

PARTNERS' BRIEF - 2017



4XOVERLAND



THE STORIES WE TELL

There is nothing quite like a great story repeated around the camp fire. People and machines, natural beauty in diverse locations and untouched places: we find things that stir the heart and inspire men to great things.

WHO WE ARE

4xOverland is a global gathering of inspired men, women and families who love the thrill of overland exploration in their own vehicles. Established in 1996, using video as our foremost medium, we inspire our followers to get out and explore the world.

Our videos have been broadcast on major TV networks in five countries. And on YouTube, ours is one of the most popular 4x4 channels in the world, with growth in 2016 @ ±90% pa.

Its founder, Andrew St Pierre White, is a household name with 4x4 enthusiasts across the globe.

YOUR STUFF

4xOverland's product reviews are hard to match when it comes to viewer's trust. We specialize in reviewing 4x4 vehicles, outdoor camping and expedition gear, and all that go with them. As a result of not accepting paid advertorial, the value on our content is widely respected as authentic and genuine.

We work with sponsors all over the world to share their products with buyers and users. We maintain a distance from product brands and our reviews are practical and honest. Testimonials confirm significant growth in sales for our sponsors.

OUR AUDIENCE

We inspire ordinary folk to get out and explore our fascinating planet. Our focus is not extreme off-road or competitive events, but what any motorists can do with unmodified, or partly modified four-wheel drive vehicles. While occasionally we do go to extremes, far beyond what most vehicle owners would dream about, what we do can be done by ordinary people, in their own 4x4s. Our job is to inform and inspire a spirit of adventure.

- ± 94% Male
- ± 30% USA
- ± 18% Australia
- ± 7% UK
- ± 5% Canada
- ± 4% South Africa
- ± 36% Rest of the world

THE PLACES WE VISIT

Our goal is to seek out remote, untouched and spectacular beauty wherever in the world it can be found. We've filmed in 15 countries on five continents.

Africa, North America and Australia are regulars. South America, Russia and Iceland are planned.



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WHAT IS 4XOVERLAND

- ONE OF THE MOST VIEWED GLOBAL ADVENTURE MOTORING **YouTube** CHANNELS IN THE WORLD
- 8 TV SEASONS, 15+ MILLION VIEWS
- MORE THAN 120 TV EPISODES
- OVER 600 000 VIEWS EVERY MONTH
- 75 000+ YT SUBSCRIBERS. GROWTH +90% pa





4XOVERLAND.COM

4WD EXPEDITION INSPIRATION

THE WORLD'S
FAVORITE
GLOBAL
OVERLAND 4X4
EXPEDITION
CHANNEL
EST 1996

**WE STARTED THIS JOURNEY
MORE THAN 25 YEARS AGO.
OUR PARTNERS ENABLE US,
TRAVEL WITH US,
AND HELP US FIND
THE ROADS LESS TRAVELED.
JOIN US.**



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