

Media Kit

# CAMPING FOR WOMEN

A GLOBAL OUTDOOR RESOURCE

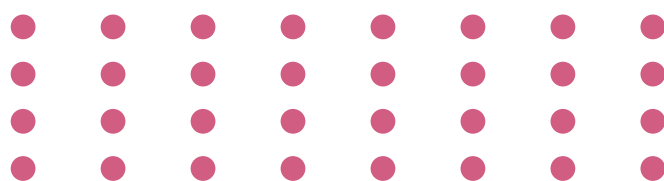


2025

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\*ALL RATES ARE IN USD





# ABOUT THE BLOG

Camping for Women is a comprehensive online resource, created by women, dedicated to empowering and inspiring women to explore the great outdoors. Camping for Women serves as a global hub for outdoors-women, providing them with valuable insights, practical tips, and expert guidance to enhance their camping experiences.

From seasoned adventurers to novice campers, Camping for Women caters to a diverse, world-wide audience, offering a wealth of knowledge on topics such as gear selection, trip planning, survival skills, and outdoor safety. Camping for Women features meticulously crafted articles, engaging personal stories, and stunning visual content that showcase the beauty and challenges of camping in various environments around the world.

Through its informative articles, engaging content, and vibrant community, Camping for Women is an invaluable resource for women seeking to connect with nature, build self-confidence, and embark on unforgettable adventures in the great outdoors.



# ABOUT THE FOUNDER

Nicole Anderson grew up in a rural town surrounded by nature and country. She first got her taste of international exploring when she accepted a senior school exchange program in Japan where she immersed herself in the local culture and learned to speak, read and write fluent Japanese.

Since graduating, Nicole spent time living abroad in Cambodia as well as travelling extensively to Canada, USA, Europe and within Asia and Africa, always being drawn by the changing natural beauty that exists across the world.

Early in 2000's Nicole contracted breast cancer and had to undergo significant medication including chemotherapy. Since the successful course of treatment, she became a member of Dragons Abreast, a worldwide sisterhood of breast cancer survivors that compete internationally in Dragon Boat Races held in different parts of the globe. Nicole Anderson has competed nationally and internationally in this sport that also raises awareness of breast cancer.

Professionally, Nicole has spent much of her time in the Tourism, Retail and Telecommunications sectors and since meeting her husband-to-be has travelled further across Oceania, South America and Scandinavia. After founding Camping for Women in May 2015, she has worked hard to build an ever-growing resource for women around the world who wish to enjoy the great outdoors as much as their male counterparts.



# GLOBAL AUDIENCE



## Outdoors Women

Adventurous Mothers

Independent Students

International Travellers

35

MEDIAN AGE

\$115,717

MEDIAN HOUSEHOLD INCOME

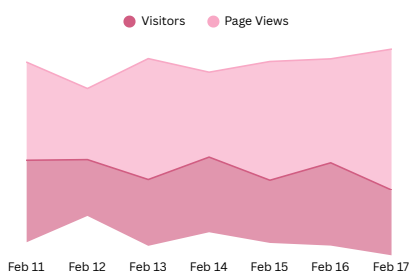
87%

FEMALE

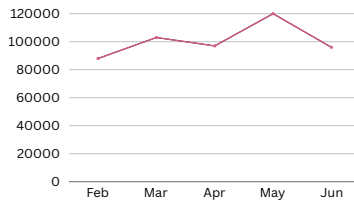


# PERFORMANCE METRICS

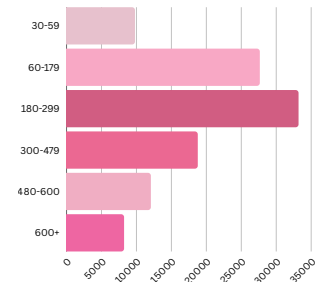
2+  
PAGE VIEWS  
PER VISIT



100K  
UNIQUE  
MONTHLY VISITORS



3-5  
MINUTE  
PAGE VIEWS



2.5%  
MOBILE CTR

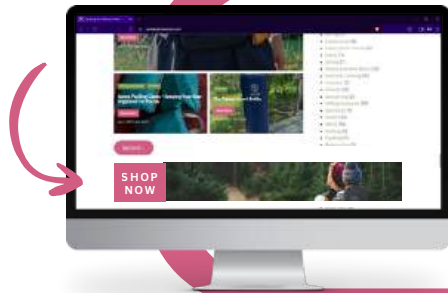
1.5%  
AVERAGE  
CONVERSION  
RATE

1.8%  
DESKTOP CTR



# ADVERTISING OPPORTUNITIES

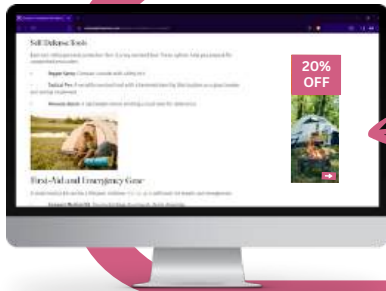
## BANNER



Achieve a 95% viewable impression rate with a premium ad on our high-traffic home page, generating up to 100K monthly impressions

**Available on**  
Home Page  
Blog Page

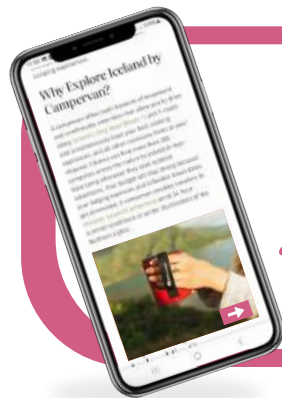
## STICKY SIDEBAR



Boost engagement with a sticky sidebar ad offering 90%+ on-page visibility, delivering 80K+ monthly opportunities to a targeted audience of outdoor women

**Available on**  
Blog Page  
Blog Post

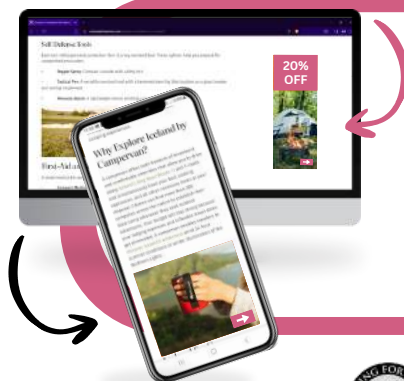
## MOBILE & NATIVE



Leverage a 70% mobile traffic share with optimized ads, reaching 70K+ monthly unique outdoor women on the go

**Available on**  
Home Page  
Blog Page  
Blog Post

## B.O.G.O



Maximize reach 100% with optimized ads on both desktop and mobile, a package deal to enhance your ROI by targeting outdoor women on all devices



# AD FORMATS & PRICING

*Sticky  
Sidebar  
Slideshow*

SIZE: 160 X 600

CPM: \$5.50

STARTING AT \$1,100\*

*Mobile*

SIZE: 300 X 250

CPM: \$4.00

STARTING AT \$800\*

*Native*

SIZE: 300 X 250 \*VARIES

CPM: \$4.50

STARTING AT \$900\*

*Banner*

SIZE: 728 X 90 CPM: \$2.50

STARTING AT \$500\*



# PACKAGES

## GEAR REVIEWS

Send your product and our expert gear testers will craft a compelling, information-rich article that resonates with readers and inspires them to explore the outdoors with your products in hand. High quality photography for product photos is an option. [Read our reviews >](#)



## SPONSORED POSTS \$180

Highlight a particular outdoor brand, feature a travel destination, or even review adventure tour packages to deliver unparalleled exposure to our global audience. [More information here >](#)



## CONTESTS & GIVE-AWAYS

Have your product reach the hands of thousands of outdoors people by becoming our give-away or contest prize. You can offer samples or reader discounts for something that our readers would really enjoy and tell people about.



# CONTACT

Please contact Kristen or Nicole for advertising, sponsorship, or partnership opportunities. Ask for our AIOF.

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