

THE ACTIVE EXPLORER

MEDIA KIT



The Active Explorer focuses on outdoor adventure travel and food throughout the United States and internationally. Though not specifically targeted at women, The Active Explorer includes a women's perspective in many articles, hence the site enjoys an above average female readership.

If you seek to reach travelers who hike, ski, paddle, backpack, and engage in other adventure sports during their trip, we offer the perfect medium.

Our reach extends beyond the blog with strong social media engagement on Twitter, Instagram and other outlets.

*Adding mountain biking and rock climbing coverage in summer 2013.

What are The Active Explorer's readers interested in?

- Outdoor Adventure Sports
- Adventure Travel Destinations
- Gear and Product Reviews
- Fitness
- Food/Dining

Demographics & Stats

- Our average readers are college-educated females, aged 35-44, with no children, and living in the United States.
- Approximately 3,650 page views per month.
- 8,500 Twitter followers
@Active_Explorer
- 780 Instagram followers
@Active_Explorer

Partnership Options

- Sidebar and Banner Display Ads
- Gear, Service, or Destination Reviews
- Other Custom Arrangements

Contact

- To further discuss how we can help you reach more buyers, [contact us](#) today!
- Erika Wiggins – Editor
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