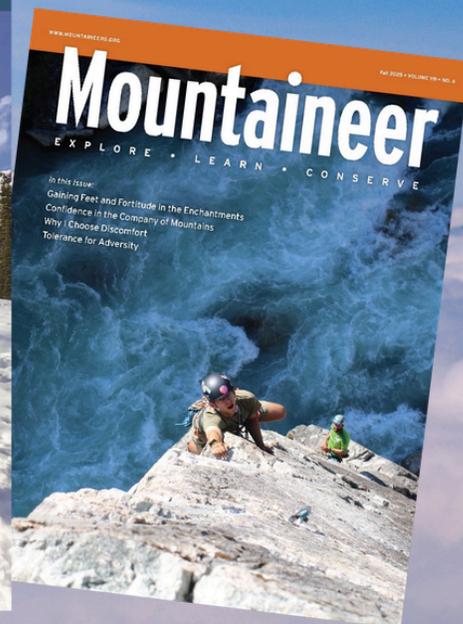
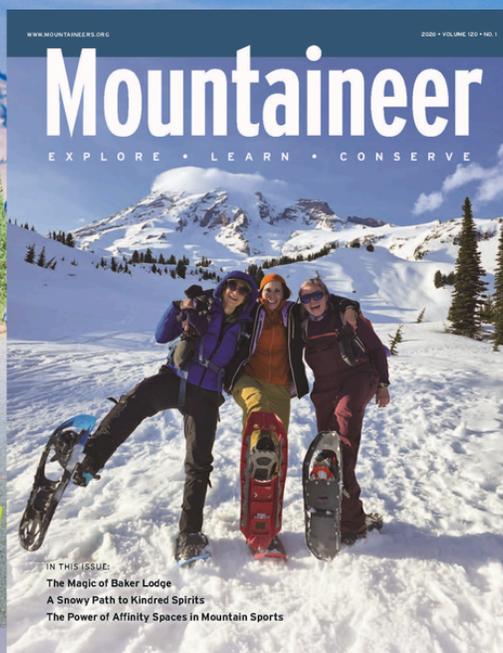


# Mountaineer Media Kit

Mountaineer magazine is the trusted voice of The Mountaineers, connecting brands with a deeply engaged community of outdoor enthusiasts, conservation advocates, and leaders who value quality, authenticity, and stewardship of the natural world.



THE MOUNTAINEERS



Photo by Nathan Derrick.

# Who We Reach

Mountaineer is one of the primary ways members stay engaged with The Mountaineers. Distributed to all members in both print and digital formats and amplified across our social channels, Mountaineer is a highly trusted platform for brands to connect with a loyal, values-driven readership.



Photo courtesy of the Canyoning Committee.

## OF 17,000 MEMBERS



## REACH



Facebook followers



Instagram followers



Active members



Digital subscribers



Household deliveries



Monthly page visitors

# Engagement

Our readers aren't just subscribers — they are the leaders, instructors, mentors, and decision-makers shaping the outdoor experience across the Pacific Northwest and beyond.



## An influential, action-oriented outdoor community

When you partner with Mountaineer magazine, you're reaching:



- The person who builds the gear list.
- The mentor who teaches outdoor safety.
- The volunteer who introduces youth to outdoor recreation.
- The conservation advocate who leads stewardship days.
- The donor who invests in access and education.
- The participant pursuing outdoor adventure.



Their choices influence thousands of outdoor participants each year in classrooms, on trails, at lodges, and in communities.



This is a community that leads. When they choose a brand, others follow.



Photo courtesy of the Alpine Ambassadors.

# Recurring Themes

Mountaineer delivers thoughtful storytelling rooted in real outdoor experience — from skills and adventure to conservation and community.

- Safety & Risk Management
- Stewardship & Public Lands
- Community & Belonging
- Conservation & Advocacy
- Leadership Development
- Expertise & How To
- Giving Back & Volunteering
- Gear Tips & Recommendations
- Mental Health & Wellness



...the group as to where their threshold lies. However, by not asking anyone for getting on the water, especially an experienced person, you might not choose Leadership. It's not just about the gear, it's about the person. It's not just about the gear, it's about the person. It's not just about the gear, it's about the person.

**REFLECTION EXERCISE: EMBRACING ADVERSITY AS A LEADER**

It's a common experience that you've had. You're in a leadership role, and you're facing a challenge. You're in a leadership role, and you're facing a challenge. You're in a leadership role, and you're facing a challenge.

### Why I Choose Discomfort

Lessons From Cold Mornings and Muddy Trails

This plate supports national parks

Preserve Our National Parks

Get yours at [parkplates.org](http://parkplates.org)

This is such a special magazine. It's community! It's outdoors! It's talking about emotions and other sweet things! It makes me happy.

- Sam Good, Mountaineer reader

➔ [View past issues](#)

## AD RATES

Full page	\$1200
3/4 back page	\$1600
1/2 page	fr. \$750
1/3 page	\$600
1/4 page	fr. \$500

## DEALS

- Save 10% on ad bundles for 3 issues
- Nonprofits save 15%
- Member Benefit partners save 20%

## SUBMISSION DEADLINES

### April 1 Edition

- Confirm by Jan 1
- Creative due Feb 25

### August 1 Edition

- Confirm by May 1
- Creative due Jun 25

### December 1 Edition

- Confirm by Sep 1
- Creative due Oct 25



Photo by Emma Agosta.



Photo by Ida Vincent.



Photo by Will Wade.

→ [More ad specifications](#)

# Beyond Advertising

## Partner With Us

We collaborate with select partners on integrated sponsorships that connect brands with people who actively shape outdoor culture.

### Member & Leader Engagement

- Member benefits and offers
- Pro deals
- Leader and instructor appreciation initiatives
- Educational programs and speaker series

### Event Sponsorships

- Outdoor and adventure film festivals
- Leadership conferences
- Volunteer appreciation events
- The Mountaineers Annual Gala

### Philanthropy & Impact

- Align with conservation, access, and education impact
- Build long-term trust through authentic community connection
- Official 1% for the Planet environmental partner



Photo by Tatiana Van Campenhout.

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