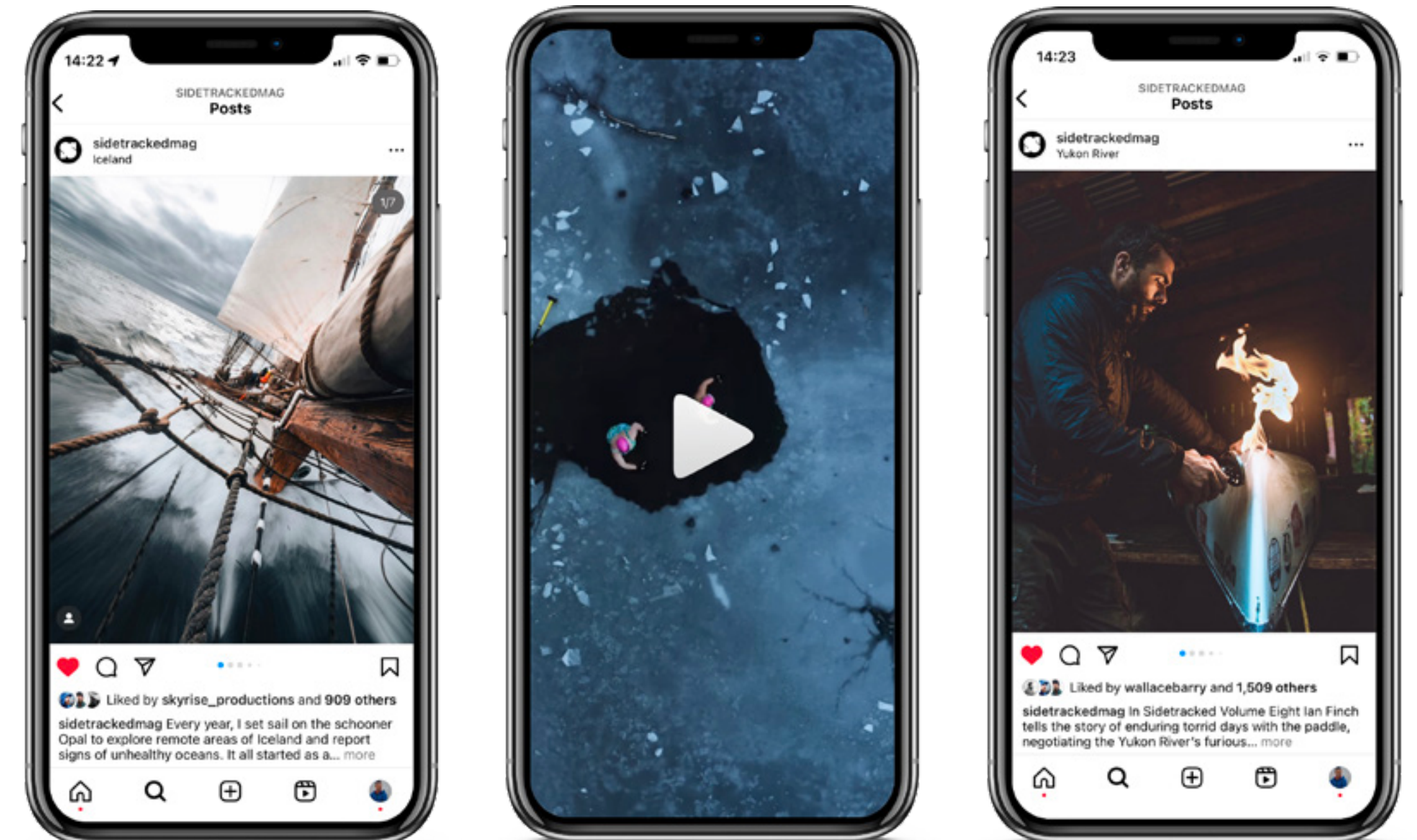
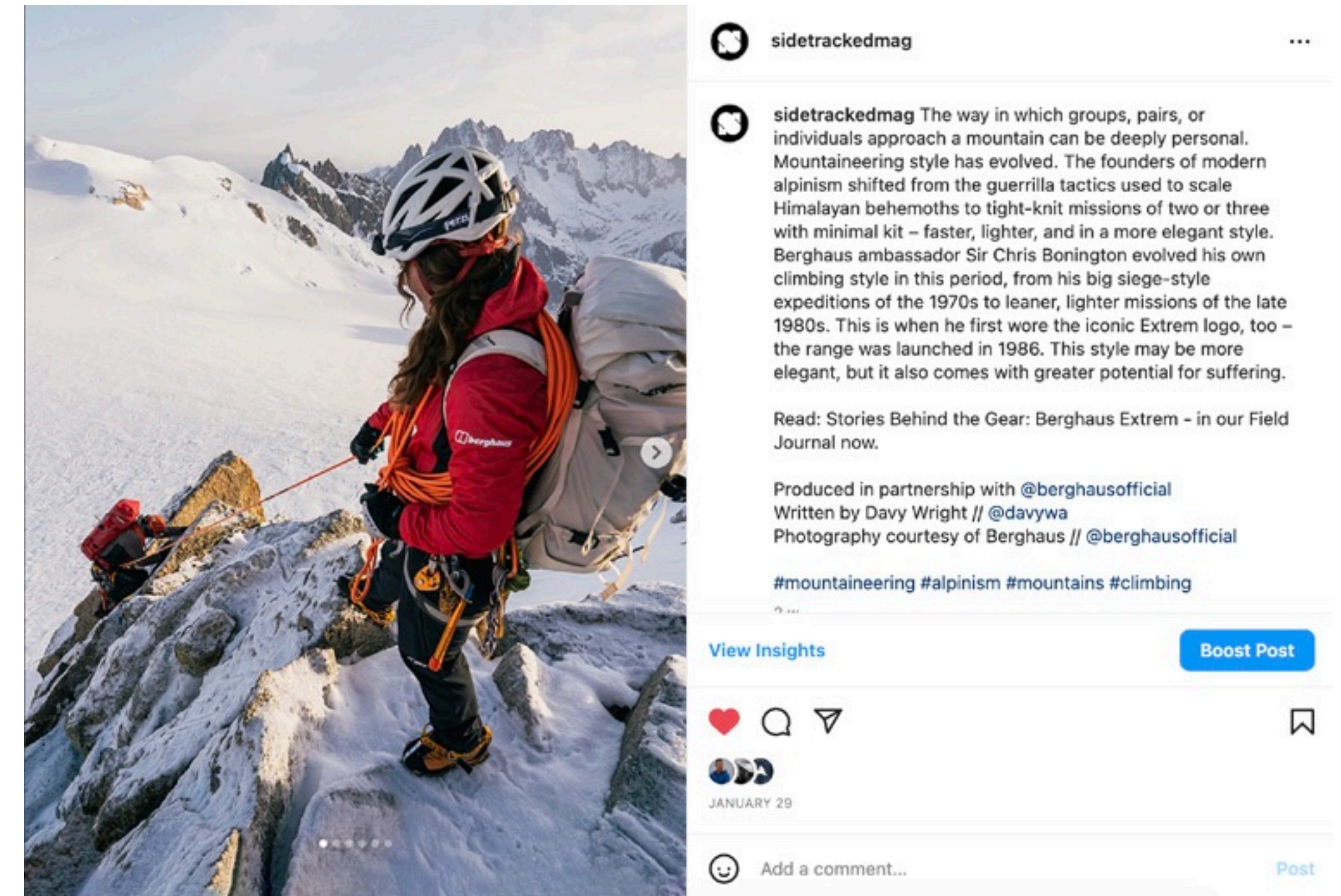
Our team can build the posts using provided assets or, in some cases, we can shoot our own content if required.

## FACTS & FIGURES (IG)

Followers 42,000  
Average impressions: 617,000  
Engagement rate: 5.2%  
UK reach: 40%  
US reach: 30%  
40% Female / 60% male

## RATE CARD (ORGANIC POSTING)

20s Reel: £750  
Single main feed post: £600 (includes posting on Instagram & Facebook)  
Please contact us to discuss paid media requirements.



# Competitions

We can set up a competition using a results-driven viral giveaway tool that rewards people for referring friends and promoting your brand.

Why? Regular social media competitions encourage people to like, follow, comment and share, limiting growth to one platform.

Our approach does all of this whilst also encouraging your audience to visit a website and sign up to a newsletter. Delivering results across your social, website and email database while helping you to grow your customer base and increase sales.

## STRATEGY

Over a period of three weeks, we will create, manage and promote the competition across:

**Email:** Via our Field Journal newsletter.

**Website:** A pop up competition form on Sidetracked.com.

**Social:** Organic across Instagram, Facebook and Twitter.

## COST

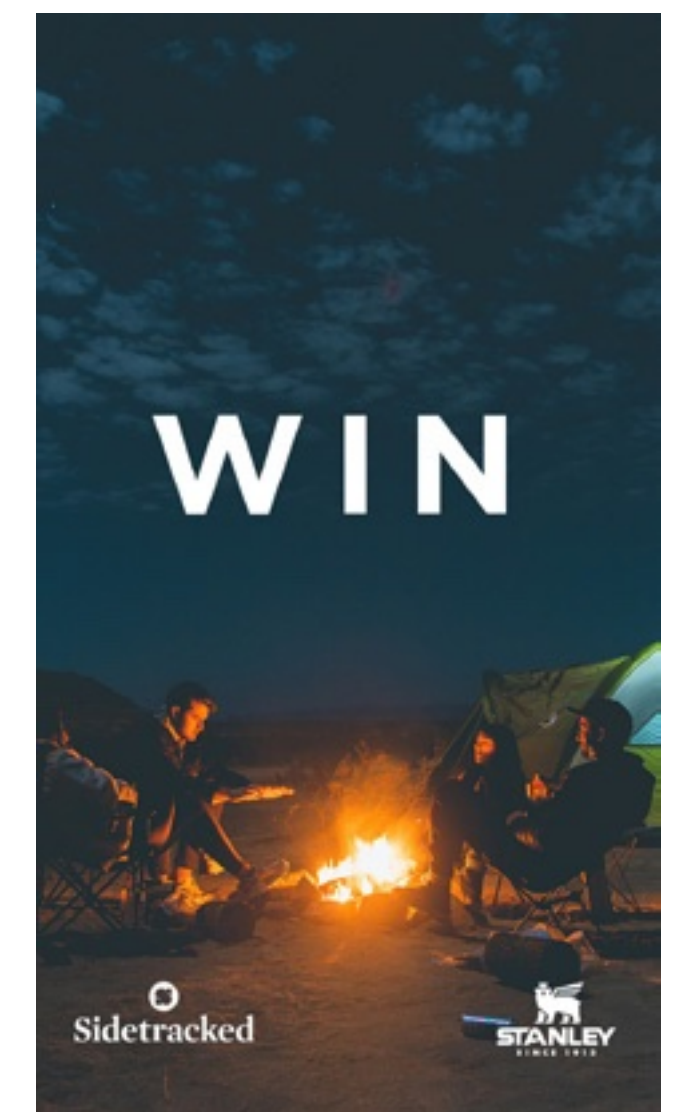
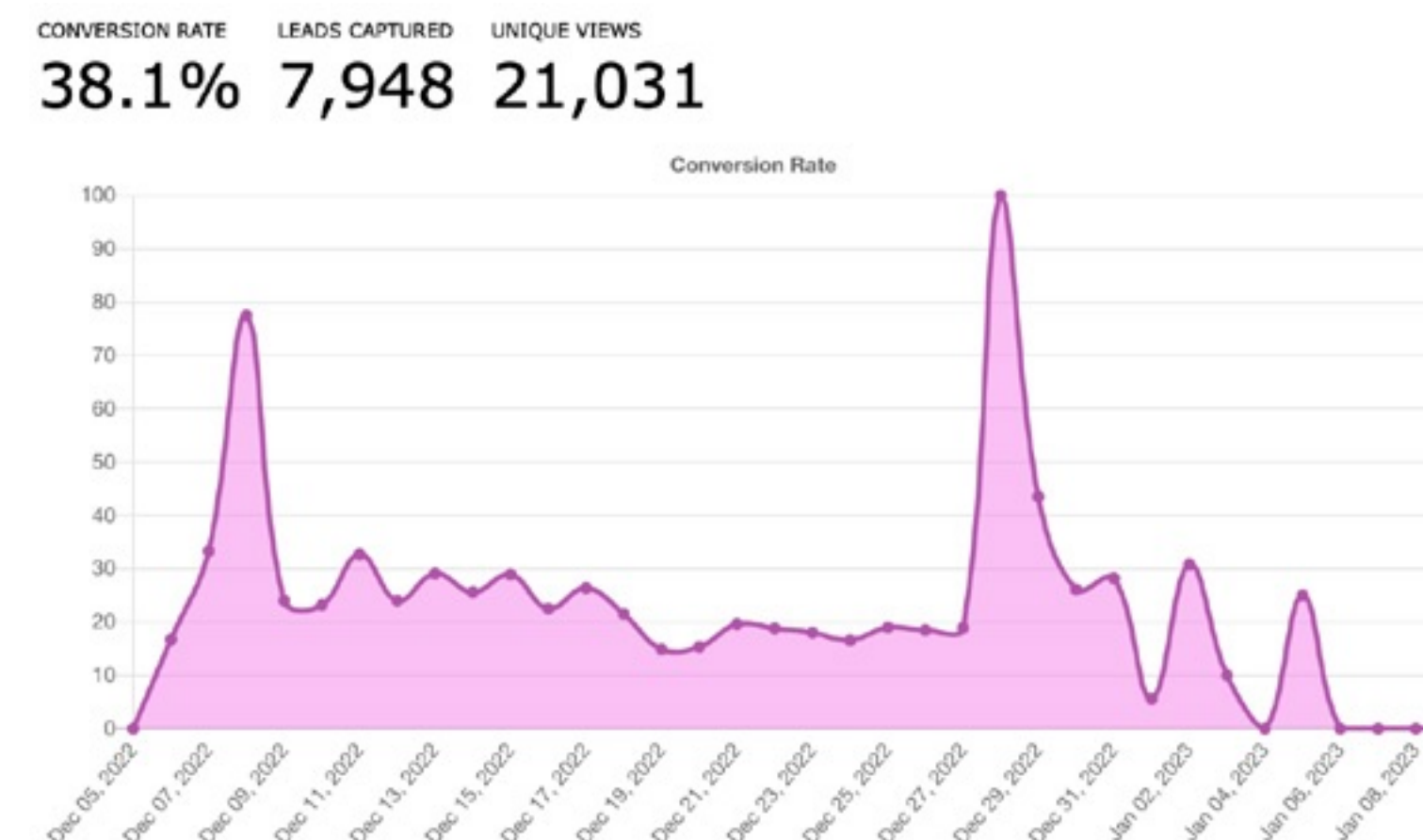
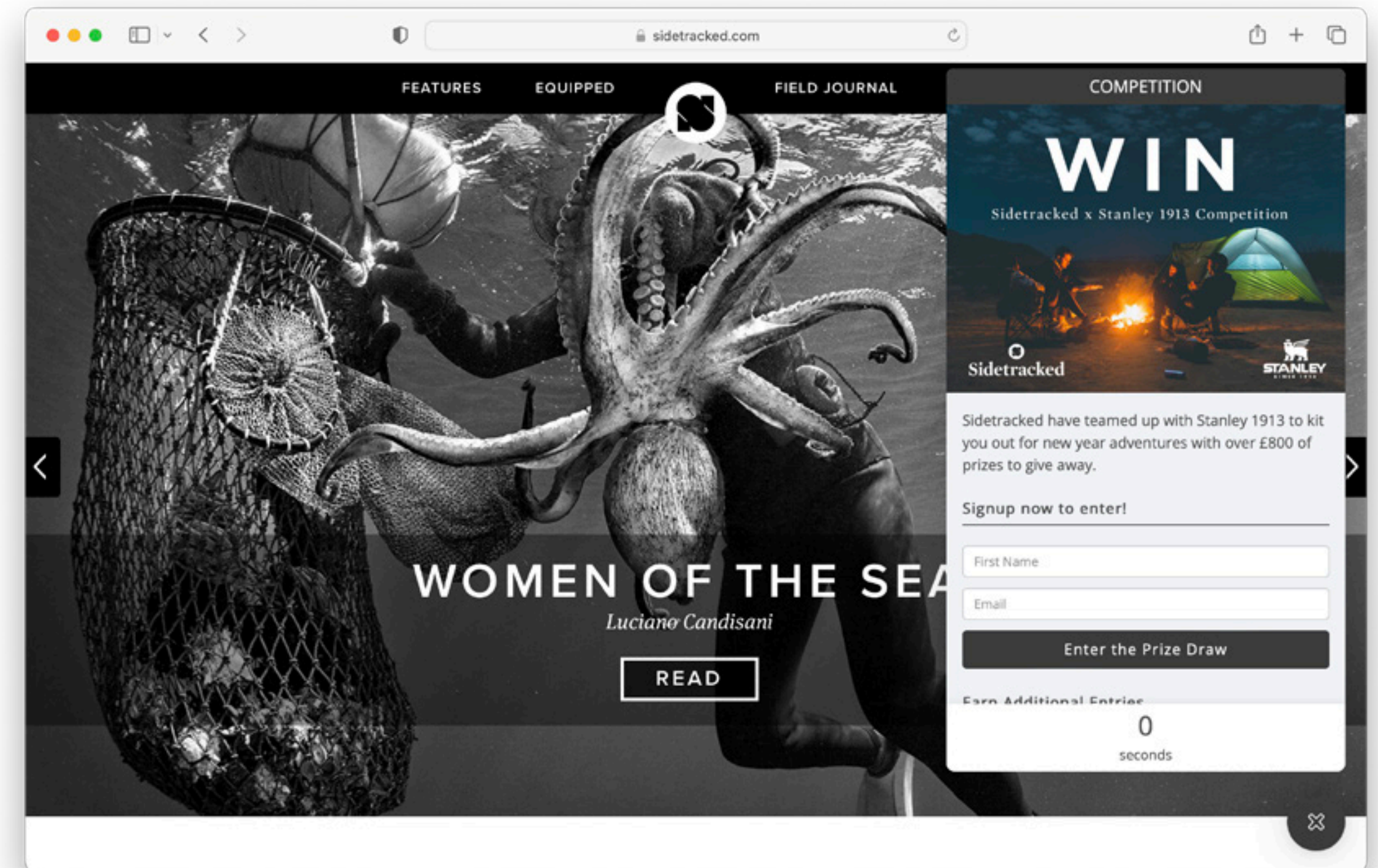
£5000

Includes:

Competition set up and production of all creative assets.

Management of campaign and leads.

Organic promotion through all Sidetracked channels.





A wide-angle landscape photograph of a calm lake. In the foreground, two kayakers in white kayaks are paddling across the water. The kayaker in front is wearing a blue jacket and a blue hood, while the one behind is wearing an orange jacket. The water is dark blue with gentle ripples. In the background, there are green mountains, some with snow-capped peaks, and a dense forest of evergreen trees on the right. A waterfall is visible on the left side of the mountain range. The sky is overcast with soft, grey clouds.

# Sidetracked Storytelling

## BRAND PARTNERSHIPS

PHOTO: Tom Kahler // Sidetracked Volume 16 // Ford Europe

*Sidetracked exists for one reason, and that's to tell stories of adventures, whether that's literally to the ends of the earth, or a 24-hour escape from the city. Our network of filmmakers, photographer, writers and adventurers have produced hundreds of films and stories.*

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We have a proven track record for creating innovative concepts and bringing them to life through our end to end brand partner solutions, through local single-day trips through to multi-day, multi-location adventures.

We work very closely with brands to create authentic campaigns that are focused, targeted and inspiring.

Through our close network of creators and athletes, we can design and manage any project from end-to-end, including logistics, strategy and planning through to full creative production and subsequent organic and paid distribution strategy (if required).



## Typical Primary Deliverables

- Editorial (story-based) 1500 word and photo rich feature story from the adventure to run on Sidetracked.com.
- 5 minute film.
- A set of social cuts of the film.
- A photo set supplied for editorial and social use for all involved (appropriately credited). Comprised of action, lifestyle and still life/product.
- Variation of main story to run in print.
- Variation of story to distribute to partner blogs and news channels - approximately 800 words.
- Organic social media campaign (across Sidetracked and talent channels).
- Promotion through Sidetracked newsletter.
- Targeted paid social media campaign.

## Suggested Secondary Deliverables

In addition to the primary content, we can create a 'set' of supporting secondary content to enhance and enrich the campaign. For example:

- BTS / making of film and photo set.
- Gear reviews.
- Interview with protagonist.
- Interview with photographer.
- The Adventure Podcast partnership.

## Case Study: Ford

*A Sidetracked team travelled to Western Norway to showcase the latest Ford campervan and it's synergy with adventure. Over eight days, the team kayaked the hidden fjords, gravel-biked the tiny islands, and hiked the breathtaking Trøllvagen mountain range.*

*Despite logistical challenges and horrific weather conditions, the team produced a premium set of content that was a huge success.*

You can read the [online story](#) and [watch the film](#) here.

### 30 DAY ORGANIC RESULTS

(THROUGH SIDETRACKED ACCOUNTS - EXCLUDES PAID MEDIA)

Website article: 4200 reads (2m 50s average duration)

Film: 23,000 views (across Facebook & YouTube)

Instagram Stories: 250,000 views

Instagram Main Feed Posts: 156,000 views

Please don't hesitate to get in touch to find out more and discuss ways that Sidetracked can help you tell your brand stories.





Thanks

[sidetracked.com](http://sidetracked.com) // [@sidetrackedmag](https://twitter.com/sidetrackedmag)