



# Media Kit

[advertising@outdoorinformer.com](mailto:advertising@outdoorinformer.com)

## **About OutdoorInformer.com:**

OutdoorInformer.com delivers reviews on outdoor gear and reports the latest news on outdoor products.

## **Ad Campaigns:**

OutdoorInformer.com offers competitively priced choices for advertisers. We offer high performing and low cost advertising alternatives compared to traditional options such as Google AdWords, Yahoo! Marketing and Facebook Ads.

### **Banner Ads**

Two choices are available to fit your company's needs – monthly and CPM. The monthly choice secures an ad for an entire month. If you want to purchase an advertising campaign based on ad impressions, the CPM option is your choice.

### **Site Sponsorships**

Show your support of OutdoorInformer.com's mission with our custom-tailored site sponsorship programs to meet your company's needs. Site sponsorship programs can include multiple Ad Campaign choices.

### **Giveaway, Contest & Sweepstakes Promotions**

OutdoorInformer.com hosts a monthly giveaway promotion monthly. It provides extensive exposure of your company's products and services. All giveaway promotions require entrants to follow the participating company's Facebook page. A review highlighting a product in the prize package during the promotion can be arranged.

### **Product Reviews**

Outdoor product reviews are the lifeblood of OutdoorInformer.com. We have continuing partnerships with more than 200 of the industry's top brands.

Our writers/reviewers have a diverse background in outdoors and athletic activities topped by professional journalism skills and experience. Professional editorial standards are followed to ensure nonbiased product reviews.

We receive numerous inquiries every week requesting products to be reviewed. We are ultra selective about the outdoor gear and clothing we review. Read the [for Gear Companies](#) page for further information. Please inquire about the possibilities of partnering with us for a coming product review.

If your product is selected for review, a lag time between two and four months occurs before the review of your product is published.



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## **Partner Sites:**

OutdoorInformer.com has aligned itself with other highly visited and reputable outdoor industry sites. We have partnering relationships with:

[CampingGearTV.com](http://CampingGearTV.com)

[GearGuide](#)

[The Gear Caster](#)

We can custom-tailor cross-promotional campaigns for your company with our partner sites. Inquire about this option and for pricing information.

## **Geo-Targeting:**

Our Banner Ads and Site Sponsorships allow for geo-targeting your ad campaign. You can have multiple ads targeted to display for defined geographic locations.

## **Pricing:**

View of current [Ad Campaign](#) pricing.

## **Ad Campaign Performance Reporting:**

An automated report will be e-mailed to you showing the performance of your advertising campaign – impressions and click throughs. Choose to receive the report on your ad campaign either weekly or monthly.

## **Site Analytics:**

OutdoorInformer.com is quantified by Google Analytics and [Quantcast](#). To view our Google Analytics stats, please inquire and temporarily viewing access will be granted. Also, view our rankings and analytics on [Alexa](#) and [Compete](#). Each of these services quantifies site analytics differently, so you will see conflicting statistics from one to another.

OutdoorInformer.com delivers over 86K page views per month. The largest segment of site visitors is females, between 35-44 years old, holds at least an undergraduate degree and earns \$60K or more annually.

## **Social Media Reach:**



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OutdoorInformer.com has a strong presence on [Facebook](#) (3.3K+ fans) and [Twitter](#) (2K+ followers). Both audiences are engaged through consistent updates about new site content and other outdoor related information.

## ***More Info:***

Further information can be found at OutdoorInformer.com's advertising page. E-mail [advertising@outdoorinformer.com](mailto:advertising@outdoorinformer.com) with any questions.