

MediaKIT

2015



UKHTM
UKHillwalking.com

ROCKFAXTM
ROCKFAX.com

UKCTM
UKClimbing.com

About UKClimbing Limited

UKClimbing.com
Rockfax.com
UKHillwalking.com
Targeted advertising for the Outdoors

UKClimbing Ltd. is at the forefront of delivering engaging content and useful services to the outdoor community through three major websites, printed guidebooks, and apps for smart phones and tablets.

Readership of UKClimbing.com and UKHillwalking.com is over 20,000 each day (more than 240,000 different people each month) and they spend on average nearly 7 minutes on each site, looking at more than 6 pages each.

We have ten full-time staff employed in creating and managing content across both websites, in our guidebooks and for our smart phone and tablet apps.

UKClimbing.com

UKClimbing.com is over 15 years old and has the largest audience of any climbing website in Europe.

UKClimbing.com is well established as the number one climbing media in the UK and beyond. It has 67,000 registered users (August 2014) and features daily news, weekly articles and gear reviews, competitions, videos and has a vast photo-gallery of over 180,000 images.

The UKClimbing.com forums are the most populated and active of all climbing forums. They not only provide information, advice and frustration but, importantly, have stimulated a real sense of community amongst climbers.

UKHillwalking.com

UKHillwalking.com was launched in February 2011.

Similar to UKClimbing.com but for hillwalkers, it features a database of all the summits in the UK that readers can use to plan and record their trips in their UKH Logbook and Activity Diary.

UKHillwalking.com also features daily news, weekly articles and gear reviews, competitions, videos and a vast photo-gallery.

Rockfax Guidebooks

Rockfax Guidebooks, established in 1991, have published 50 guidebooks to areas all over the world.

With over 260,000 copies in print, covering the climbing areas around the world and a climbing instruction series, Rockfax has changed the way guidebooks are produced by being an early adopter of new technologies. Rockfax have twice won Mountain Exposition Award at the Banff Mountain Book Festival.

Rockfax have now moved onto the next challenge - digital guidebooks for mobile devices.

UKCTM
UKClimbing.com

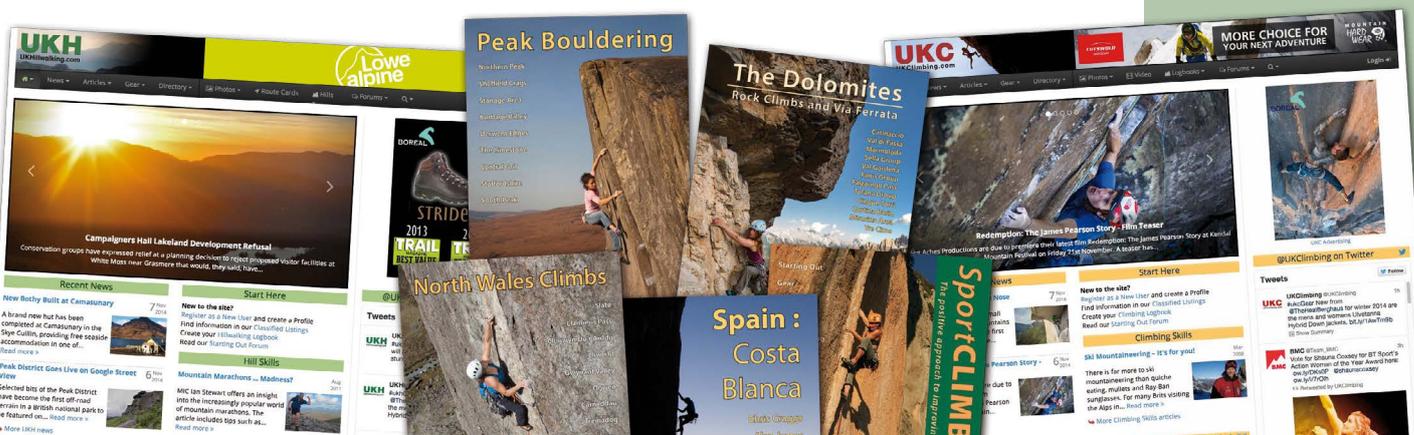
UKHTM
UKHillwalking.com

ROCKFAXTM
.COM

UKClimbing.com has the largest readership of any climbing and mountaineering media, either print or web, in the UK.

"In my opinion UKC advertising is an indispensable part of brand building in the UK climbing and outdoor market. I have always found Mick and the team to be very helpful and even pro-active in helping us to make the most of our advertising budget."

Iain Whitehouse
Beta Climbing
Designs



Advertising at UKClimbing.com

UKClimbing.com
Rockfax.com
UKHillwalking.com

Targeted advertising for the Outdoors

How do you reach everyone?

Whether you are a sole trader, or a large outdoor company, the challenge is how to get the attention of the majority of the UK's hillwalkers, climbers and mountaineers.

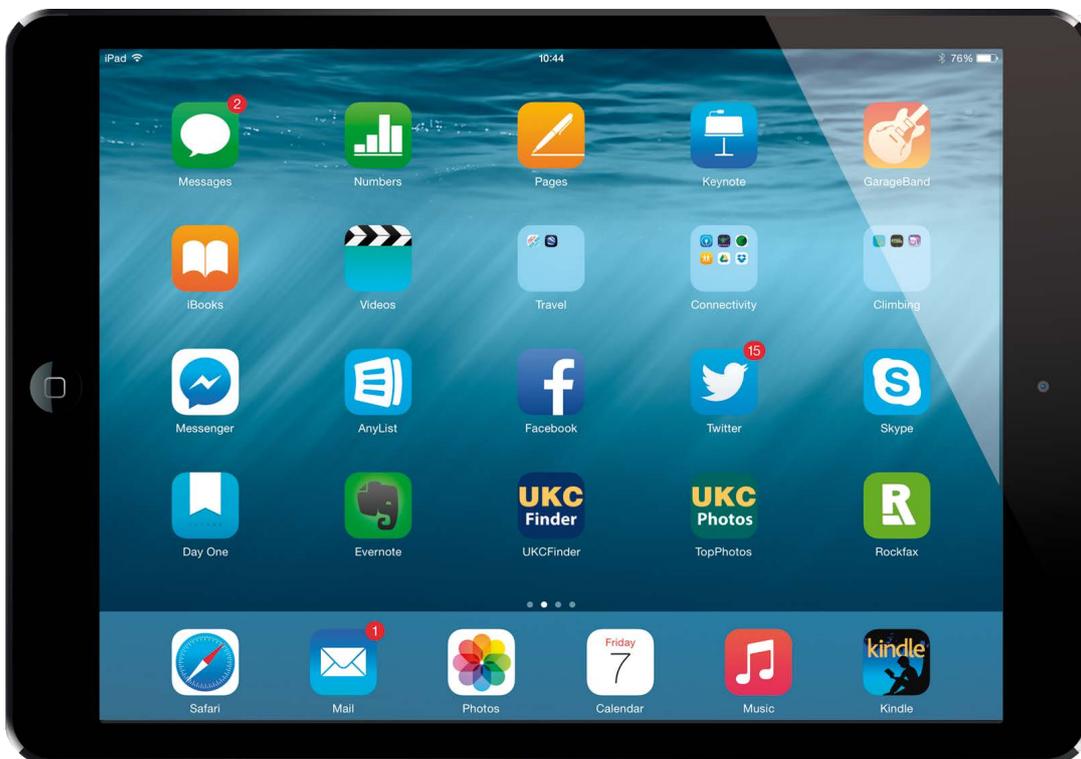
Magazine readership is at an all time low and the outdoor media has diversified to include websites, social media, and phone apps that people can access 24hrs a day, from home or on the move.

UKClimbing.com, UKHillwalking.com and Rockfax guidebooks provide a hub that allows you to harness all the digital methods people use to get their outdoor media fix. We have invested in people and content, and provide useful services that ensure we have the biggest outdoor audience in the UK.



"After collaborating with UKC on a Facebook competition, we were amazed how our fan base tripled within 2 weeks of going live online. Social Media is key to good PR and we can only thank UKC for increasing our presence within this market."

**Joe Bowman,
FiveTen**



82,690
ascents logged on
UKClimbing.com
Logbooks
in May 2011

Smart Phone and Tablets Outdoor Apps and Guides

The Rockfax App will be published in early 2015. This will contain full guidebooks to most of the crags covered by Rockfax guidebooks, it will be linked directly to UKC Logbooks and it will contain our full Directory Listings of Walls, Shops, Accommodation, Guides and Crags.

For more on our App development contact
alan@rockfax.com



"UKC has formed an integral part of Patagonia's digital marketing strategy in the UK. Not only does it reach a core climbing consumer, it does so in numbers too, due to its excellent editorial content".

**Jonathan Petty,
European
Marketing
Manager -
Patagonia**

Readership and Reach

UKClimbing.com
Rockfax.com
UKHillwalking.com
Targeted advertising for the Outdoors

Our readership is measured by Media Industry standard Google Analytics, Google Trends, Alexa.com and our own tracking software.

Registered Users at UKClimbing.com and UKHillwalking.com

in Sept 2014 there were **67,025 registered users at UKClimbing.com and UKHillwalking.com**. The majority of these profiles are real people who are active climbers and we regularly delete profiles from our system which haven't been used for 12 months.

242,490
different people
visited
UKClimbing.com
in October 2014

Daily Visitors at UKClimbing.com (from Google Analytics)



How do we compare?

With nearly 20,000 different people visiting every day, UKClimbing.com is the most important climbing and mountaineering media in the UK.

Alexa.com measures the popularity of every website throughout the world and ranks them. The table to the right shows how we compare to other major climbing and mountaineering websites in the UK - a low ranking means a popular site.

UKClimbing.com has been the most popular climbing and mountaineering site for several years.

	Outdoor Web Sites	Alexa Ranking <i>(lower figure is better)</i>
1	UKClimbing.com	97,949
2	walkhighlands.co.uk	139,523
3	OutdoorsMagic.com	152,642
4	livefortheoutdoors.com	274,040
5	thebmc.co.uk	299,047
6	tgomagazine.co.uk	547,291
7	grough.co.uk	718,748
8	ukbouldering.com	842,557
9	Rockfax.com	1,180,752
10	UKHillwalking.com	1,207,375
11	climber.co.uk	3,326,234
12	climbmagazine.com	6,261,833

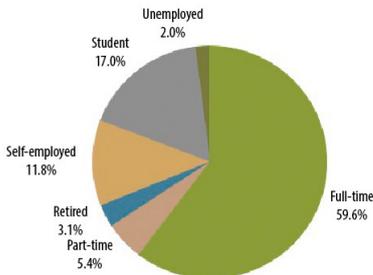
Time on Site

One of the most important indicators of site content and reach in an online community is 'Time on Site' - a measure of how long people spend on each visit on average. The longer they spend, the more pages they see. Alexa.com measures 'Time on Site' for all websites and UKClimbing with users spending between 5 and 11 minutes on average on the site. The UKClimbing.com figure is higher than any other outdoor-related websites in the world that we are aware of.

Readership Survey

In the summer of 2013 we ran a readership survey. The survey was completed by 6,614 readers, equivalent to 10% of our registered user database.

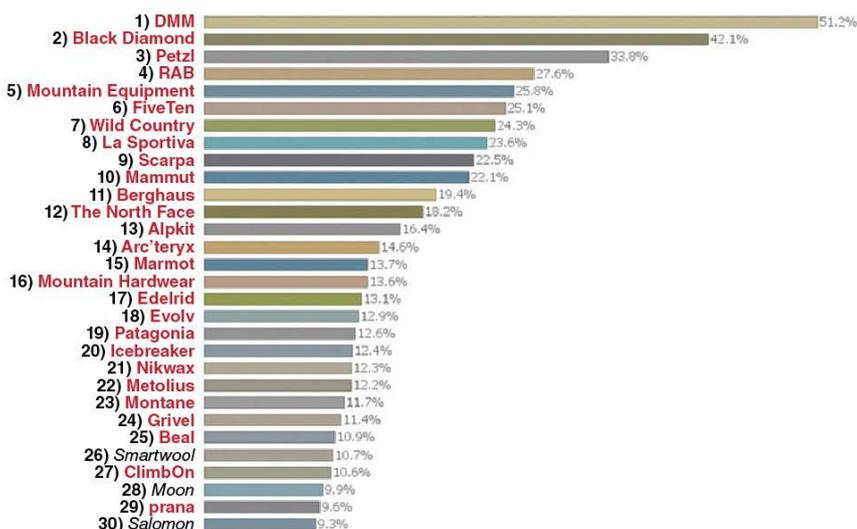
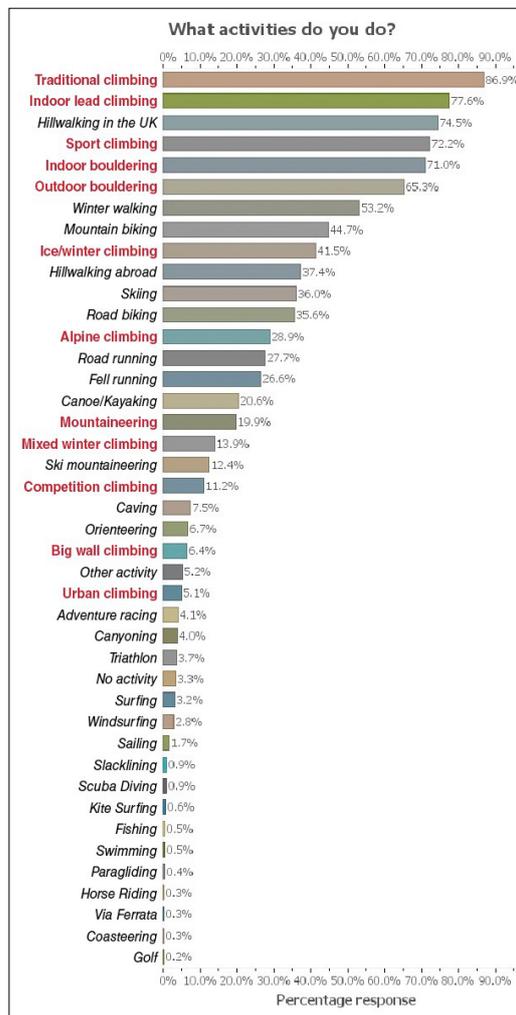
Here are some of the results:



What is your employment status?

Overall we got some great feedback from our users. They told us that they were involved in a wide range of outdoor activities with 74% listing hillwalking amongst their interests.

We asked readers which brands they had purchased during the last 12 months and gave them a long list to select options from. The results are shown to the below. Brands in Red have all advertised on UKC/UKH during the last 12 months.



We have a full report which has much more detail about who our users are, what they like, what they read, where they go and what they buy. It also lists their favourite brands, events they attend and travel habits.

The full survey is available for download from ads.ukclimbing.com/UKC_UKH_Survey_2013.pdf or by contacting us advertising@ukclimbing.com

Our average reader is:

Affluent

- ABC1
- male (86%)
- between 21 and 46 years old
- employed full time
- earns more than £20K pa
- owns their own home and car

Active

- climbing for more than a year
- climbing twice a week or more
- does all types of climbing
- uses a climbing wall and trains
- goes hillwalking
- goes running, mountain biking and/or road biking
- travels abroad to climb

Shopping

- bought gear in the last month
- uses specialist outdoor retailers

Media Habits

- visit UKC or UKH every day from home and work
- watch climbing videos at UKClimbing.com
- rarely read or purchase climbing magazines
- owns a camera
- owns a smart phone

Commercial Profiles

Commercial Profiles enable you to include your Company Name and website in your User Profile name when posting on the UKClimbing.com and UKHillwalking.com Forums.

This offers users distinct and unique advertising benefits when posting without presenting an overt commercial message. It gives instant and repetitive exposure to your company every time you post on the Forums, and also makes it clear who you are representing if you get involved in discussion relevant to your business.

Editorial Competitions

We constantly run competitions at UKClimbing.com and UKHillwalking.com for companies with advertising contracts. As well as being a highly effective way to engage the reader and increase brand loyalty, competitions significantly increase the views on your marketing messages and products. This is especially important if you have launched a new product or are pushing an existing product.

We run competitions almost every week across both sites. We have run all sorts of competitions: a few simple questions, a facebook prize draw, a photography competition, watch a video and answer questions, write an essay, make a video, design an advert, identify a photograph ... there are many possibilities. The more prizes, the better the response.

Typically competitions run for 2 weeks and you can expect between 1,000 and 2,000 entries. We can run the competition for you or just host the questions.

Gear Reviews

Gear reviews at UKClimbing.com and UKHillwalking.com are carried out by our team of gear testers. We can usually publish a gear review within six weeks of receiving the product. We can time their publication to meet your requirements.

Our policy is to test gear in the field using experienced active climbers and hillwalkers. Our primary concern is that gear is fit for purpose. Before a gear review is published we run it by you for fact checking. A gear review also includes what you say about that particular product.

We also do comparative reviews listing covering a selection of similar gear items. The example to the right is Dan Bailey's (UKH Editor) review of several different sorts of Bivvy Gear.

To arrange a gear review or OI/Product news please contact gear@ukclimbing.com

CASE STUDY Polartec PowerShield Pro™ Competition



In December 2010 Polartec ran four weekly competitions to promote their fabric PowerShield Pro™. The prizes were jackets from the North Face and Mountain Equipment made from Polartec PowerShield Pro™. The questions each week related to a Polartec PowerShield Pro™ video that described the properties of the fabric featuring Polartec athletes.

Over the four weeks the competition page was viewed 6,000 times with over 3,000 views of the video, with ten lucky winners of Polartec jackets.

UKC
UKClimbing.com

News Articles Gear Directory Photos Video Logbooks Forums Q Login

COMPARISON REVIEW: Nuts | Wires | Stoppers

added 15/Oct/2014, see all [Black Diamond](#), [C.A.M.P.](#), [DMM](#), [Kouba Climbing UK](#), [Metolius](#), [Wild Country](#) or [Climbing Technology](#) news & reviews
Reviewed by [UKC Gear](#)
This review has been read 10,077 times

Nuts, wires, stoppers, chocks, wedges, whatever you want to call them, have been around for a long time. Initially made from actual machine nuts with the internal thread drilled out, they have undergone several stages of development in the last few decades, resulting in the wonderful colour-coded super-strong designs we have today.

It's obviously true that a piece of gear is only as good as the rock you place it in, but for those of us who have been climbing trad for decades, we know there is often a subtle difference between seemingly similar bits of kit. So which of the current crop of nuts did we prefer?

All of the nuts we tested were fit for purpose, all of them wedged in cracks and would hold a fall, but we did find some that fitted in more cracks than others, some that matched well with other brands, some that were strongest, and some that went in easy but were just tough to get out. Below is the full low-down on each product we tested, and then at the base of the article is a quick reference table with a scoring system.

Note: We have used the Wild Country Rocks and DMM Wallnuts as a size/shape reference point when comparing other nuts, as after asking many UK climbers which nut shape they were familiar with, UKC Rocks and DMM Wallnuts were the most well known.

A large selection of nuts for a long trad route in Morocco

More in This Category

- Deal of the Month - FREE coloured Phantom with Phantom QD** 3 Nov 2014
It's pretty simple - for every Phantom quickdraw that you buy, you'll get a coloured Phantom snaggate free. A brilliant full...
[Read more >](#)
- NEW - Grivel A&D Ascender Descender** 20 Oct 2014
The Grivel A&D Ascender & Descender is brand new for Autumn 2014 and incorporates a revolutionary and innovative patented system...
[Read more >](#)
- REVIEW: Wild Country Proton Quickdraw** Sep 2014
British Mountain Guide Tim Neill tests out the new Wild Country proton Quickdraws. "The slings are chunky and robust allowing...
[Read more >](#)
- COMPARISON REVIEW: Trad Quickdraws** Sep 2014
One piece of gear that you can never do without when roped climbing is a quickdraw. In this comparative review, Alan James takes...
[Read more >](#)

[Related UKC Forum discussions](#)

Press Releases

An integral part of our Advertising Packages is our Press Release coverage. These are published on our News page, Home page and our Facebook and Twitter news feed.

Topics include: Events, appointments, partnerships, financial performance of your business, business location changes, industry trends, new innovations, new brands, company profiles, new websites, company environmental news.

The brief is wide and up to your imagination. If you have an advertising account you upload Press Releases via your Advertising Administration Page (below right). We check them, make sure they look good, then publish them. A thread is then started in the Forums to add increased exposure to your news so that people can discuss your announcement. The number of times your Press Release is read is logged on your Advertiser Administration Page.

Product News

Product News items feature new or existing outdoor products (right). They can include product images, text, videos and a stockist list. When published the product appears on the Gear page, the Forums, the Home page and our Facebook and Twitter news feed. An email is also sent to the outdoor shops that advertise asking if they stock the item. If they do a BUY NOW link appears in the product news.

Product News is an important part of the advertising mix and get viewed several thousands times ensuring that details about your product are exposed to a wide audience.

Buy Now

Outdoor retailers that take a 12 month package can use our powerful Buy Now system. A 'Buy Now' link appears on each Product News entry or Gear Review, for items which you stock. This links back directly to products on your shop website.

Deal of the Month - Outdoor retailers also get the option of their own dedicated Product News called Deal of the Month. These enable you to promote special offers on specific stock items and link directly to the product on your website. Other retailers are not allowed to share Buy Now links on Deal of the Month items.

Advertising Administration Page

One of the unique features of UKClimbing.com and UKHillwalking.com is that we have a dedicated website for advertisers which includes your own **Advertiser Administration Page** (right). The site explains how to make the most out of your campaign, and provides you with all the feedback you need to monitor your various banners, Premier Posts, Product News and general cross site presence.

All advertisers are able to log-in and check their own figures and also manage their campaigns by altering the mix of banners and buttons, upload new graphic adverts, start Premier Posts and upload Gear News.

Black Diamond Gridlock Screwgate
£16.99, added May 2011; see all Black Diamond news & reviews
announcement by Black Diamond
This announcement has been read 3,874 times

With its revolutionary, patent-pending design made possible by our in-house hot forge, the Black Diamond GridLock Screwgate eliminates the dangers of cross loading. Designed specifically for belaying, the intuitive, easy-to-use GridLock isolates the belay loop behind its uniquely shaped gate, thereby keeping the carabiner in its proper orientation. The GridLock's beam spine transitions into a large, rounded rope-bearing surface for maximum strength and smooth rope feeding. Simply put, you'll never have to deal with a shifting, cross-loading belay carabiner again.

- Weight: 76g
- Hot-forged construction
- Patent-pending design eliminates cross loading while belaying
- I-beam spine transitions into a rounded, large rope-bearing surface
- Intuitive and easy-to-use design
- Gate opening: 21 mm
- Gate open strength: 8 kN
- Gate closed strength: 22 kN
- Cross gate strength: 7 kN

More about the Gridlock in these UKC Gear News items:
Berry's Low Down On USA Gear From Salt Palace
Gear News From Ispo Munich: What's New For 2011?

BUY NOW from:

- CragX Climbing Shop** - £16.00. Free UK delivery. See this product at the CragX shop
- Cold Mountain Kit** - £15.29. We also stock the magnetron version. See this product at the Cold Mountain Kit shop
- The Depot Climbing Centre** - See this product at the The Depot Climbing Centre shop
- Outside Ltd** - £17.00. Free UK Delivery! See this product at the Outside Ltd shop
- Joe Brown - Snowdonia** - See this product at the Joe Brown - Snowdonia shop
- The Outdoor Shop** - £16.99. See this product at the The Outdoor Shop shop
- Boulders UK** - £15.19. Magnetron version also in stock! See this product at the BouldersUK shop
- EMS** - £15.30. Plus discounts for BMC and other Club members. See this product at the Elite Mountain Supplies shop

For more information visit **Black Diamond**
Gear Forum (Read more > | 18 comments, 14 Jul 2011)
This announcement has been read 3,874 times
Return to Latest Industry News & Reviews or list other Climbing Hardware gear

Share this article on Facebook
Share this article on Twitter

UKClimbing.com
Targeted advertising for Climbing & Mountaineering

"The best place to climb on the web"
November 07 2014

Your Account
Why UKClimbing.com?
Advertising Ideas
Current Advertisers
Rate Card
Graphic Advertising FAQ
Graphics - Format and Size
Premier Posts
Commercial Profile
Premier Classifieds
Add Your Product
UKClimbing Home
Media Kit
Contact Us

Advertising with UKClimbing.com
Targeting 240,400 climbers & mountaineers during October 2014.
Your contract runs from 1st Apr'14 to 1st Apr'15

Advertising Banners
Your remaining allocation this month is 82k impressions from 100k.
You currently have 8 banners public and 38 hidden.
View monthly stats
Technical info for banners
Add new banner | Edit your banners

Product News, Press Releases and Deal of the Month
You have 2 posts left on your account from 6.
Submit a Product/Industry News post

Needle Sports Quicklinks
Edit your banner ads
Submit a Product News or Press Release
Advertising Performance Page
BUY NOW Products
UKC Forums Profile
Logout of Advertiser Account

There are 6 items about your brand in our database (latest 3):
Montana Sabretooth Softshell - Special Offer (6th Jun'14)
Needlesports Deal of the Month - Mammut Superflash 10.5mm (27th Feb'14)
Needlesports DEAL OF THE MONTH: La Sportiva Raptor Shoes (31st May'13)
View more stats for your public items

Scheduled News: (click to preview)
Needle Sports Deal of the Month - Mammut Meteor Bargains! (Scheduled for 11th Nov'14)

Draft Reservations: (click to edit)
Xmas Deals (Reservation for 12th Dec'14)
Jan Deal (Reservation for 2nd Jan'15)

Video

Video can communicate a message clearly and memorably in a way that words or still images cannot. Out of the five senses, sight and sound account for 85% of the information we take in. People like to watch video, it is more entertaining than static text.

With the popularization of broadband and 3G anyone can now view video easily over the internet using their computer or mobile device.

We run video several times a week at UKC/UKH; our Friday Night Video slot is very popular averaging over 6,000 views over the weekend.

Videos are supplied by outdoor companies that advertise with us, our readers recommend them, or we find them ourselves. They are usually hosted on Vimeo or YouTube and embedded on UKC/UKH.

When we run your video you can monitor how many views we have referred. Featured videos appear on our homepage, articles page, a forum thread starts about the video and it appears on our Facebook and Twitter feeds ensuring maximum exposure.

Editorial videos featuring climbers and mountaineers such as Adam Ondra and Ueli Steck are very popular, but any video including purely product videos can be extremely popular reaching between 2,000 to 20,000 views.

Adding Facebook and Twitter Fans

An important part of the marketing mix for businesses is Facebook and Twitter.

Every time a news item, article, video, product news, competition or gear review is published on our web sites, it also goes on our Facebook page and feeds to over 5,000 of our Facebook fans.

This has a significant effect on how many people view your messages at UKC/UKH.

If you want to increase your own Facebook fans several companies run competitions at UKClimbing.com and UKHillwalking.com. Readers are asked to become a fan of a company's Facebook page, or upload a photo or a quote about a particular piece of gear, and they are then entered into a prize draw.



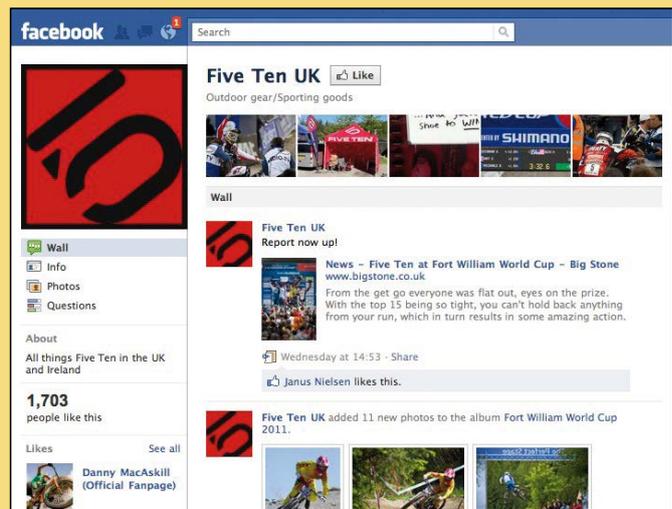
CASE STUDY Product Video: Petzl GriGri2



Petzl launched their new GriGri2 in January 2011. As well as banners running across UKClimbing.com, Petzl also ran a Product News featuring their video of the GriGri2. We also featured the video on our homepage.

The UKC Product News was viewed over 7,000 times and over 5,000 of those people watched the GriGri2 video. This was more than any other climbing website.

CASE STUDY FiveTen UK Facebook Page



FiveTen UK ran a simple Facebook competition at UKClimbing.com. The competition page was viewed over 2,400 times and also included a FiveTen Product video. As well as increasing FiveTen's Facebook fans it also provided product information.

At the beginning the FiveTen Facebook page had 450 fans. **Two weeks later, because of the competition at UKClimbing.com, that had risen to 1,647 fans.**

Graphic Adverts - Leaderboard Banner and MPU

Graphic adverts appear across the whole site and are sold on a number of impressions per month. Our standard charge is 0.2pence per impression. The cost is the same for standard, animated and flash banners and you can have as many graphic adverts running as you like. You control, manage and monitor click-throughs on your own Advertising Administration Page. You can mix your advertising up using leaderboard banners and MPUs.

Advert Size	Pixel Size
Banner	728 x 90 468 x 60
MPU	300 x 250

Banner and Button rates

	50,000 / month	100,000 / month	200,000 / month	400,000 / month	600,000 / month
Banners and Small Buttons	£100	£2100	£400	£800	£1200

Newsletter Adverts

The UKC/UKH Newsletter has three advertising positions and is sent out to nearly 60,000 hillwalkers, climbers and mountaineers each week.

Premier Posts

Premier Posts are available at all times on the very popular UKClimbing.com and UKHillwalking.com Forums. Prices from £25 to £70 per week. More here - www.ukclimbing.com/forums/info/premier.html

Premier Classifieds

Premier Classifieds are enhanced listings in the UKC Classifieds pages. They feature above normal listings and all across the site, and include a photo and comprehensive information about your business. Many Premier Classifieds have been viewed over 10,000 times and can achieve astounding click-through rates of up to 35%.

Commercial Profile

Commercial Profiles enable you to include your Company Name and website in your User Profile name when posting on the UKClimbing.com and UKHillwalking.com Forums.

Outdoor Industry/Product News

OI/Product News is usually part of a larger package but can be bought as a one-off for people who wanted to promote single product or event for example. Views can get up to 5,000 in a few days on OI/Product News.

Resident Adverts

We have fixed resident adverts available on a variety of the most important and popular pages at UKClimbing.com and UKHillwalking.com. Contact us for more information.

Newsletter Adverts

Position	Cost
Primary box	£400
Secondary box	£300
Banner	£250

Premier Classifieds

12 months	£150
6 months	£90

Commercial Profile

12 months	£200
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OI News/Product News

1 item	£200
Buy Now button	Package only

For extensive campaigns the best way to reach UKClimbing.com and UKHillwalking.com's readership is through an advertising package that gives full cross-site exposure. These packages include all our different advertising methods. We have outlined a few packages below but these are just guidelines; we are happy to tailor a package to suit your needs.

A package at UKClimbing.com and UKHillwalking.com ensures that you get exactly the right coverage for your campaign, to reach the most people possible, at the best price we can offer. The advertisers who have achieved the best results at UKClimbing.com and UKHillwalking.com have all taken out extensive and diverse packages with us, and they keep coming back year after year to renew their contracts.

A package takes about an hour a week to manage and everything is quantifiable and in your control using your Advertising Administration Page.

We are currently revising our packages but contact advertising@ukclimbing.com for information in the mean time.

Tailor-made Packages

Above are three levels of example advertising packages. These are just guidelines for the different components that can be included in each package with a rough discount price. If you would like a short and punchy campaign, then we can create something that fits the bill; if you just want a quick announcement and have only a small budget, then we can offer some effective options for you; if you want to raise awareness of your own online activities then we can help you get traffic and suggest the best way to go about it.

Just get in touch for a personalised quote advertising@ukclimbing.com

Rockfax Advertising

UKClimbing.com
Rockfax.com
UKHillwalking.com
Targeted advertising for the Outdoors

Rockfax is one of the leading publishers of rock climbing guidebooks and information in the world with a well-established brand name that is synonymous with quality.

Rockfax guidebooks have changed what climbers expect from guidebooks and our new books are leading the way with four having gone on to win national and international awards. Rockfax guidebooks are now the standard that all others are compared to.

There are over a quarter of a million Rockfax books in print in the shape of 50 Rockfax titles, 22 of which are less than 6 years old. The majority of these books are still being used.

Rockfax guidebook readers are a highly-targeted audience, often in a small geographical area and always with specific climbing-related needs.

Rockfax Apps

Apps are the next stage of our development and we will be publishing the Rockfax App early in 2015.

Ultimately all our guidebooks will be available as cross-platform apps. These apps will be linked to advertising possibilities via the app and our website.



Advertising Rates

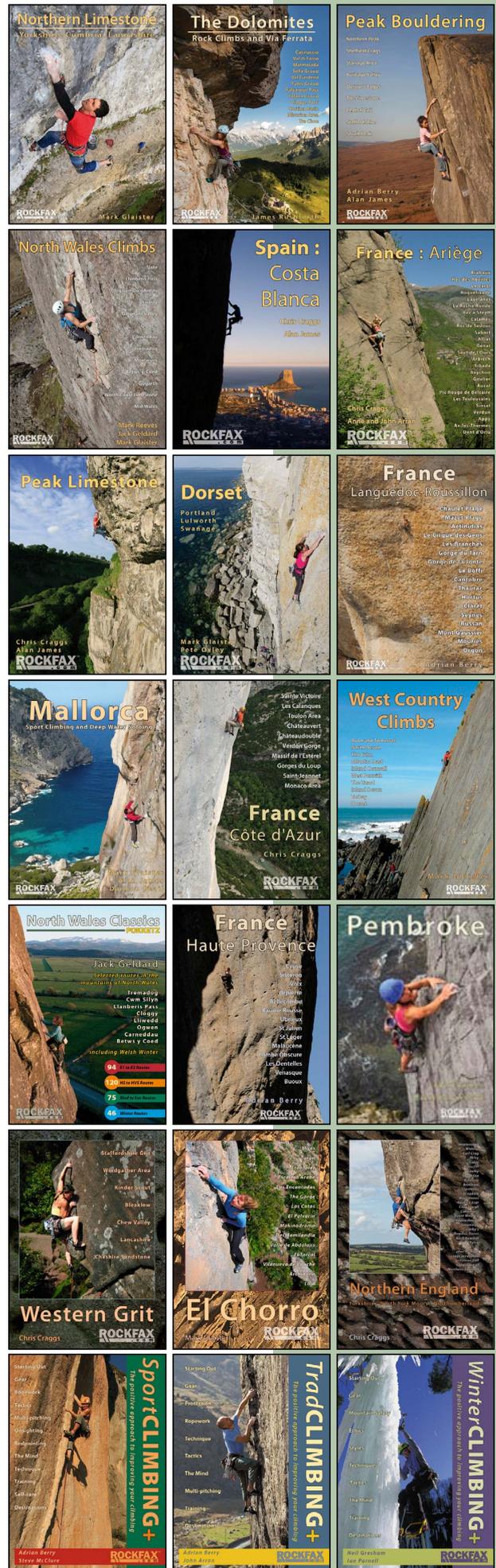
We can offer a variety of positions in our print guidebooks. The table below gives a rough indication of positions and prices although these are decided on a book-by-book basis.

Rockfax Book Advertising Rates (guideline only - positions and rates change with each publication)	
Position	Cost
Outside Back Cover	£1500
Inside Front Cover	£700
Inside Back Cover	£600
Back Cover Flap	£600
Opposite Contents	£550
Internal Full Page	£500
Internal Half Page	£300

Web Site Advertising

We also offer website advertising for local small businesses, shops and accommodation providers. For more information go to - www.rockfax.com/advertising/

For Rockfax Advertising contact sheri@rockfax.com



Who Advertises

UKClimbing.com
Rockfax.com
UKHillwalking.com

Targeted advertising for the Outdoors

We work and partner with many climbing companies, brands and organisations.

Gear manufacturers, equipment distributors and agents, climbing organisations, climbing and outdoor shops, event organisers, climbing media, mountain schools and guides all advertise with UKClimbing.com, UKHillwalking.com and Rockfax and gain access to the biggest hillwalking, climbing and mountaineering readership in the UK.

We offer value for money, added extras in the form of competitions and editorial and a commitment to work closely with advertisers. Above all, you know how many people are viewing your marketing messages through our unique Advertiser Administration page.

Many of the advertisers on this page have been with us for several years, most have 12 month contracts.

Our advertising works!



"In a year when we are being forced to cut back severely in every area, our continued involvement with UKClimbing Limited is a strong indication of how much confidence we have in UKC and the team and how much faith we have that UKH will be just as effective. It is a very good product, backed up with an excellent and personal level of service. The team always go the extra mile to help and that is hugely appreciated."

Dave Cheetham,
Marketing
Manager,
Plas y Brenin

3,675,072
ascents recorded
on
UKClimbing.com
Logbooks

Who Are We?

UKClimbing.com
Rockfax.com
UKHillwalking.com
Targeted advertising for the Outdoors

The people behind UKClimbing Limited are all passionate about the outdoors and delivering the best outdoor media. We are climbers, hillwalkers, fell runners, mountain bikers, road bikers, skiers and snow boarders - and when we aren't in front of our computers, you know where we will be. We all work hard, and like most people, try to get the balance right between friends, family, work and play.

Alan James

Director and Publisher

Alan has climbed all over Europe mainly concentrating on high standard trad and sport climbing. He is the owner of UKClimbing Limited and has worked in publishing for the last 20 years, initially running the award winning Rockfax guidebooks and now also two major outdoor websites, UKClimbing.com and UKHillwalking.com.

Outdoor Sports - Climbing, road biking
alan@ukclimbing.com



Natalie Berry

News Editor UKC

Natalie Berry is a Scousewegian (born in Liverpool but brought up in Glasgow) currently living in Edinburgh. She has been climbing since she was 9 years old and is a former member of the GB Climbing Team, having won multiple British titles and achieving podium places in European Youth events. When she's not at the wall or the crag, Natalie enjoys skiing, baking and planning the next adventure! She joined UKC in October 2014.

Outdoor Sports - Climbing, hillwalking, running, skiing
sarah@ukclimbing.com



Jack Geldard

Chief Editor UKC

Jack started climbing in Yorkshire at the age of 12. Since then it has been a whirlwind of mountain-based adventures all over the globe, including several big wall first ascents. He is a qualified Mountaineering Instructor and is author of the Rockfax guidebook, North Wales Classics.

Outdoor Sports - Climbing, skiing
jack@ukclimbing.com



Dan Bailey

News Editor UKH

Dan Bailey discovered a love for the hills on family holidays to North Wales which expanded into backpacking trips, and a gradual progress through the classic scrambles led inevitably to climbing. He is a regular contributor to print and online media, and the author of several Cicerone Press hillwalking guidebooks.

Outdoor Sports - Hillwalking, climbing, sea kayaking
dan@ukhillwalking.com



Rob Greenwood

Advertising Manager

Rob started work for UKClimbing in January 2014. Over the past 10 years he has been involved in just about every facet of the outdoor trade, from his University days working at Pete's Eats, through to Joe Browns, DMM and latterly the BMC. An active climber, runner and mountaineer, Rob has participated in a wide range of activities all across the world with personal highlights including the 1938 Route on the North Face of the Eiger, The Shield on El Capitan and having climbed over 150 routes at Gogarth.

Outdoor Sports - Climbing, running
mick@ukclimbing.com



Bjorn Pöhl

The Lowdown Editor UKC

Björn started climbing in his native Sweden in 1990. He began his career as a climbing journalist back in 1998 as news editor for 8a.nu, then moved on to his own website, The LowDown. He joined UKClimbing.com in 2010 and keeps everyone informed about the hardest ascents of routes and boulder problems all over the world, and the people who make it happen.

Outdoor Sports - Climbing
björn@ukclimbing.com



"Sterling Rope and our UK distributor Beta Climbing Designs have been extremely happy with the results of advertising on UKC. Everyone at UKC has been very helpful and supportive. The site lives up to its reputation and provides an excellent opportunity for advertising, marketing and news for all our products, athletes, and company updates."

Paul Niland
Sterling Rope

25,216
logbook users on
UKC as of
October 2014

617,013
views of the UKC
Forums Page
in June 2013

Who Are We?

UKClimbing.com
Rockfax.com
UKHillwalking.com

Targeted advertising for the Outdoors

Stephen Horne

Chief Technical Developer
Rockfax

Stephen enjoys all aspects of climbing, although his heart lies with trad climbing. He spent ten years working in the climbing wall sector, manufacturing and installing climbing walls, then designing walls. He joined the Rockfax team as Assistant Editor in February 2010.
Outdoor Sports - Climbing, road biking, mountain biking
stephen@rockfax.com



Chris Craggs

Rockfax Author

Chris first started writing guidebooks in the 1980s. In 2001 Chris joined Rockfax as the co-author of the revolutionary guidebook Peak Gritstone East. Following on from this Chris has gone on to author and co-author many more books across England, Spain and France.
Outdoor Sports - Climbing
chris@rockfax.com



Paul Phillips

Chief Technical Developer
UKC and Rockfax

Paul joined UKClimbing Ltd. in May 2011. He enjoys all types of climbing especially 'any warm day in the Peak with the sun on my back..' although he is well travelled. Paul is responsible for technical development of the Rockfax website.
Outdoor Sports - Climbing
paul@rockfax.com



Sherri Davy

Rockfax Advertising

Sherri enjoyed a career in teaching whilst leading her partner, Chris Craggs, up climbs all over the world. She now works as the advertising manager for Rockfax guidebooks, whilst travelling far and wide to different climbing areas with Chris.
Outdoor Sports - Fishing, climbing
sherri@rockfax.com



Mark Glaister

Rockfax Author

Mark is a climbing writer and photographer who has travelled to crags near and far for 35+ years. He wrote his first guidebook in 1998 - Costa Daurada - and has since gone on to author and co-author many more books to areas in Spain and the UK.
Outdoor Sports - Climbing
mark@rockfax.com



Adrian Berry

Rockfax Author

Adrian is a top standard climber and climbing performance coach with many years of experience. He was the co-author with Steve McClure of the first Rockfax performance coaching book Sport CLIMBING + published in 2006. He has gone on to co-author two more books in the 'plus' series with John Arran, Ian Parnell and Neil Gresham. More recently he has focused his attention on guidebooks to the sport climbing in the South of France.
Outdoor Sports - Climbing
adrian@rockfax.com



Other principle authors of Rockfax guidebooks include:

James Rushforth
Steve McClure
Ian Parnell
Mike Robertson
Neil Gresham
John Arran
Pete Oxley

"The word that comes to mind when summing up this book is "perfect." We can't imagine how another guidebook formula could make a complex climbing area easier to navigate or more enticing to visit. From the overview maps to the tabbed sections to the quality and quantity of route line photos — all in exquisite color and often highlighted with action shots — this book completely demystifies a set of granite encrusted islands off the Norwegian coast. With this book in hand, all the adventure will come from the climbing, none from figuring out where the climbs are."

**John Harlin,
BANFF Festival
Judge, about the
Lofoten Rockfax**

324,500
Rockfax
publications in
print as
of January 2015

This Page: Dancing climbers at Cala Magraner in Mallorca.
Photo: Paul Phillips, Technical Developer Rockfax

Front Cover Main Photo: UKC Assitant Editor Natalie Berry climbing at Siurana, Spain.
Photo: Robbie Phillips

Inset 1: Alan James in Lofoten, Norway.
Photo: Mark Glaister, Rockfax Author

Inset 2: ADvertising Manager Rob Greenwood on the Eiger, Switzerland.
Photo: Jack Geldard, Chief Editor UKC

Inset 3: Lorraine McCall on Seana Bhraigh, Scotland.
Photo: Dan Bailey, Editor UKH

Inset 4: David Noddings bouldering at Stanage, Peak District.
Photo: Alan James, UKClimbing Limited Director

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Sherri Davy, Rockfax Advertising
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"Mammut has advertised with UKC for several years and there is no doubting its effectiveness in both promoting the Mammut brand and our products. Working with UKC gives us highly cost-effective opportunities that traditional on-page advertising can't offer in terms of speed and flexibility. They are the first name on the list when planning our advertising."

Rob Sykes, Mammut



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