

UNPLUG.

M a g a z i n e

WINTER

JANUARY | SNOWBOARDING

UNPLUG.

MAGAZINE

ICE & ELEVATION

Your Ultimate
Winter Outdoor
Guide

BEST OUTDOOR DESTINATIONS

BACKCOUNTRY
BASECAMPS

PAGE 20



Hike Smarter

PAGE 40

EXCLUSIVE!



Beyond The Slopes

**GEAR UP &
GRIND**



Arctic Explorers

JSL PUBLISHING GROUP

Explore Our Social Media

*Stay connected and see our latest content,
along with audience engagement across platforms*

WWW.UNPLUGMAG.COM



MEDIA KIT

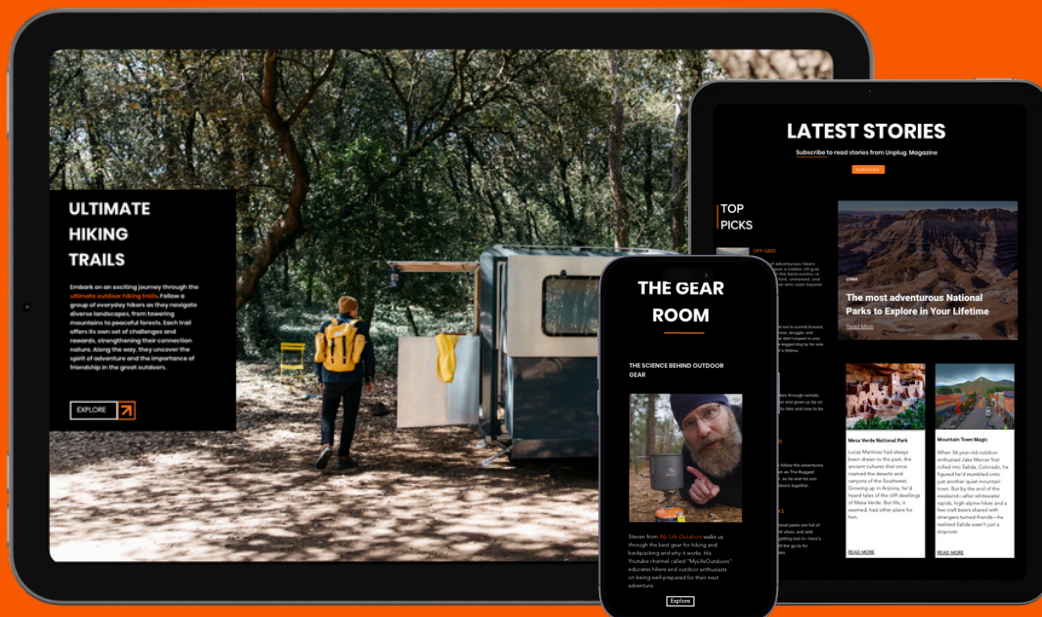
2025

WHO ARE WE

At Unplug. Magazine, we believe the best stories start where the signal ends. Created for outdoor enthusiasts, explorers and weekend wanderers alike, Unplug. is your guide to everything outdoors. From rugged trails and remote campsites to epic kayaking routes and snowy slopes, we cover it all—destinations, gear reviews, hiking tips, backpacking guides and more.

What sets us apart? **Real stories from real adventurers.** Each issue dives into the experiences of people who've explored every corner of the U.S.—sharing the highs, mishaps and unforgettable views. Unplug. is here to inspire, inform and get you outside.

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OUR REACH

MEDIA STATISTICS



PRINT &
DIGITAL
REACH

450K+



SOCIAL
MEDIA

2M+



BOOKSTORE
AUDIENCE

150K+



RETAIL
AUDIENCE

100K+

WWW.UNPLUGMAG.COM

OUR COVER ARTIST

Unplug Magazine's front covers are brought to life by renowned designer and content creator Elisha Zepeda, whose bold, artistic style has captivated an audience of over **1M followers across all platforms**—including more than 500K on TikTok and Instagram alone. With Elisha leading the design of every issue's front cover, each edition becomes a visual statement that blends outdoor adventure with creative flair. Even more, Elisha will be sharing **exclusive behind-the-scenes videos of his design process with his massive online following**—offering unmatched exposure for the destinations and brands featured on our covers.

ez.bookdesign



Elisha Zepeda

86 472K 168
posts followers following

Designer

PNW 🐧 Designer with Penguin

elishazepeda.com/links

1M+ COMBINED

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FALL 2025 OUTDOOR INFLUENCERS



MY LIFE OUTDOORS

700K+
COMBINED

500K+ COMBINED



HIKING, BACKPACKING, RV TRVL, TRAILS AND MORE

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SOCIAL MEDIA PACKAGE

UNPLUG. Magazine reaches a **targeted audience** throughout the United States, with regional distribution focused on avid outdoor enthusiasts, adventure seekers and travel-inspired readers.

Maximize your reach with our Social Media Package- the perfect way to amplify your destination or brand and **connect with an engaged audience of outdoor enthusiasts, travelers and adventure seekers**. Unplug Magazine's demographic is comprised of men, women and families within our content. With a strong presence across popular platforms, like Facebook and Instagram, we'll help your area or brand **reach thousands** of readers who are passionate about traveling and discovering new destinations and products.

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WHAT'S INCLUDED

CUSTOM CONTENT CREATION: Professionally designed posts with eye-catching visuals and compelling captions tailored to your area or brand.

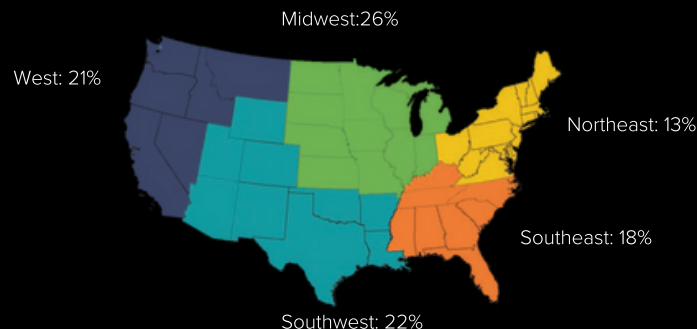
TARGETED CAMPAIGNS: Strategic promotion to our highly engaged audience, ensuring your destination or brand reaches the right people.

WEBSITE INTEGRATION: All posts will include direct links to your website, driving traffic and action.

UNLIMITED CONTENT SUBMISSION: Share as many posts and videos as you want, highlighting your destination or brand.

EMBEDDED URL: Your website link will be embedded directly inside our digital publication, driving readers to your destination or brand in just one click.

WHERE TO FIND US.



You can find Unplug. Magazine on the shelves of select **Books-A-Million, Barnes & Noble, Kroger, and Publix locations nationwide.** Priced at \$11.99, the print edition offers a beautifully curated experience for readers who love the feel of a high-quality magazine in their hands.

Prefer to read on your device? The digital edition of Unplug. is available to all readers through major online platforms including **ISSUU, Magzter, PressReader, and Readly.** No matter how you choose to read, Unplug. Magazine delivers inspiring content designed to help you slow down, reflect, and reconnect—with yourself and the world around you.

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READ ONE OF OUR DIGITAL ISSUES



****Strongest form of advertising to combine print, digital and targeted social media.**

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2025-26 EDITORIAL CALENDAR

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Fall 2025

Into the Unknown

Gear Up Smarter

Oregon's Coast

House to RV

Top 10 Hidden Hikes in the U.S.

State Spotlights: AZ, NM and WV



Summer 2026

The Best Places for Stargazing

Backpacking into Summer

Small Towns in America

Top Whitewater Spots

Rustic Retreats

State Spotlight



FALL 2026

State Spotlight

Highlight Cozy Camping

Top Outdoor Destinations

More Coming Soon



www.unplugmag.com

MEDIA KIT

**Covers are Mock Covers Only

PRINT ADVERTISING SPECS

These specs apply to the printed publication only.

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AD SIZE	BLEED	LIVE/SAFETY	TRIM
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2-Page Spread	15.75"w x 10.75"h	7"w x 10"h	7.75"w x 10.5"h
1-Page Spread	8"w x 10.75"h	7"w x 10"h	7.75"w x 10.5"h
1/2-Page Spread	15.75"w x 5.375"h	7"w x 4.625"h	7.75"w x 5.125"h
Half-Page Spread	8"w x 5.375"h	7"w x 4.625"h	7.75"w x 5.125"h
Quarter Page			3.5"w x 4.675"h

ARTWORK FILE TYPES

Unplug. Magazine accepts the following file formats: PDF, PNG & JPG.

- No low-resolution or RGB files will be accepted. All supports must be embedded or packaged with the native file. Fonts should be outlined.
- Unplug. Magazine cannot be responsible for minor color variations.
- Unplug. Magazine receives all proofs virtually. No hard copies.

**PLEASE DIRECT ALL AD
MATERIALS TO:**

creative@unplugmag.com

DIGITAL ADVERTISING SPECS

These specs apply to the digital publication only.

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Full-Page Digital

DIMENSIONS: 8.5 x 11 inches or A4

RESOLUTION: 72 pixels per inch (PPI)

FILE FORMAT: JPEG, PNG, PDF

COLOR MODE: RGB color mode

BLEED/MARGINS: No bleed is necessary for digital ads/Please ensure all critical content is within a safe margin of 50 pixels from each edge

TEXTS AND FONTS: All supports must be embedded or packaged with the native file. Fonts should be outlined.

LINKS AND INTERACTIVE ELEMENTS: Hyperlinks and interactive elements are allowed and encouraged. Ensure all links are functional and direct to appropriate and functional web pages.

ADDITIONAL MATERIALS

Optional short video for social media (59 seconds or under) - .mp4 or .mov format is preferred, along with a Facebook and Instagram link for your dedicated page

ADVERTORIAL



300-600 WORDS OF COPY, PROVIDED IN A WORD DOCUMENT OR SIMILAR FORMAT



5-10 HIGH-RESOLUTION IMAGES (300 DPI PREFERRED – NO LOWER THAN 150 DPI)



EDITORIAL & IMAGES WILL APPEAR ON THE HOMEPAGE OF WWW.UNPLUGMAG.COM AS A FEATURED DESTINATION AND WILL BE USED IN PROMOTION DURING YOUR SOCIAL MEDIA CAMPAIGN, WHICH RUNS PARALLEL TO THE ON-SALE DATE.

DEMOGRAPHICS.

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GENDER BREAKDOWN

MEN: 52%
WOMEN: 48%



AUDIENCE PROFILE

MEDIAN AGE:
35 Years

AGE BREAKDOWN

18-24 Years	10%
25-34 Years	20%
35-44 Years	30%
45-54 Years	30%
55-64 Years	10%

Demographics Audience



1M
Reach



100K
Likes Average



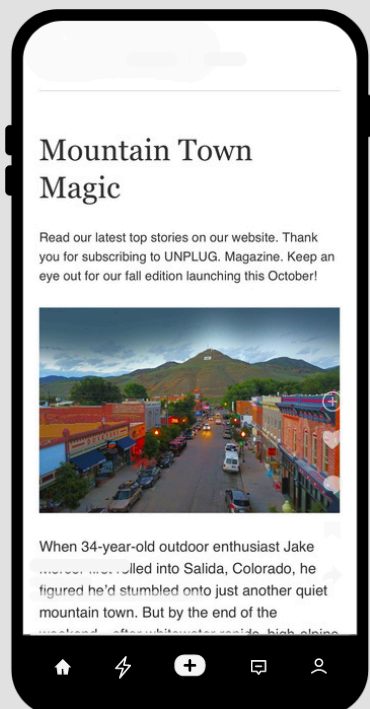
46.1K
Impressions

EMAIL TO 3M TRAVELERS



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Advertisers will benefit from Unplug. Magazine's email campaign at the end of each publication. This campaign is **sent to 3 million opted-in travelers across the U.S.** who are eager to find their next destination to explore.



Powerful Email Marketing Techniques

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