



Reader Profile

Reader Demographic and Behavioral Details

The *Overland Journal* audience comprises a highly desirable demographic of adventurous and well-educated professionals with a higher than average disposable income and flexible schedule.

- Over 50% of *Overland Journal*'s readers have a household income above \$100,000.
- 64% of *Overland Journal* readers represent the prized 25-44 year old audience group.
- 63% of *Overland Journal* readers travel 20+ days each year, often 10-15 days at a time.
- Over 92% of *Overland Journal* readers base their purchases on quality over price.
- 71% of *Overland Journal* readers consider photography a major part of their travels.
- Over 90% of *Overland Journal* readers prefer speciality gear and equipment.
- Over 82% of *Overland Journal* readers find lightweight backpacking equipment useful to their adventures.
- Over 81% of *Overland Journal* readers have made some modification to their vehicle:

67% have aftermarket bumpers
59% have outfitted their vehicle with a recovery winch
67% use auxiliary lighting
74% have increased the size of their tires from stock
63% have equipped their vehicle with body protection
56% use a roof rack on their vehicle
40% of <i>Overland Journal</i> readers have a 12v refrigerator/freezer in their vehicle
58% have some form of a navigation system in their vehicle
71% have modified their vehicles suspension from stock
24% have installed a water system into their vehicle
48% use a dual-battery system

- *Overland Journal* readers incorporate a wide variety of outdoor activities into their adventures:

46% Remote camping and backpacking away from their vehicle
80% Hiking
30% Fly-fishing
22% Mountain Climbing
57% Backpacking
22% Kayaking or Canoeing

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23% Alpine Skiing
14% Wing Shooting
22% Bird Watching
19% Geocaching
45% Mountain Biking

Contact

For additional information about advertising in *Overland Journal*, space reservations, materials requirements, or FTP information, please contact:

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