

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

- **40,000+ 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**
- **25,000+ 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 the most 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.

Creativity, Flexibility, Effectiveness

We provide our partners with a number of ways to engage with our audience:

- **The Ridgeline** - Our exciting new email newsletter and a highly engaged, rapidly growing subscriber list
- **Dedicated Email** - Put your business front and center with a dedicated promotional email sent to The Ridgeline subscriber list
- **Content Packages** - Where storytelling meets strategy—professionally crafted editorial content showcases your business in a way that informs, inspires, and excites readers
- **Digital Advertising** - Tailor your campaign to maximize reach
- **Events Calendar** - Get your event in front of your target audience



The Ridgeline

The Northeast Outdoors - Delivered Each Week

The Ridgeline is Northeast Explorer's weekly email newsletter, bringing readers the stories, adventures, destinations, events, and inspiration they need to get outside.

Unlike a traditional website ad, newsletter advertising puts your business **directly in the inbox of an audience that has actively chosen to hear from Northeast Explorer.**

The Northeast's Premier Outdoor Newsletter

- 2,000+ subscribers and rapidly growing
- Weekly distribution
- Reach a highly engaged audience of outdoor enthusiasts
- Put your brand in front of readers who are actively planning their next adventure



Dedicated Email

Your Message. Our Audience. One Email.

Put your business front and center with a dedicated promotional email sent to The Ridgeline subscriber list.

Ideal for major promotions, ticket sales, events, special offers, launches and time-sensitive campaigns.

Includes:

- Dedicated email to Northeast Explorer subscribers
- Advertiser-provided or Northeast Explorer-created content
- Prominent call-to-action
- Direct link to your website or landing page



“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.



Digital Advertising

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

- Website display advertising
- Social media promotion
- Custom digital campaigns tailored to your goals
- Flexible advertising packages for every budget

Big campaign or small budget, we make it easy to connect with an engaged outdoor audience.



Events Calendar

Put your events in front of **an audience actively looking for their next outdoor adventure**, including:

- Dedicated event listing on the Northeast Explorer Events Calendar
- Reach hikers, bikers, paddlers, climbers, skiers and outdoor travelers
- Affordable \$19 event listings
- Buy 4 listings, get your 5th free

A simple, affordable way to get your events discovered by the people most likely to attend.



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.

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