



MEDIA KIT

2017

California Hiking & International Travel

ABOUT TRAIL TO PEAK:

Trail to Peak is a trusted resource for hiking guides, international travel guides, and thorough gear reviews. Trail to Peak brings content to life on the web through breathtaking photography and captivating video.

Trail to Peak launched in 2014 with a goal to inspire readers to get outside and enjoy the great outdoors. Founder, Drew Robinson, has visited 20 countries, walked Camino de Santiago, hiked the John Muir Trail, trekked through the Andes of Peru, and can be found in his hometown Southern California mountains every weekend.

MONTHLY METRICS

29k Visitors

50k Views

00:01:45 average session

Trail to Peak averages 29k monthly visitors and 50k monthly page views. The average visitor spends 1 minute and 45 seconds during their visit.

ABOUT MY READERS



Trail to Peak's readers are 68% male and 32% female. 61% of our viewers are in the coveted 18-44 year old demographic. 65% of our readership is from the United States. We also have a large global presence with readers in the UK, Canada, Australia, France, Spain, and Germany.

SOCIAL MEDIA REACH



1.5k 17.9k 2.9k 1.5k 7k

FOUNDER, DREW ROBINSON



Trail to Peak's founder, Drew Robinson, shares his knowledge of hiking, backpacking, travel, and gear review gained from years spent exploring domestically and abroad.

FEATURED IN



Trail to Peak's has had photographs featured in magazines like GQ. Companies like Expedia and Cotopaxi have commissioned Trail to Peak to create tailored content. Trail to Peak's guides and gear reviews have been featured around the web on sites like WordPress Discover, Catalina Island, Come to Peru, Backcountry, and more!

PARTNERSHIP OPPORTUNITIES

Trail to Peak can get your products in front of a targeted audience with gear and products reviews. Trail to Peak can also be your brand ambassador. I have now visited 20 countries and spend as much time as possible exploring my home state of California. Trail to Peak can bring attention to your locations with sponsored press trips. Have a project in mind? Email me for information on projects today.



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PARTNERSHIP OPPORTUNITIES

Gear & Products Reviews

Writing reviews and testing outdoor gear is one of my favorite parts of being a blogger. Let me help get the word out on your great new products.

Brand Ambassador

I'm looking to create lasting partnerships with like-minded companies that provide goods and services to the adventure travel community.

Press Trips

I can visit your travel destination and provide a quality write up with eye-catching photos and video to build awareness in the travel community.

Exclusive Content

Let me know if you have a customized project in mind. I can work with you to provide targeted, audience-engaging original content..



GET IN TOUCH

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