



Horizons Unlimited

MEDIA PORTFOLIO+ 2019

Inspiring, informing and connecting
a global network of
overland adventure travellers since 1997





*"Let us be united
by our humanity, compassion, curiosity,
and love of adventure travel."*

-- Susan Johnson, Horizons Unlimited





LET'S TALK

When your home is only what you can carry and your family the generous souls you meet along the way, it becomes impossible to remain unchanged by your journey, and **your horizons open up to unlimited possibilities.**



- ☑ HU has significant international reach in the northern and southern hemispheres, so **our community is adventuring all-year-round, often for many months or years.** They may need your product or service to prepare for a trip and to keep them on the road – happy, healthy, and safe.
- ☑ All-season travellers **rely on trusted sources for every aspect of overland adventuring**, including tech, gear, and trip logistics. They are loyal visitors to HU platforms –they could be yours, too.
- ☑ **Women are about 18%** of total visitors to the HU website. Many travel solo. The first all-women’s team competed and performed well in HUMM Rockies 2016.
- ☑ **Age is irrelevant** when it comes to overland travel. Of the visitors to the HU website alone:
 - about 26% are considered the “next generation” of active adventure travellers;
 - about 68% are in their prime earning years with more disposable income;
 - about 6% are typically retired with the financial resources to travel for longer periods.

Let's talk!



SNAPSHOT

HORIZONS UNLIMITED (HU) has been the world's go-to resource dedicated to **inspire, inform, and connect a global network of overland adventure travellers** since 1997. We have organized worldwide motorcycle traveller events since 2001.

HU founders **Susan and Grant Johnson** are veteran motorcycle travellers who have ridden RTW, north to south, two-up on a 1986 BMW R80 G/S. They have been to over 50 countries since first hitting the road in 1987.

With humble beginnings in updates emailed home to family in the early years of Grant and Susan's motorcycle trip, the HU community expanded into the worldwide network it is now. It continues to grow and evolve with the "next generation" of adventurers who are learning to become able contributors to society wherever they may be.

HU's philosophy is pretty simple: **Adventure begins at the end of your comfort zone. Help where you can, when you can. Be flexible. It doesn't matter what you ride, just ride. Travel every chance you get. Meet people.**

The HU global community is full of people who share this philosophy. From event co-organizers and volunteers to sponsors and fellow travellers, they believe that anyone can travel and have adventures, near and far. They are the inspiration accelerators. We're their biggest fans.

We invite you to be a part of the HU community, too.

A black and white photograph of Susan and Grant Johnson standing next to a large, spherical metal sculpture made of a grid of lines, resembling a globe. They are on a stone ledge overlooking a body of water under a cloudy sky.

Susan and Grant Johnson
Founders, HORIZONS UNLIMITED
at North Cape, NORWAY

CROSSROADS: WHERE OUR PEOPLE MEET

HU ADVENTURE TRAVELLERS EVENTS

HU Adventure Travellers Meetings are where HUBB forum chats, virtual trip-planning, and social “likes” and “follows” become the real deal – with **real people in real-life and in real-time** who are transforming travel dreams into reality, and encouraging others to do the same.

They range from local Mini-Meets, Adventure Weekends, and our ever popular Overland Adventure Travellers Meetings.

Since 2001, **HU Overland Adventure Travellers Meetings have been held in over 20 countries**, including Canada, USA, UK, Australia, Montenegro, Sweden, Ireland, Germany, Bulgaria, Greece, Argentina, Spain, France, Mexico, Brazil, South Africa, Thailand, Switzerland, Ecuador, Chile, Indonesia, Russia, Romania and Latvia... so far!

Discover more about HU Travellers Meetings:

www.horizonsunlimited.com/events

"I have learned so much, made some great friends, and met some of the best people. I was buzzing by the time I got home. I have a little trip planned and just can't wait to get out there."

"Folks were all great and the most amazing thing was there was NO ATTITUDE."



CROSSROADS: WHERE OUR PEOPLE MEET

HU MOUNTAIN MADNESS (HUMM)

The Horizons Unlimited Mountain Madness is a unique two- or three-day off-road motorcycle team navigation challenge. It's the proving grounds for a team's **navigation know-how, orienteering strategy, and off-road riding skills through technical terrain in breathtaking destinations** around the world.

HUMMs give riders a chance to get a **tempting taste of motorcycle adventuring closer to home**. Then we throw a little friendly competition into the mix.

Open to riders of dual-sport and adventure motorcycles, in teams of two to four. HUMMs have been held since 2007 in the Spanish Pyrenees, Morocco's Mid-Atlas Mountains, the Canadian Rockies, Monashees, the mountains of Arizona and the U.S. Appalachians. HUMM events are Sanctioned by the FIM, AMA, and CMA as appropriate. In the USA, they are an AMA National Event in both Dual Sport and Adventure Riding.

Discover more about HUMMs:

www.horizonsunlimited.com/humm

"... such a brilliant and unique event. Surely ranks amongst the top ten 'best fun' biking experiences I've had the pleasure to be involved in."

– Participant, HUMM Canadian Rockies 2016



CROSSROADS: WHERE OUR PEOPLE MEET

815+ HU MOTORCYCLE TRAVELLERS COMMUNITIES
in 115 COUNTRIES!



No matter where adventure travellers go, there's a local HU Community within reach.

Horizons Unlimited Motorcycle Travellers Communities enable motorcycle travellers around the world, whether on the road or at home, to **meet up with like-minded people**.

By joining the HU Community in their area, people at home who are willing to help those on-the-road may occasionally receive emails from fellow travellers looking for information on the area, help to solve a problem, or a place to stay and visit.

Contact a HU Community:

www.horizonsunlimited.com/connect/contact



COMMUNITY TESTIMONIALS



This is the answer to all my questions.

-- **Haydn D., Australia**

Your site has been wonderful, an absolute wealth of information. I'm heading out on the road from Lagos to Dublin... and without your site, I'd be much less prepared. Thanks for doing this, it's a great community, too.

-- **Brian G., Nigeria**

Your website is a mecca of valuable information and the (video) series is informative, entertaining, and inspiring!

-- **Jennifer, Canada**

My friend and I are planning a trip from Singapore to England... We found (the HU) site invaluable as an aid to planning and have based a lot of our purchases (bikes, riding gear, etc.) on what we have learned from this site.

-- **Phil S., Australia**

The best online resource for worldwide long distance adventure riding is Grant and Susan Johnson's website and e-zine, www.horizonsunlimited.com.

-- **BMWMOA**

I must thank you for such a fantastic web site and E-zine. It is truly inspirational... and is proving invaluable! Keep it up. Cheers.

-- **Lois Pryce, UK**

We have used your page for preparing our tour and, as far as we get internet, we keep in contact with the HUBB. Thanx for creating your site.

-- **Mathias R., Germany**

I cannot even begin to tell you how much your website and the (meeting in...) NC, and most especially your personal example / teachings / counsel have meant to me as I begin my trek southward... You and your dream have made this possible. Muchas, muchas gracias

-- **Hank M., USA**

Very cool site, especially the (HU)BB, especially when in the process of planning a long-distance trip.

-- **Andre S., Denmark**

"This site is the BIBLE for international bike travellers."

-- **Greg A., Australia**

INSPIRATION ESSENTIALS



The **Horizons Unlimited E-Zine** is distributed to opt-in subscribers. Full of first-person stories, blog posts, and images, our e-zine consistently inspires.

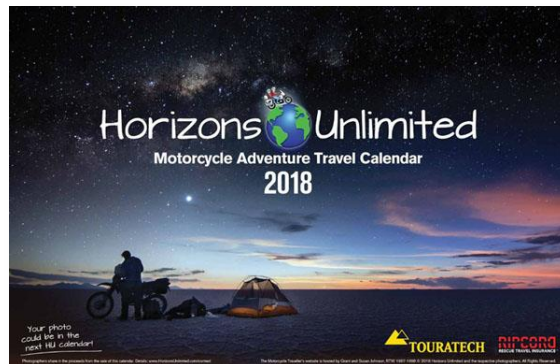
<< The **HUBB Forum** (HU Bulletin Board) is the heart of the HU global community. It is where overland adventure travellers connect and interact with each other. It's all there - regional discussions, gear + tech talks and reviews, route planning, 4-wheeled travelling, manufacturer sections, events, repair advice, and more.

horizonsunlimited.com/hubb



<< ON VIMEO: The **Achievable Dream: Motorcycle Adventure Travel Guide** video series covers a dense 18 hours of valuable information to take travellers from start to finish - *Get Ready!*, *Gear Up!*, *On The Road!*, *Ladies On The Loose!*, and *Tire Changing!* (Also available as DVDs.)

vimeo.com/horizonsunlimited



<< The annual **HU Calendar** contest attracts hundreds of photo submissions - a visual smorgasbord of possible journeys, detours, and experiences. Our HU community votes on their favourites; we feature the top 13 (including the cover).

horizonsunlimited.com/contest

AUDIENCE METRICS



FACEBOOK
24.5K

HUBB FORUM
REGISTERED
USERS
68.3K

FACEBOOK
GROUPS
26K

MONTHLY AUDIENCE
308,000+

WEBSITE VISITORS
165K

ADVENTURE TRAVELLERS ON 2-, 3- & 4-
WHEELS; NEWCOMERS & EXPERIENCED
TRAVELLERS; WRITERS & AUTHORS;
PHOTOGRAPHERS; TRANSPORT;
TOURING & GEAR OUTFITTERS;
MOTO INDUSTRY; TOURISM;
TECHNICAL EXPERTS

E-ZINE OPT-IN
SUBSCRIBERS
9.5K

TWITTER
6.2K

INSTAGRAM
4.6K

YOUTUBE
2.8K



ADVERTISE WITH US

PUBLICATION	FREQUENCY (per year)	CLOSING DATES (Final Submission* & Payment)
Website	Custom	Primary intake: January 31st Otherwise, 4 weeks before publication/posting.
HUBB Forum	Custom	Primary intake: January 31st Otherwise, 4 weeks before publication/posting.
E-Zine	3-6X Approx. 1 st of the month	The 20 th of the month prior.

* Final submissions are finalized ads – no further edits needed.

We are often on the road speaking and facilitating events. While **we accept ad proposals throughout the year**, our primary intake for advertising is at the beginning of the year for ad campaigns starting or renewing in February/March. This streamlines our efforts and resources when we are most likely to be available to best meet your advertising needs.

PRIVACY POLICY

We never sell or rent our distribution list. We fully protect our subscribers' information.

AFFILIATE PROGRAMS

Partner with us to drive more purchase-ready customers to your site. Let's talk.

SUBMISSION GUIDELINES

COPY: Plain text or HTML in an email message.
Not accepted: Attached Microsoft Word documents or other word processing documents.

GRAPHICS: Well-compressed to a reasonable file size. Animated GIFs or JPEG formats. We can also assist with minor image editing or send to graphic artists for more extensive custom work. We deliberately use non-standard dimensions to ensure yours ads are not blocked by ad-blocking software. We reserve the right to refuse questionable content.

PROOFS

You are 100% responsible for proofing your ad. We are not liable for errors or missing information.

GEOGRAPHIC INTERNET PROTOCOL (GEO-IP) BENEFITS

GEO-IP-enabled ads lets you geographically target your audience. We can add GEO-IP to many of our ad options. Contact us.

PAYMENT OPTIONS

Cheque, Money order (US funds), PayPal, Direct debit.



Welcome to Horizons Unlimited

Are you a Motorcycle Traveller? Does the smell of spices wafting through the air make you think of Zanzibar, a cacophony of honking horns in Cairo, or a swirl of brilliantly patterned clothing Guatemala? Then this is the site for you!

Motorcycle Travel Bulletin Board - the HUBB!

Your meeting place - specifically for long distance motorcycle travellers. We invite you to share your information, travel tips, tales of woe and joy, everything that made (or broke!) your trip. Ask all the questions you want! With over 32,000 enthusiastic members from 150 countries around the world, someone is bound to have the answers you need.

[Register](#) [FAQ](#) [Calendar](#) [Today's Posts](#)

Discussion

- > Ten Do's and Don'ts of the Dalton Highway...
- > Alone or Duo??
- > Sharing costs to cross China from Mongolia to Laos...
- > View Forum

Select Language

Powered by Google  Translate

Member login

Username: *

Password: *

Remember me

[Create new account](#)
[Request new password](#)

BLOCK (RIGHT-COLUMN)

Announcements!

- > The HUMB is back in Morocco and early bird registration is open!
- > See the HU Photo Contest Winners!
- > Pre-order your 2016 Calendar at a special price until May 31!
- > Get your HU T-shirts while they last!
- > New to HU? Start here!

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Hosted by Grant and Susan Johnson, RTA 1987-1998

Next HU Events

NEW! HUMB Morocco: May 13-16

Germany: May 14-17
Canada Ontario: Jun 18-21
Ireland: June 26-28
Montenegro: Jun 25-28
Bulgaria Mini: Jul 3-5
Colorado: July 17-19
Canada West: Aug 20-23
France: Sep 4-6

UK Haggis Bank: Sep 18-20
Aus Queensland: Sep 24-27
USA California: Sep 28-27
USA NH Carolina: Oct 8-11
Aus Perth: Oct 9-11
Germany: Oct 22-25
Aus Victoria: Oct 23-25
South Africa: Nov 12-15

> See all events

BLOCK (BOTTOM)

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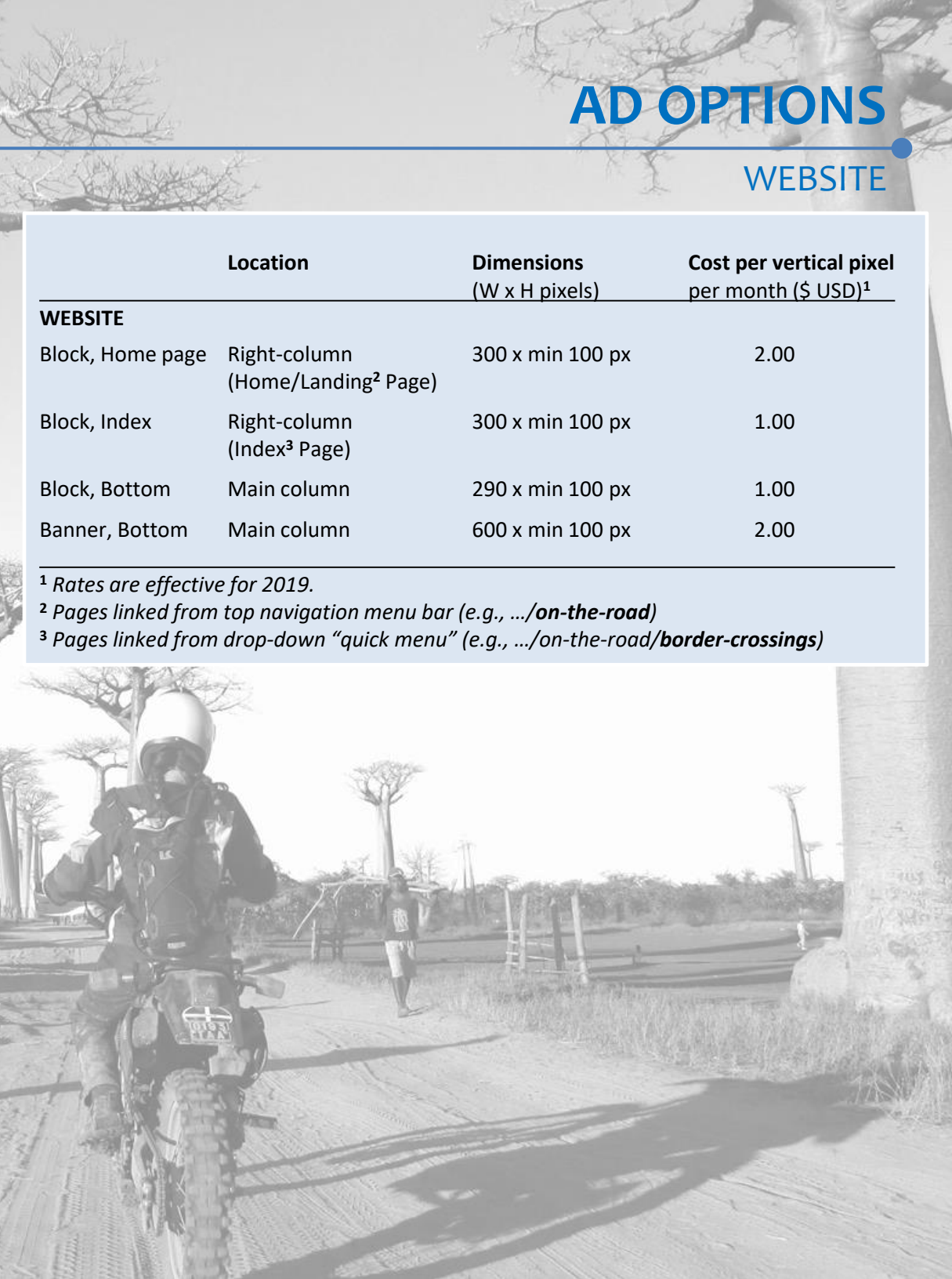
BANNER (BOTTOM)

AD OPTIONS

WEBSITE

	Location	Dimensions (W x H pixels)	Cost per vertical pixel per month (\$ USD) ¹
WEBSITE			
Block, Home page	Right-column (Home/Landing ² Page)	300 x min 100 px	2.00
Block, Index	Right-column (Index ³ Page)	300 x min 100 px	1.00
Block, Bottom	Main column	290 x min 100 px	1.00
Banner, Bottom	Main column	600 x min 100 px	2.00

¹ Rates are effective for 2019.
² Pages linked from top navigation menu bar (e.g., .../on-the-road)
³ Pages linked from drop-down "quick menu" (e.g., .../on-the-road/border-crossings)



Horizons Unlimited - The HUBB

Register FAQ Calendar Today's Posts

User Name Remember Me?
 Password Log in

BANNER TOP (HUBB / FORUM SPONSOR)

Planning, Trip

- Travellers' Advisories, Safety and Security on the Road** (30 Viewing)
Recent News, political or military events, which may affect trip plans or routes. Personal and vehicle security, tips and questions.
- Travellers Seeking Travellers** (46 Viewing)
Meet up with other travellers on the road, or find someone to travel with to the ends of the earth!
- Tours** (2 Viewing)
Take a tour to get your feet wet, or when you just don't have the time to plan and organize it and ship the bike etc. NOTE: This forum is NOT for free advertising, but it IS for discussions by travellers on tours they have taken, or are interested in taking.
- Route Planning** (107 Viewing)
Where to go, when, what are the interesting places to see
- Trip Transport** (63 Viewing)
Shipping the vehicle and yourself.

**SPONSOR
ICON**

**BLOCK
(RIGHT-COLUMN)**

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Are you an Overland Adventure

AD OPTIONS

HUBB FORUM

	Location	Dimensions (W x H pixels)	Cost per vertical pixel per month (\$ USD) ¹
HUBB FORUM			
HUBB Banner Top	All forum pages (HUBB-wide) (below Users' navigation bar)	900 x 60 px min	10.00
HUBB Banner Bottom	All forum pages (HUBB-wide)	900 x 150 px	2.00
HUBB Post Insert	All forums pages (HUBB-wide) (after the first post)	900 x min 100 px (max 300 px)	1.00
HUBB Block	Right-column (HUBB-wide)	240 x min 100 px	1.00 for mid-column, more or less for other heights
Individual forums:			
FORUM Banner Bottom	Forum-specific page(s)	900 x 300 px	varies per forum
FORUM-Block	Right-column (Forum-specific)	240 x min 100 px	varies per forum
FORUM SPONSOR PACKAGE (Banner Top + Sponsor Icon in a particular forum):			
Banner Top	Forum-specific page(s)	max 900 x 60 or approx. 450 x 120 px (total max 54,000 sq. px)	varies per forum based on traffic – ASK!
Forum Icon ²	HUBB main page	125 x 48 px	included

¹ Rates are effective for 2019.

² Sponsor Icon is displayed on the HUBB main page beside the sponsored forum.



COORDINATES

CONNECT WITH US

Email	grant@horizonsunlimited.com
Website	horizonsunlimited.com
HUBB Forum	horizonsunlimited.com/hubb
Facebook	facebook.com/overlandadventuretravel
Facebook (Group)	facebook.com/groups/thehubb
Twitter	@HorizonsUnlimit
YouTube	youtube.com/user/MotorcycleTravel
Instagram	instagram.com/horizonsunlimited_com

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** Use the North America address for your correspondence to reach us sooner.*

