



FAST FACTS

EXPLORE MAGAZINE

PAID CIRCULATION:
25,000

PUBLISHED
4 X PER YEAR

SPRING (MARCH)

SUMMER (JUNE)

FALL (SEPTEMBER)

WINTER (NOVEMBER)

EXPLORE-MAG.COM

RELAUNCHING
JANUARY 2012

14,000

UNIQUE VISITORS

30,000

PAGE VIEWS PER MONTH



explore

FOR ADVERTISING INFORMATION:

54 St. Patrick St.,
Toronto ON M5T 1V1

T 416-599-2000 F 416-599-9103

E adsales@explore-mag.com



RETAIL DISTRIBUTION

explore is sold and distributed exclusively through specialty outdoor retailers across Canada



2012 EDITORIAL CONTENT

SPRING ISSUE

ADVENTURE SPECIAL

The Adventure List

- » Our picks of Canada's top 10 adventurers.
- » The latest and greatest outdoor gear
- » The best new guided trips from coast to coast to coast.

Plus: Into the Heart of Superior

Our intrepid reporter sets off by kayak for the mysterious Caribou Island, the most remote chunk of land in the largest Great Lake.

SUMMER ISSUE

CAMPING SPECIAL

Park It Here

- » The most scenic campsites in Canada's national and provincial parks.
- » What's new in camping gear—sleeping bags, tents, back packs, boots and accessories.

Plus: Rapid Education

A rookie paddler takes on the Northwest Territories' Mountain River—ranked as one of the best wilderness canoe trips in the world.

FALL ISSUE

TRAILS SPECIAL

The Trail Report

- » A definitive guide to the best fall hikes in the country.
- » Canada's top trail runners pick their favourite routes near Canada's major cities.
- » Fall fashion: From shoes to shells, what you need to move fast and stay warm.

Plus: Going Big

Our fearless correspondent attempts a rare summit of 15,325-foot Mount Fairweather, the highest mountain in British Columbia.

WINTER ISSUE

WINTER SPECIAL

The Winter Guide 2013

- » Our annual preview of the hottest tips, coolest trips and must have toys for Canada's coolest season.
- » How to warm up to the joys of winter camping.

Plus: Polar Madness

Every year, expedition teams from all over the world come to the town of Iqaluit in Nunavut with one goal in mind: to make it to the North Pole.

Media Kit 2012 photos supplied by Kevin Arnold, kevinarnoldphoto.com