



## So what is CampTheSummit.com?

Established in 2009, CampTheSummit is a grassroots action sports blog born out of a passion for the outdoors. This passion has helped spur growth of this blog. For the month of April 2011, CampTheSummit saw 1,072 unique visitors with 4,045 page views. These numbers have been growing steadily. Recently we created an outdoor industry podcast called Just Another Outdoors Show. This podcast covers various topics related to action sports and the outdoor industry as a whole. The podcast is available on both campthesummit.com and iTunes. Using both campthesummit.com and the Just Another Outdoors Show podcast we believe we can help you reach an audience well suited to what your brand offers.

## Work With us!

### Advertise

We offer affordable web advertisements on CampTheSummit and our affiliated sites. In addition to web-based ads, we also offer:

- Video Pre-roll ads
- Ad spots on the Just Another Outdoors Show podcast.
- Featured and Paid posts promoting your product or service.

### Gear Reviews / Giveaways

Looking to get more eyes on your product? CampTheSummit.com reaches thousands of readers with a specific interest in the outdoor and action sports markets. CampTheSummit can put your product through rigorous "real world" tests to provide readers with an honest review of your product. We also offer the opportunity to promote your product with giveaways. Giveaways help build customer loyalty early on and chances are the satisfied recipient of a product giveaway will recommend your product to friends.

### Content Distribution

We can distribute your branded outdoor related content through CampTheSummit and affiliated sites. Becoming a part of the CampTheSummit community will enable greater exposure of your content and will benefit from our extensive social media campaigns.

For pricing or more info please contact [patrick@campthesummit.com](mailto:patrick@campthesummit.com)

## Brand Development Opportunities

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Let us help you realize your vision. Using our experience building such brands as CampTheSummit and Just Another Outdoors Show we can work with you create an image that represents your brand in the right way. Here are just a few of the ways we can help you:

- Web Presence
- Media Kit creation
- Social Media Strategy
- Ad Design
- Content writing
- Multimedia creation

## CTS by the numbers

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### Metrics:

Unique Visitors (per month): 1,072 (April 2011)  
Page Views (per month): 4,045 (April 2011)  
Average Time on Site: 01:36 (April 2011)  
Alexa Ranking: 432,492 (US) 1,510,557 (World)  
Technorati Ranking: 68,789

### Demographics:

Age: 18 – 35  
Gender: Primarily Male  
Income: \$25,000 to \$75,000  
Marital Status: Primarily Unmarried  
Children: No  
Educational Background: Primarily college educated

## Our Partners:

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## Contact

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