

# NORTHEAST **EXPLORER**

**MEDIA KIT 2026**





# Our Story

At Northeast Explorer, we live and breathe outdoor adventure in the Northeast.

Built on a deep pride for our region and a passion for exploration, Northeast Explorer has grown into a premier destination for discovering the best outdoor travel and adventure experiences across the Northeast. From the rugged mountains of New Hampshire and Vermont to the coastlines of Maine and Cape Cod, to the forests, rivers, and trails of New York and Pennsylvania—we celebrate everything that makes this region extraordinary.

Our content is rooted in storytelling and discovery. We highlight the people, places, and experiences that define the Northeast outdoors—covering hiking, camping, kayaking, skiing, snowboarding, climbing, mountain biking, snowshoeing, surfing, and more.



# Our Audience & Brand

Northeast Explorer reaches a highly engaged audience of outdoor enthusiasts across the Northeast, including New England, New York, Pennsylvania, and New Jersey.

Our readers are:

- Active, experience-driven individuals
- Passionate about outdoor recreation and travel
- Constantly seeking new adventures, destinations, and gear
- Supportive of local and regional businesses

They aren't just browsing—they're planning trips, booking experiences, and discovering brands that align with their lifestyle.

Northeast Explorer has built a trusted voice in the outdoor space by delivering authentic, high-quality content that inspires action. Our audience turns to us not just for ideas—but for guidance on where to go and what to do next.



# An Emerging Outdoor Leader

## Rapid Growth + Specialized Regional Outdoor Audience

- **30,000+ highly targeted outdoor enthusiasts visit our site every month**
- **Growing Fast: We experience consistent month-over-month growth**
- **Over 2 million monthly content views on social media**
- **20,000+ followers on social media**
- **150+% year-over-year growth across social media platforms**

Our audience is actively planning hikes, trips, and gear purchases—making it a strong fit for brands looking to drive real engagement.



# Why Partner With Us

Partnering with Northeast Explorer means aligning your brand with a trusted authority in Northeast outdoor adventure.

We don't just offer ad space—we offer meaningful exposure to a targeted audience that is actively seeking the kinds of products, services, and experiences you provide.

With Northeast Explorer, you gain:

- Direct access to a niche, highly relevant audience
- Association with a credible, outdoor-focused media brand
- Opportunities to tell your story in a compelling, engaging way
- Flexible marketing solutions tailored to your goals

We position your brand where it matters most—in front of people ready to explore.



# Promoting Your Brand

We offer a multi-faceted, customizable approach to help outdoor businesses and brands connect with our audience in meaningful ways.

## Directory & Events

### **Northeast Explorer Directory**

Our directory is an affordable and effective way to get your business discovered.

Whether you're an outfitter, guide service, campground, retail shop, or adventure provider, the directory helps you connect directly with people actively searching for outdoor experiences and services across the region.

### **Events Calendar**

Our upcoming Events Calendar will provide a dedicated platform to promote outdoor events across the Northeast.

From races and festivals to guided trips and seasonal events, this is a powerful, cost-effective way to get your event in front of an audience looking for what to do next.



# Promoting Your Brand (cont.)

## “Experiences” - Content Marketing

Our new “Experiences” section is where storytelling meets strategy.

Through professionally crafted editorial content, we showcase your business in a way that informs, inspires, and excites our readers. These aren't ads—they're engaging stories that paint a vivid picture of what you offer.

We bring your brand to life by:

- Highlighting what makes your experience unique
- Creating immersive, story-driven content
- Connecting emotionally with readers
- Delivering real value to our audience

This approach works because it feels authentic—and that authenticity drives engagement.



# Promoting Your Brand (cont.)

## Digital Advertising

We offer a full suite of digital advertising opportunities, including:

- Website display advertising
- Social media promotion
- Newsletter features and placements

Each campaign can be tailored to maximize reach, engagement, and impact.



# Let's Explore Together

At Northeast Explorer, we're more than a media platform—we're a community built around a shared love of the outdoors.

We believe in the power of storytelling, discovery, and connection. When you partner with us, you're not just promoting your business—you're becoming part of the broader Northeast adventure story.

Together, we can inspire people to get outside, explore more, and discover what makes your brand special.

## **CONTACT US:**

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