



The Outdoors Market

Active Marketing Group helps you reach the summit with outdoor enthusiasts.

This document has been designed to provide you with:

- Background information on the industry
- An understanding of why these consumers are important
- Programs & Promotions that can help you reach them

An industry as diverse as nature itself, outdoor recreation offers something for everyone. This year more than 93 million Americans will get outside to backpack, hike, mountain climb, and camp. Outdoor enthusiasts want to explore nature and experience life to the fullest, and they will spend nearly \$290 billion in the pursuit.

Outdoor recreation is a broad industry that includes many activities, and almost 70% of the U.S. population participates annually. For avid outdoor participants, leading an active, healthy lifestyle is a top priority, and they constantly seek new trails, adventures, and challenges. Some enthusiasts thirst for the thrill of summiting a mountain or the adrenaline from climbing a steep rock face. Others simply look to connect with nature, enjoy the freedom of backpacking through uninhabited terrain, or love to share time with friends and family around a campfire. These activities attract participants from all demographics, but they share a strong common bond by getting outside and living a truly active lifestyle.

Outdoor enthusiasts are defined by their desire for adventure and willingness to explore new terrain, and advertisers from all industries are looking to connect with their passion. Companies like Timberland, L.L. Bean, and Columbia exist because of these consumers. Major brands such as Dodge and Miller Brewing also make significant investments to position themselves within the outdoor lifestyle. By partnering with Active, companies can gain access to this market through creative, high-impact programs that reach outdoor enthusiasts in a relevant and effective way.

In 2005, 60 million Americans took a vacation specifically to participate in an outdoor activity.

Size of the Outdoor Recreation Retail Economy in Comparison to Other Industries (\$ in Billions)

	Active Outdoor Recreation Retail Sales & Travel	\$289
<p>Americans spend \$46 billion annually on outdoor equipment, apparel, footwear, accessories, and services.</p> <p>An additional \$243 billion is spent on outdoor trips and excursions.</p>	Furniture and Home Furnishings (retail)	\$74.1
	Electronics and Appliances (retail)	\$70.2
	Golf Economy	\$62.2
	Motion Pictures and Sound Recording	\$57.8
	Amusement, Gambling, and Recreation	\$55.9
	Mining (except oil and gas)	\$51.6

Outdoors Facts and Figures

Why Outdoors Enthusiasts are Attractive to Marketers

More than 20% of the 93 million Americans who participate in hiking, backpacking, mountain climbing, and camping are enthusiasts who participate frequently. There are many sources of motivation for these active individuals, including social interaction, a sense of achievement, a connection with nature, an adventurous spirit, and a focus on exercise and health.

There are almost 30 million hikers in America, of which 4.8 million are frequent participants. The distribution of participants among age groups is fairly even, with the highest percentage existing between the ages of 35 to 44 and an average age of 38. Hikers are balanced between genders, as 55% are male and 45% are female. Just over half of all hikers are married and 34% have a household income above \$75K.

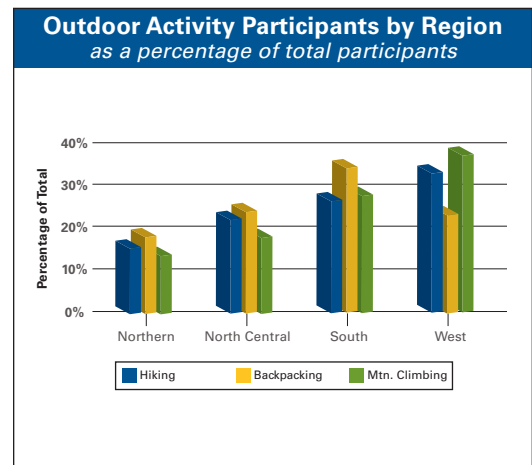
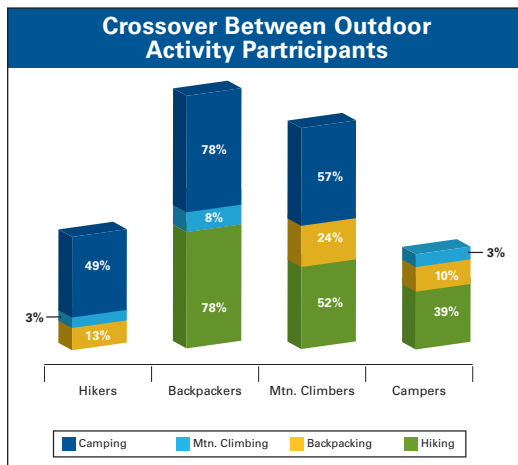
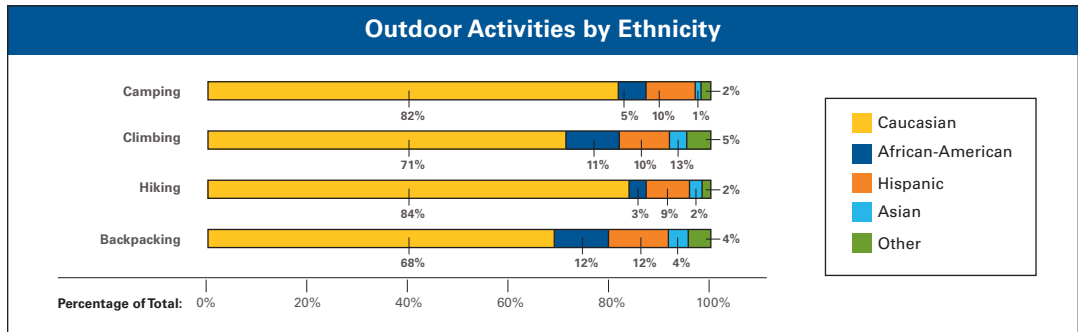
Of the 13.3 million backpackers in the U.S., 2.1 million are frequent participants. Backpackers skew towards a younger demographic than hikers, with 25% of all participants between the ages of 25 to 34 and an average age of 31. They are primarily male and unmarried and 31% have a household income above \$75K.

With 3.8 million total climbers and 900 thousand frequent climbers, mountain climbing has the smallest presence compared to the other outdoor activities, but it also claims the highest percentage of frequent participants. Mountain climbers are typically young, with an average age of 28, male, and unmarried. Climbers are the most affluent of these outdoor activity groups with 38% of participants earning a household income above \$75K.

“Outdoor activities are components in the lives of increasingly complex individuals who cross industry boundaries and defy traditional molds.”

-Angel Martinez, CEO Deckers Outdoor Corporation

While many outdoor enthusiasts enjoy more than one type of activity, backpackers most frequently crossover between outdoor sports and activities.



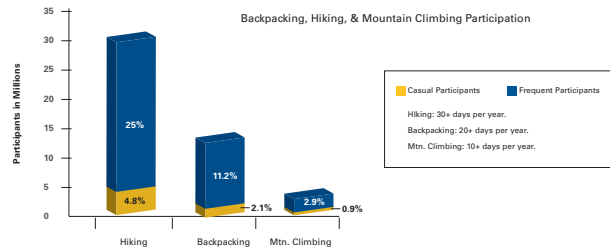
Outdoors Facts and Figures

In 2005, 10.5 million Americans took a vacation where the primary purpose was to backpack or hike.

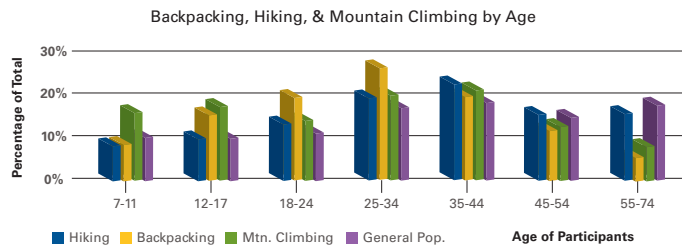
Hiking: 29.8 million total hikers and 4.8 million frequent participants

Backpacking: 13.3 million total backpackers and 2.1 million frequent participants

Mountain climbing: 3.8 million total climbers and 900,000 frequent participants

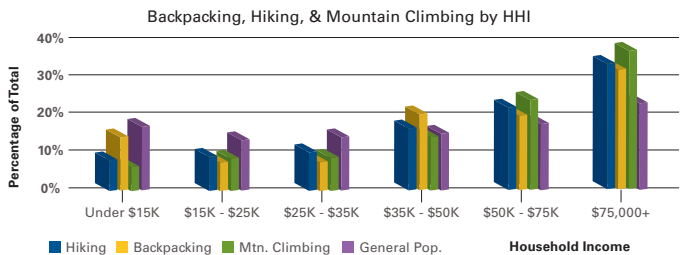


The age distribution of outdoor activity participants generally mirrors the overall U.S. population.



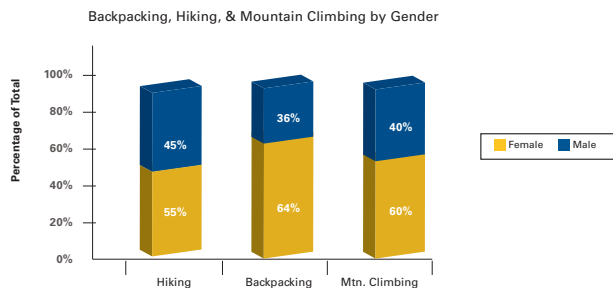
Hikers hit the trail an average of 11 times per year.

38% of mountain climbers, 34% of hikers, and 31% of backpackers have a household income above \$75K.



Backpackers hit the trail an average of 6 times per year.

There are 27.2 million males and 19.7 million females participating in outdoor activities.



CAMPING

Participation

- 46 Million Participants
- 10.9M Frequent Participants (20+ per days per year)
- Average 6 Outings per Year
- Highest Participation From June to August

Demographics

- Even age distribution
- Average age of 31
- 55% Male, 45% Female
- 52% Married, 48% Unmarried
- 32% have HHI Above \$75K
- 21% are Owners, Managers or Professionals
- 70% have a College Degree
- 82% White, 10% Hispanic
- South and West regions highest participation



Connecting with Outdoors Enthusiasts

Active Marketing Group provides Insight and Access to Active Lifestyle Consumers

Active Marketing Group is the only marketing and promotions agency that reaches and interacts with thousands of outdoor enthusiasts on a daily basis. We know how they prepare, where they visit and when travel; we can reach them before their trips, while they are outdoors and after they return. As part of The Active Network, Active Marketing Group has direct access to over 1,000 park & recreation departments and hundreds of thousands of participants that can be activated through online, offline, peer-to-peer and direct marketing programs. With national reach and years of experience developing programs that engage at the local level, we help put brands front and center with this committed community.

Our Success Stories

Over the years we've activated marketing programs that reach participants on behalf of leading brands, including:



Strategic Industry Partners



The Active Network



Active Outdoors Newsletter

With contributing partner National Geographic Adventure magazine, Active Outdoors is packed with valid and valuable editorial content, including How-To, training articles, and athlete profiles specific to outdoor pursuits.

- 50,000 Subscribers
- 5 Advertising Spots
- Opt-in Subscription Process

Reaching Outdoor Enthusiasts Online

The Active Network includes leading online destinations for outdoor enthusiasts. Through advertising, custom sponsorships and destination mini-sites, brands can connect with consumers as they are researching new gear or preparing for an outdoor adventure.

Active Network Advertising Opportunities

Standard IAB Units including Rich Media
Newsletter Communications
Promotional Emails
Annual Outdoors Editorial Features
Camp Guide (April)
Summer Destinations (May)
Holiday Gear Guide (November)

Active Network Web Sites

100 million monthly page views
5 million monthly unique visitors
15.3 million registered users
2.1 million opt-in email addresses
16.2 minutes average user session
\$47.75 average online transaction

Reaching Outdoor Enthusiasts Offline

From turnkey event marketing to sampling that supports a new product launch, our relationships with thousands of individuals and events across the country make it possible to develop integrated programs that have a fresh, measurable impact.

Sampling & Promotions

1,000 Park & Recreation Partners
Capacity to Distribute over 500,000 Samples
Geographic and Gender Targeting

Event & Sponsorship Activation

Sponsorship Negotiation
Staffing & Turnkey Event Management
National Promotional/Activation Platforms

Grassroots & Peer-to-Peer Marketing

Sponsored Ambassador Teams
Sports Specialty/Retail Programs
Club Seminars/Promotions

Research & Consulting Services

Online Research Studies
Focus Group Recruiting
Product Testing



Active Marketing Group was named by Promo magazine as one of the leading promotions agencies in 2004, 2005 and 2006.