Atlas of Plant Based

MEDIA KIT · 2026



JEFFREY "ATLAS" COMBS · ATLASOFPLANTBASED.COM

Mexico to Canada on foot, every mile on the record.

The trail, the gear and the food, from my own receipts, GPS and photos.

CLIMBING PINCHOT PASS, HIGH SIERRA, DAY 50 · HYPERLITE WINDRIDER, GARMIN INREACH ON THE STRAP

2,650 mi
PACIFIC CREST TRAIL, 2021

129 days
CAMPO TO CANADA

6,900 mi
CYCLING, STRAVA SINCE 2012

3,550 mi
HIKING ON STRAVA

Who I am

I'm Jeffrey Combs, trail name Atlas. I thru-hiked the PCT in 2021, Mexico to Canada in 129 days, and every mile I've walked or ridden since 2012 is on my Garmin and Strava. I've eaten plant based since 2017, so the site also covers what a plant-based hiker can find in each trail town.

The site is the record of that hike, built so the next class of hikers can plan from real numbers: what each town sells, what I carried, and what it cost.

What's on the site

- 26 leg-by-leg PCT pages with route maps
- A town-by-town vegan resupply guide
- Town food guides, Julian to Lake Tahoe
- Mail drops and protein-per-ounce guides
- A gear list checked against my receipts

Plant-based travel guides are coming next, from places I've lived and traveled.

The Desert
Campo to Kennedy Meadows



The High Sierra
Whitney to Tahoe



Northern California
Tahoe to Ashland



Oregon
Ashland to the Bridge



Washington
the Bridge to Canada



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THE GEAR I ACTUALLY CARRIED

My own photos, real miles

Every shot here is mine, from the 2021 hike. Brands get gear shown in use on the trail, by someone who carried it, with the receipt behind it.

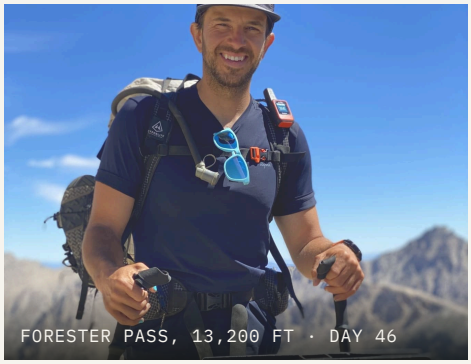

HYPERLITE WINDRIDER 40 · LE CONTE CANYON


MONTBELL VERSALITE · HAILSTORM, DAY 65


SEA TO SUMMIT BAG · WHITNEY SUMMIT


BIG AGNES COPPER SPUR · DESERT RIDGE


MSR POCKETROCKET · CAMP, DAY 84


FORESTER PASS, 13,200 FT · DAY 46


SEA TO SUMMIT TREK TKII · AEROS PILLOW

How I work with brands

I link only gear and food I've used. Every affiliate link is labeled and marked as sponsored, and the site has a disclosure page. I'm open to testing gear and trail food: I carry it on real miles, photograph it myself, and say plainly what worked and what didn't. Gifted products are always disclosed.

Where it goes

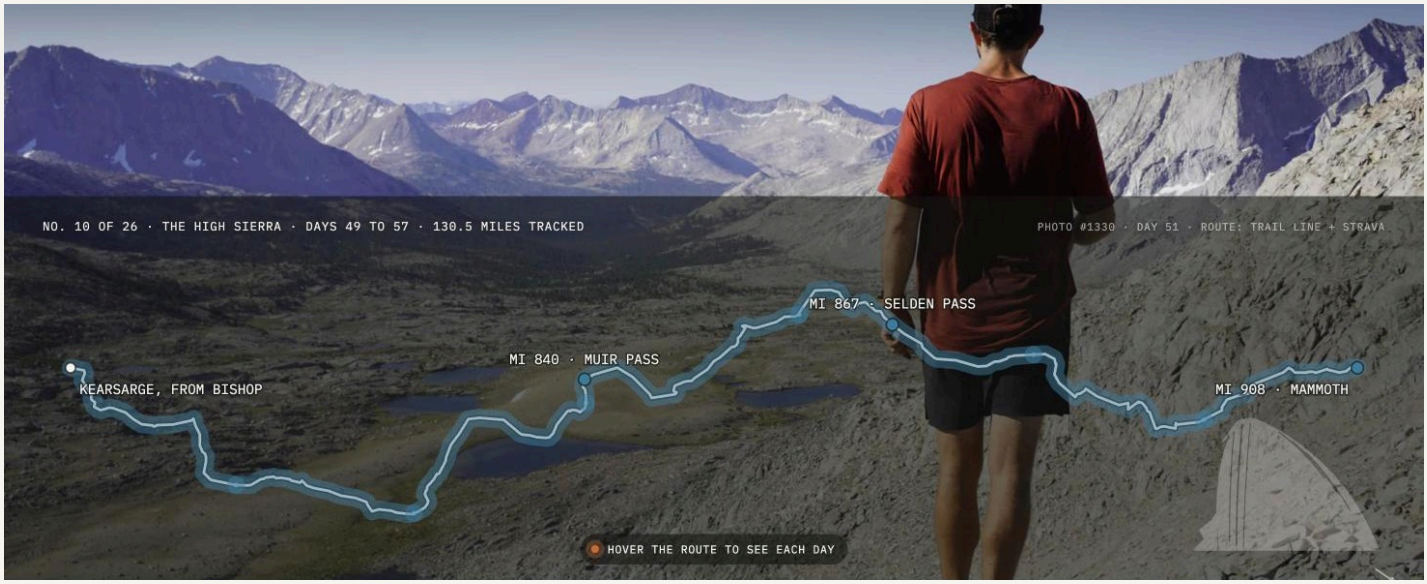
Gear list and review pages on atlasofplantbased.com, plus Instagram, YouTube and Pinterest at @atlasofplantbased. Readers are PCT and long-distance hikers planning resupply and gear, and plant-based backpackers.

Gear I've carried: Hyperlite, Big Agnes, Sea to Summit, Exped, MSR, Katadyn, Hoka, Injinji, Montbell, Smartwool, Garmin.

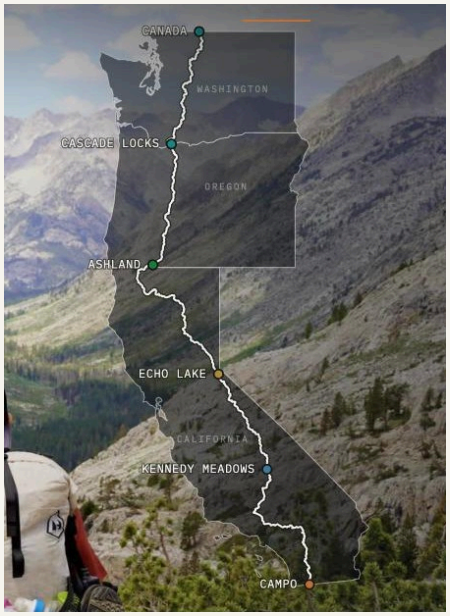
MAPS FROM MY GARMIN

Every mile, mapped from the watch

My Garmin Fenix 5 recorded all 129 days to Strava, and that track is what draws the maps on the site. Each of the 26 leg pages opens on its route over one of my photos, with the passes and towns marked, and readers can hover the line to see each day's miles.



LEG 10, BISHOP TO MAMMOTH VIA MUIR PASS · 130.5 MILES TRACKED OVER 9 DAYS



THE WHOLE TRAIL, CAMPO TO CANADA · TAP A SECTION OR A TOWN

Why it matters to a brand

The numbers on the site come from the watch and the receipts, so a reader can check them. A product shown on a leg page sits next to the real miles, days and passes it was carried over.

The same Garmin and Strava record covers about 6,900 miles of cycling and 3,550 miles of hiking since 2012, so new trips get the same treatment: tracked, mapped and written up with my own photos.

Also on the site

A water atlas built from 56,265 hiker water reports on the desert section, counted by waypoint and season to show where water fails.