



MEDIA DECK

WWW.GEOTRAVELJOURNAL.COM

ABOUT GTJ

When space becomes place.

GTJ covers adventure, ecotourism, sustainability and conservation through the travel lens, with particular attention to the character of a destination.

We understand place as space with meaning. In 1977, the human geographer Yi-Fu Tuan wrote that if space is abstract and universal, place is imbued with meaning by virtue of experiences we have had there. Experience, he said, is the overcoming of perils.

The word “experience” shares the common root *per* with experiment, expert, and perilous. To experience in the active sense will require you to get out into the unfamiliar, to dally with the uncertain — whether it’s a K2 ascent or a family bikepacking trip. The word “adventure” has been defined in many ways, but GTJ runs with anything that requires an element of risk, along with the necessary preparation to confront that risk.

EDITORIAL COVERAGE

Each issue or article provides expert, field-tested insight for a wide range of outdoor adventures, including hiking, camping, backpacking, trail running, bikepacking, river paddling, wild swimming, sea kayaking, trekking, overlanding and sailing. Stories, departments and reviews focus on the practical functionality of gear in relation to its relevant price-point.

WHY WORK WITH GTJ

GTJ offers its clients efficient economical solutions for regional, national and international turn-key marketing campaigns. It gives marketing professionals the flexibility to develop a fully customized plan to support those markets. GTJ currently offers a *Storytelling Plan* for a lengthy “adventure review” of your product, which includes a feature article, a product review, a full banner ad for static media, and a footer ad which can also accommodate rich media — for a full year.

CREATE POSITIVE IMPACT

If you work with GTJ your marketing budget will support and inspire active adults and families to connect with their environment through outdoor adventure pursuits. Your dollars would contribute to industry growth, local community health and wellbeing, and it would perpetuate environmental sustainability and conservation.



GTJ'S AUDIENCE

GTJ's audience is active, inquisitive and willing to try new activities. It is usually involved in more than one outdoor pursuit. Many are keen bikepackers, backpackers, paddlers and road cyclists. Associated with these, some are avid road trippers or overlanders. Camping plays an important role in each. A large majority of our audience is focused on pursuing a fit and healthy lifestyle, often solo. All are environmentally conscious and practice leave no trace ethics. Many support a favorite conservation non-profit and most travel internationally at least every third year.

GTJ'S DEMOGRAPHICS

Active Adults

- 34% Travel internationally every 3 years
- 72% Take 2-4 adventure travel trips a year
- 55% Bikepack frequently
- 78% Hike frequently
- 65% Run frequently
- 72% Are pet Owners
- 68% Paddle frequently
- 18% Sail frequently
- 42% Mountain bike frequently
- 58% Road cycle frequently
- 18% Climb frequently

Reader Profile

- 54% Male, 46% Female
- Median Age: 42
- Age Range: 17 - 78
- Median Household Income: \$92,456
- Income Range: \$46 - \$124 KPA
- Graduates: 76%
- Homeowners: 63%



WHY ADVERTISE WITH GTJ?

Because your marketing dollars will not only go further, but you will be supporting a niche — and dare we say — personable, cottage-industry publication at a time when many of the big names have closed down. A four-page plan for example, costs less than half of what other comparable publications charge per single print page. That percentage also conveys to digital columns, banners, footers or spots in both rich and static.

GTJ'S RATES

Print

| ISSUES | 1 | 2 | 3 | 4 |
|--------------------|--------|--------|--------|---------------|
| DOUBLE PAGE | \$1400 | \$1260 | \$1120 | \$1100 |
| FULL PAGE | \$700 | \$630 | \$570 | \$510 |
| HALF PAGE | \$350 | \$315 | \$272 | \$248 |
| QTR PAGE | \$175 | \$157 | \$134 | \$120 |
| BACK COVER | \$1400 | \$1260 | \$1154 | \$1045 |

Digital

| QUARTERS | 1 | 2 | 3 | 4 |
|---------------|-------|-------|-------|-------|
| BANNER | \$777 | \$700 | \$630 | \$570 |
| FOOTER | \$400 | \$360 | \$334 | \$300 |
| SPOT | \$175 | \$170 | \$165 | \$160 |
| COLUMN | \$550 | \$500 | \$450 | \$400 |

FLEXIBILITY

We will work with you to customize a plan that fits both your needs and budget. Think exclusive sponsorships, lead-generating and photo contests, storytelling plans, email newsletters, and campaign launches.



Recently Published



A Little Bit Of Awesome

June 21, 2022 /// No Comments

"Americans use the word 'awesome' too loosely. I mean, how can a hairdo be awesome? If you won the lottery...twice...now that would qualify as 'awesome.'"

[Read More →](#)



Timberline

June 21, 2022 /// No Comments

A little pocket meadow at the apex of the Golden Staircase climb catches my attention as I labor through what is known among backpackers as timberline, on the John Muir

[Read More →](#)



Bikepacking El Camino Real

June 21, 2022 /// No Comments

Bikepack along a section of El Camino Real, the royal highway, a route that has threaded its way between old Spanish missions and down through the mists of time to

[Read More →](#)



Africa, Europe By Bicycle In 1936

March 15, 2024 /// No Comments

Join two brothers as they tackle the first documented transcontinental Africa trip by bicycle.

[Read More →](#)



GTJ's Reach

Digital: 250,000 unique visitors per year with ~ 5 page views per visit.

Print: 3,000 coffee book style issues and ~ 32,000 readers per year.

As seen In



Sunday Times

OutThere

COUNTRY LIFE



Discover

Getaway travel



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