HIKING MEDIA KIT

2021

BRINGING YOU A PASSIONATE AUDIENCE OF

hikers, walkers, trail runners, mountain bikers, bushwalkers, multi-day hikers and trekkers.

www.trailhiking.com.au

#trailhikingaust

TRAIL HIKING
AUSTRALIA

PASSIONATE ABOUT HIKING

WHY I HIKE

I have been running my own design agency for the past 24 years and spend a lot of time sitting at my desk in front of a computer. I didn't do a lot of exercise apart from a few short walks and a bit of manual labour. One day I woke up and realised that I was not as fit or skinny as I used to be and running around after my two young boys would leave me feeling exhausted. I had just passed the 40-year mark too and felt like if I didn't make a change now then the second half of my life would really be tough.

I have always enjoyed the outdoors, walking, camping, fishing but had never truly hiked. In Christmas 2012 we were holidaying at the Grampians with friends when I decided I'd had enough of sitting around the campsite so I headed to the Pinnacle for a short hike. It was so tiring and felt like it took me hours to finally reach the summit. But I loved it. It hurt but it felt good. So the next day I work up at 5:30am, grabbed my pack and breakfast and headed up there again to watch the sun rise. I did that every day for an entire week before we returned home.

I was fortunate to be living on the edge of the Lerderderg State Park in Victoria's west so when we returned home I purchased a topographical map of the area and started hiking. I hiked every weekend, sometimes on both days and after approximately four months I was astonished that I had lost 14kg.

I hiked for fitness and I hiked for mental well-being. I found that getting up early on Saturday morning and going for a hike separated my working life from my family life and I could better engage with everyone around me. That is where it started and I have never looked back.

Now hiking has become my life!

WHY I STARTED WWW.TRAILHIKING.COM.AU

I love detail, analysing and information. As soon as I started hiking I tracked and photographed every trail that I hiked. When I returned home from the hike I would write up detailed trail notes and would store all of this information on my PC for my own personal use.

In 2013 I joined a hiking group as I wanted to start to experience more remote locations that I didn't feel comfortable visiting alone. After speaking with people on hikes I was quite amazed at how little people knew of the local trails and parks close to Melbourne and beyond.

As my background is in web design I decided to set up a blog so that I could easily share trails with others. The site quickly grew and after two years of hiking I already had in excess of 150 trails that I had hiked, I had to find more.

Today my goal is to:

- Encourage everyone to care for their health through hiking
- Make it easier for the community to find quality web-based information on hiking trails
- Provide a central source of information regarding all things hiking including trail information, gear reviews, safety tips and planning advice
- Provide eBooks to help educate people about the benefits of hiking, the skills and gear required and how to head outdoors safely
- Connect adventurers with each other and encourage everyone to 'discover their next adventure!'
- Reinforce Australia as a great hiking destination

The addition of trails to the website is an ongoing process. I am well on the way, but have a reasonable way to go before all of Australia's trails are published on this site – so please be patient if your favourite trail isn't there yet. Or better still, submit your favourite trails today.

MY MISSION

www.trailhiking.com.au is a comprehensive, free-to-use online tool that provides the outdoor adventurer with detailed information on over **3,200** dedicated hiking trails throughout Australia.

Before the launch of www.trailhiking.com.au, hikers had difficulty finding detailed web-based trail information. Most existing information was either published or blog based, listed only a handful of the most popular trails, and provided limited current information regarding trail descriptions, planning tips and advice.

Using my website, the outdoor adventurer, or anyone new to hiking, can easily search for trails based on location, trail grading or distance. Trip notes include trail overviews, key features, photos, maps, GPX files and elevation profiles. Additionally the site includes information relating to hike preparation, gear recommendations, field tests, safety, navigation and more.

My FREE eBook series aims to educate people heading out into the wilderness by offering information on the basics of hiking, trip planning, safety, navigation and what gear they should be using whilst on the trail.

Hosting GPX files for trails allows my audience to easily navigate to the trail head and confidently navigate the trail that lies ahead. This information benefits any day or overnight hiker; including people looking for a short stroll to a nearby lake, to the multi-day hiker looking to visit the Alpine National Park.

My mission is to encourage anyone with the spirit of adventure to enjoy the many benefits of hiking and I will achieve this by becoming the most comprehensive source for free information on hiking trails throughout Australia.

110,000 — Average Monthly Page Views
Google Analytics December 2020

59,000 — Average Monthly Site Users
Google Analytics December 2020

32,650 — EDM Subscribers
THA Website December 2020

20,275 — Social Media Following
Facebook and Insta December 2020

MY GOAL

is to encourage everyone to find their spirit of adventure and enjoy the many benefits of trail hiking in Australia

MY AUDIENCE IS YOUR CUSTOMER

AND THIS AUDIENCE IS GROWING RAPIDLY EVERY DAY

MY AUDIENCE are avid hikers, social walkers, trail runners, mountain bikers, bushwalkers, multi-day hikers and trekkers.

These are passionate people who view their engagement with the outdoors as a holistic lifestyle choice, more so than a basic form of recreation. They all seek a deeper connection attained through hitting the trail, to the environment, to their community and to their own bodies and minds.

This community is hungry for trail based information and for products that will support them in their outdoor adventures. They interact and share ideas, stories and knowledge and make firm and informed decisions when preparing to hit the trail.

Trail Hiking's community is rapidly growing throughout Australia and has a growing reach and connections across the globe.

My audience is currently weighted between females (61.2%) and males (38.8%) aged mainly between 18 and 54. Core audience is 25-44yo (62.5%) with a 15.6% membership in 45-54yo, 5.2% in 18-24yo and a 2.5% readership stretching into 55-64yo.

Online engagement at www.trailhiking.com.au is growing rapidly with the past 12 months attracting in excess of **702,609** users from across Australia. This has resulted in an average of **59,000** users per month with some months topping **110,000**. Analytics over the past 12 months show an average **3,790** page views per day.

Facebook **13,980+** followers

Instagram **6,290+** followers

Twitter **614+** followers

Monthly EDM **32,000+** members

Hiking Groups **6,000+** members across three dedicated hiking groups that I founded and manage in WA, SA and VIC

All figures current as of December 2020

WEBSITE
ADVERTISING
OPPORTUNITIES

BILLBOARD

LARGE RECTANGLE | **LARGE RECTANGLE** | **MEDIUM RECTANGLE** / **SMALL RECTANGLE**
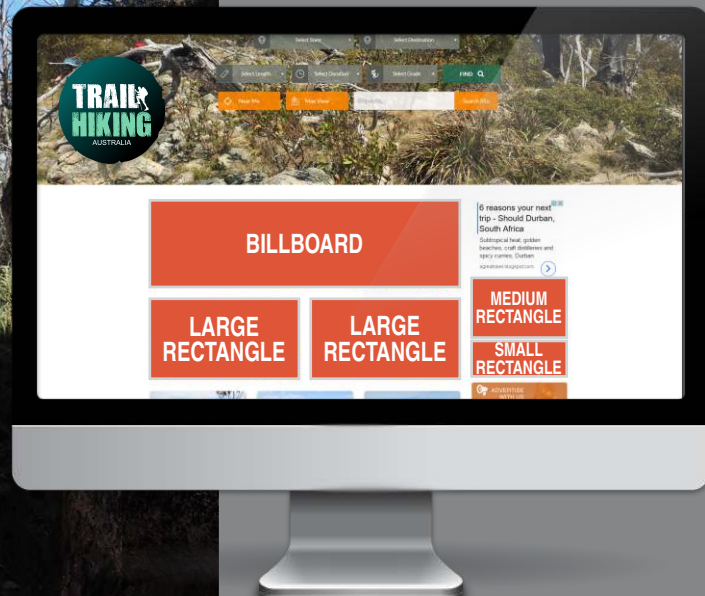
Slider ads are perfect for brand and product exposure, product launches, promotions and special offers. Use multiple sliders for greater impact.

▼ Home Page

BILLBOARD - EXCLUSIVE

Exclusive advertising space in key location on home page of site, with tracked link through to advertiser's URL. This section is an exclusive space and will contain only one (1) banner advertisement for the duration of the campaign.

1200 x 350px (wxh)
600x400px version also required for mobile devices

Rate   **$600** per month

BILLBOARD - SHARED

Shared advertising space in key location on home page of site, with tracked link through to advertiser's URL. This section is a shared space and can contain up to five (5) advertisements from different vendors.

1200 x 350px (wxh)
600x400px version also required for mobile devices

Rate   **$450** per month

LARGE RECTANGLE

Advertising space in key location on home page and side-panel of internal site pages containing link through to advertiser's URL. This section is a shared space and can contain up to three (3) advertisements from different vendors.

800 x 412px (wxh)

Rate   **$350** per month

▼ Content Pages

MEDIUM RECTANGLE

Advertising space in key location on side-panel of internal site pages, with tracked link through to advertiser's URL. This section is a shared space which appears on every page of the site and can contain up to three (3) slider advertisements from different vendors.

600 x 400px (wxh)

Rate   **$250** per month

SMALL RECTANGLE

Advertising space in key location on side-panel of internal site pages, with tracked link through to advertiser's URL. This section is a shared space which appears on every page of the site and can contain up to three (3) advertisements from different vendors.

600 x 250px (wxh)

Rate   **$175** per month

46,400 Average Monthly Unique Users
*Google Analytics February 2019*

70,125 Peak Monthly Unique Users
Google Analytics February 2019

FIELD TESTING

I would love to field test and review your gear and to recommend it to my audience. As a field-tester, the reviews I provide are based on my own experiences and represent an unbiased account of the gear I use and trust.

All reviews will be posted with brand acknowledgement.

**Check out my latest reviews at** www.trailhiking.com.au/hiking-gear/field-tests-and-gear-reviews/
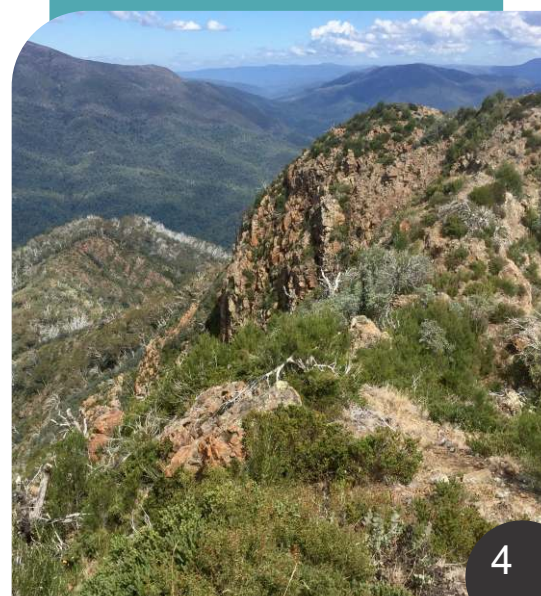
The Trail Hiking Australia monthly EDM is presented in an easy-to-read format and includes information, tips, stories and advice that will keep our audience engaged and will drive them to the Trail Hiking Australia website

32,650 EDM Subscribers
THA Website December 2020

EDM
ADVERTISING
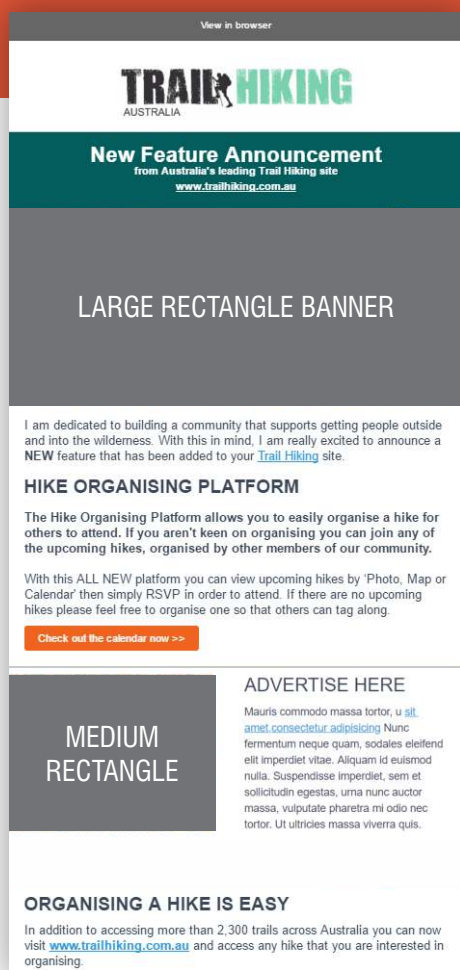
LARGE RECTANGLE BANNER

Exclusive advertising space in key location within EDM with tracked link through to advertiser's URL. This section is an exclusive space and will contain only one (1) banner advertisement per EDM.

900 x 400px (wxh)

Rate   **$600** per EDM

MEDIUM RECTANGLE

Advertising space alongside EDM copy (maximum 50 words) within EDM with tracked link through to advertiser's URL. Each EDM will contain a maximum of three (3) advertisements.

600 x 400px (wxh)

Rate   **$350** per EDM

www.trailhiking.com.au

eBook
AD SPECS

How to supply
your artwork

Artwork Size and Rate

A4   **Full Page**   **$1,495**

Trim Size: 210x297mm

Bleed Size: 220x302mm

A5   **Half Page**   **$900**

Trim Size: 210x148mm

Bleed Size: 220x158mm

A6   **Quarter Page**   **$500**

Trim Size: 105x148mm

Bleed Size: 115x158mm

A7   **Eighth Page**   **$350**

Trim Size: 105x74mm

Bleed Size: 115x84mm

Rates are for a 6 month period and are priced per guide. Please contact me if you wish to advertise in multiple guides.

TEXT CLEAR AREA
Please keep all text, logos and crucial graphics 5mm from border of trim area on all sides of artwork.

BLEED AND TRIM
Artwork should include a 5mm bleed with text to be at least 5mm from the border. These eBooks are currently digital publications only but bleed should be included in case I elect to print them one day.

FONTS
All fonts converted to outlines. Embedded fonts may not work and may result in font incompatibility.

ACCEPTED FORMATS

All images CMYK, 100% at 300dpi

PDF - High Res CMYK

TIFF - 300dpi CMYK

JPG (JPEG) - 300dpi CMYK
(Compression rate will effect print quality)

PARTNERING WITH ME
offers more than advertising. It opens opportunities for engagement with highly motivated and niche communities.

Speak with me about the following opportunities:

- Social media coverage and engagement
- Direct engagement with my website audience
- Direct engagement with my hiking group audience
- Direct engagement through my eBooks
- Field tests and gear reviews
- Competitions

DESIGN SERVICE
As a graphic designer, I am happy to provide you with creative advice and to design your art for you. Please let me know if you require assistance.

Where artwork is supplied electronically by you, I will not accept responsibility for errors or omissions or for the quality of reproduction. Proofs will be provided before circulating the eBooks to the public.
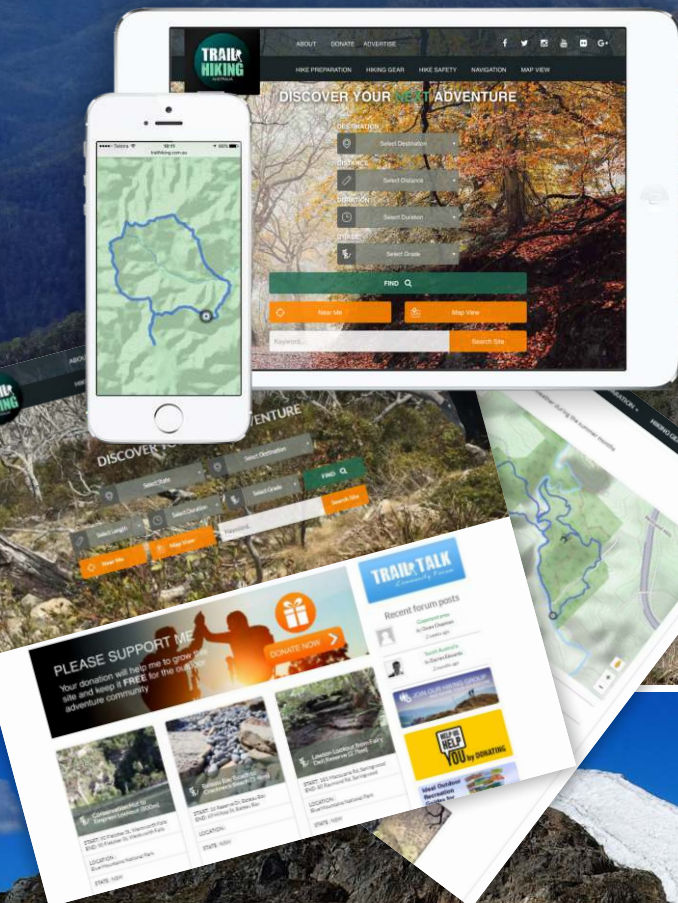
A4	A5	
	A6	A7

discover your next adventure

TRAILS, TIPS, PLANNING, GEAR, SAFETY, NAVIGATION, GPX FILES

www.trailhiking.com.au

TRAILHIKING™
AUSTRALIA

DESKTOP AND MOBILE

OVER
3,200
TRAILS

AUSTRALIA WIDE

My boys on the summit of Mount Feathertop