

# THE ACTIVE EXPLORER

## MEDIA KIT



The Active Explorer focuses on 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, backpack and engage in other adventure sports during their trip, we offer the perfect advertising medium.

*What are The Active Explorer's readers interested in?*

- Hiking/backpacking
- Adventure Sports
- Adventure Travel Destinations
- Gear and Product Reviews
- Book Reviews

*Demographics & Stats*

- Our average readers are college-educated females, aged 35-44, with no children, and living in the United States.
- Approximately 1600 unique visitors per month view an average of 1.5 pages per visit.
- Alexa Rank: 525,753
- Over 6,000 Twitter followers

*Advertising Options*

- Sidebar and Banner Display Ads
- Gear and Product Reviews (Opinions shared will always be honest.)
- Sponsored Links

*Contact*

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