

CraveOnline Bets on Manly Men with LiveOutdoors Revamp

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Top men's lifestyle publisher CraveOnline has unveiled a revamped version of its manliest of male verticals, LiveOutdoors.com, targeting adventuresome 25 to 34-year-olds who like hunting, fishing, camping and shooting the rapids.

While the more sensitive sectors of society might view these types as macho, Bambi-killing primordials, they have a strong appeal to advertisers.

"It's definitely an affluent guy, with a high level of engagement," said Geoff Schiller, chief revenue officer of CraveOnline's parent company EvolveMedia, of LiveOutdoors' audience. And, he points out, while "it's a heavy male skew, we do reach females, too."

LiveOutdoors' roster of corporate sponsors currently includes big names RAM, Carhartt, BFGoodrich, Texas Tourism, Energizer, John Deere and REI, and it hopes to attract more with a refreshed slate that includes recurring features "Adventure Tripping," "Get Out Alive," "Pushing Limits" and "Mother Earth" and ongoing series such as "The Enlightened Outdoorsman."

According to Schiller, what makes the revamped LiveOutdoors appealing to users and advertisers alike is its journalistic, experiential content, which stands in contrast to the prescriptive, how-to approach of competitors in the vertical like the Carbon Media Group.

To that end, LiveOutdoors has added new managing editor David Rosenfeld, whose prior journalistic endeavors have included salmon fishing in Alaska, exploring a silver mine in Bolivia and investigating an off-the-grid community in the Arizona desert. He is joined by another new hire, outdoorsman and survival expert Rich Wright, an avid wildlife photographer who spent nine years on the Tahoe Nordic Search and Rescue team and has been teaching earth/survival skills to children and adults for the last five years.

LiveOutdoors will also roll out special sections in 2016 including the SHOT Show Conference in January, a Spring Fishing Guide in April, a Summer Camping Guide in June, the Outdoor Retailer Show in August and a Fall Hunting Guide in October.

“We want to provide a real compelling experience across both editorial and video that’s lifestyle-driven,” Schiller said.

LiveOutdoors will be relying on its in-house content studio to produce its video content, whether it’s a green screen shot on a soundstage or a piece of on-location action.

“We’ve gotten a lot of accolades for being on par with what you’d see on cable,” Schiller said. And, as LiveOutdoors moves forward with new productions, “we don’t want to sacrifice quality for sake of scale.”