



HIKING AND BACKPACKING FITNESS BLOG

MISSADVENTUREPANTS.COM



## ABOUT ME

Hi, I'm Sarah! I'm a forty-something, somewhat lazy, not-terribly-skinny girl who had this crazy idea I could get into high-altitude mountaineering – and I did! My experiences climbing big peaks. in Turkey, Bolivia, Ecuador, Mexico and the USA inspired me to become a fitness coach specializing in hikers, backpackers, and mountaineers.

I may not be an elite athlete setting speed ascent records, but training strategy and positive mindset are my super powers.

**15K**

WEBSITE HITS

per month and growing fast!.

**2.7K**

PINTEREST FOLLOWERS

56K engaged monthly in Feb. 2019

**1.7K**

INSTAGRAM FOLLOWERS

I love stories.

**1.5K**

EMAIL SUBSCRIBERS

to monthly newsletter

ABOUT MY BLOG



MISS ADVENTURE PANTS

I started Miss Adventure Pants to help people of all fitness levels and sizes, get in the best shape of their lives for hiking, backpacking and mountaineering. Posts cover training tips, hiking gear, adventure travel, and positive mindset hacks for outdoor athletes.

## BLOG AUDIENCE

### WHO I'M TALKING TO

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- 40% women, 60% men
- 61% ages 25-44
- 75% shop online
- **Interests:** health, fitness, outdoors, cooking, restaurants, travel, books, green living
- **Fav topics:** hiking gear, snowshoeing, hiking fitness, mountaineering, Colorado hikes
- **Consumers of:** outdoor and fitness gear, travel services



## PARTNERSHIP OPPORTUNITIES

### LET'S COLLABORATE!

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- Sponsored Posts
- Sponsored Social Media Campaigns
- Banner ads
- Brand ambassadorships
- E-newsletter banner advertising
- Contests and giveaways
- Blog and social media consultation
- Many more ... let's talk about your goals.

**START REACHING NEW AUDIENCES TODAY!**

Got an idea for a collaboration?

Not sure where to start?

Let's talk about it.

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