

MEDIA KIT

JULY 2024



**THE HIKING
PHOTOGRAPHER**

WWW.HIKINGPHOTOGRAPHER.UK

**INSPIRING OUTDOOR
ADVENTURES**



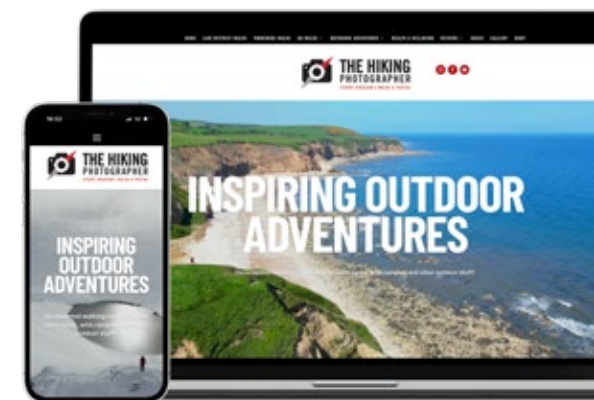
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HELLO

I'm Stuart Hodgson, aka 'The Hiking Photographer' and I'm known for my award-winning blog over at www.hikingphotographer.uk

My blog is the hub for my own original content which focusses on my outdoor adventures and travels in Northern England, the UK and beyond, as well as the occasional review. The main areas I cover are:

- **HIKING**
- **PHOTOGRAPHY**
- **CAMPING**
- **WILD SWIMMING**
- **TRAVEL**
- **OUTDOOR ACTIVITIES**





BRAND PARTNERSHIPS

I've worked with a few select outdoor & travel brands to promote content & products which compliment my subject matter and would be of interest to my audience, a few of which include:





STATS



STATS CORRECT AS OF JULY 2024

WWW.HIKINGPHOTOGRAPHER.UK

30,000⁺

MONTHLY UNIQUE
BLOG VISITORS



3,875

INSTAGRAM FOLLOWERS
@hiking_photographer



1,170

FACEBOOK FOLLOWERS
@hikingphotographer



799

PINTEREST FOLLOWERS
46.3k monthly views



1912

EMAIL DATABASE
for bi-monthly email



SERVICES OFFERED

Through my award-winning blog, social media channels & regular email newsletters I am able to offer reach and influence into a wide audience of outdoor & travel enthusiasts. My partnerships with brands usually cover:

- **REVIEWS**
- **RECOMMENDED PRODUCTS**
- **BLOG BANNER ADS**
- **SOCIAL MEDIA PROMOTIONS**

Please note – the only brands that I partnership with are those that are complimentary to my subject matter (outdoors & travel) so they are relevant to my audiences interests.



PARTNERSHIP EXAMPLES



I've worked with renowned tent manufacturers Terra Nova / Wild Country quite a few times now. I've bought their products in the past and know they are a quality brand. This collaboration involved me testing & reviewing gifted tent products and sharing dedicated blog posts which have high Search Engine Optimisation to perform well in searches due to my blog site having excellent domain authority. I also share my findings & recommendations on my social media channels and in my email newsletter.

SEO RESULTS:

- 01** If you google product name **"Helm 2 Compact Tent"** my blog post ranks **on 1st page in Google for organic search results**. I can also optimise blog posts for more generic search terms - and if you google for example **'wild camping lake district'** my image for the Helm 2 compact tent ranks at number 2 in google images, and I also have a blog post which ranks on 1st page which is about wild camping in general and links off to the Helm 2 review.



"Helm 2
Compact"
**1st page
Google**

£35,492.07 IN SALES

I joined the Terra Nova affiliate scheme in 2022 in which I was given a unique discount code for www.terra-nova.co.uk - to date I have generated just over £35,000 in tent sales for via my dedicated blog posts and social content



"Seal Cottage
Hexham review"
1st page
Google



"Wooden Star
Cottages review"
1st page
Google



"Shellbraes
Farmhouse"
1st page
Google

WOODEN STAR COTTAGES

I've produced a couple of blog promotional posts and social media posts for Wooden Star Cottages – a small independent business who own a handful of holiday homes and cottages in Northumberland. Essentially this has consisted of blog reviews, featuring a mix of my own and the clients photos. Because of the excellent domain authority of my blog and my expertise in SEO, my reviews rank very high in google for particular search terms as you can see from some of the examples below.

RESULTS:

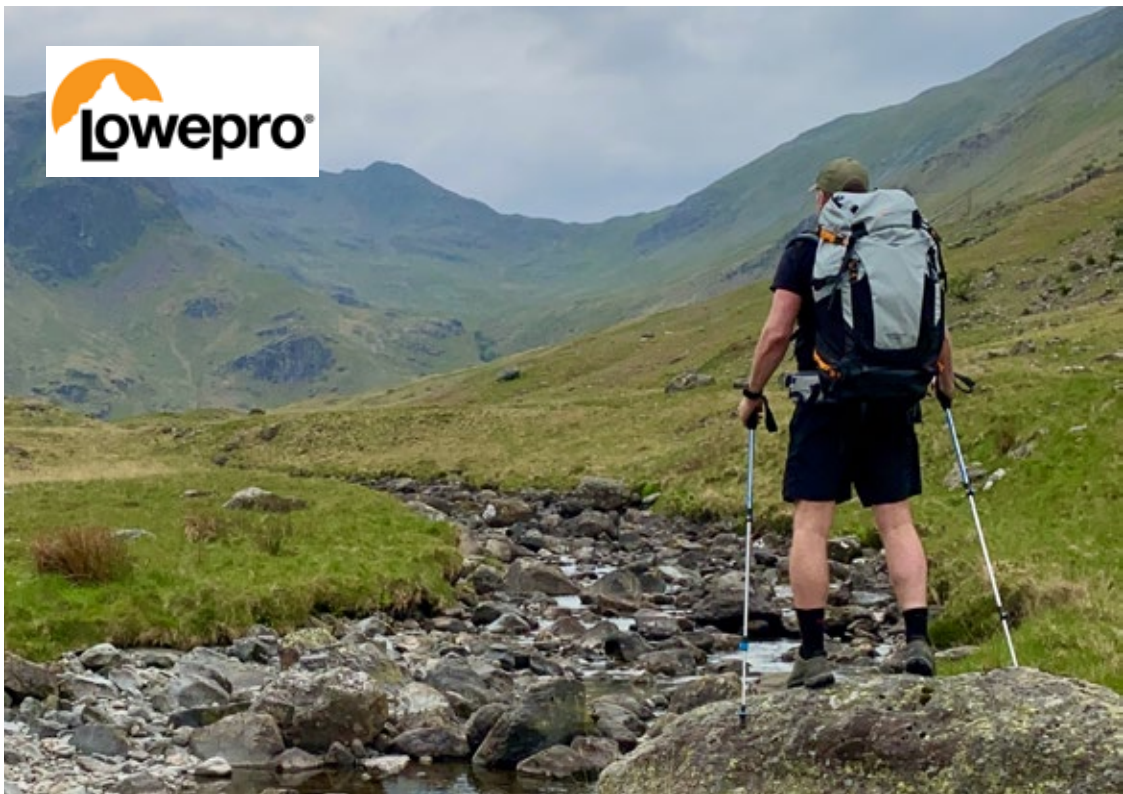
- 01** | If you Google **"Seal Cottage Hexham review"** my blog post review ranks **on 1st page in Google**.
- 02** | If you Google **"Wooden star cottages review"** my blog post review ranks **on 1st page in Google images**
- 03** | If you Google **"Best Hexham cottages"** my blog post review ranks **on 1st page in Google images**
- 04** | If you Google **"Holiday rental home in Northumberland"** my blog post review ranks **on 1st page in Google images**
- 05** | If you Google **"Shellbraes Farmhouse"** my blog post review ranks around **No.6 on 1st page in Google**



極度乾燥(しなさい)
Superdry.



Manfrotto befree advanced





TRAVEL & HOSPITALITY PARTNERSHIP EXAMPLES

I've helped quite a few travel & hospitality venues now and completed a number of positive reviews on my blog, which consist of a review, some original photos and a link to book direct. To be quite honest I'm only looking to promote those venues that I would be prepared to spend my hard-earned money on and those places I'm pretty sure my audience will also enjoy – so quality matters. Because of the excellent domain authority of my blog and my expertise in SEO, my reviews rank very high in google for particular search terms as you can see from some of the examples below.

RESULTS:

- 01** | If you Google **"Inn at Grasmere review"** my blog post review ranks around **No.3 on 1st page in Google**.
- 02** | If you Google **"Pond Lodges Barstobrick"** my blog post review ranks around **No.7 on 1st page in Google**.
- 03** | If you Google **"Highfield Hotel Keswick"** my blog post review ranks around **No.7 on 1st page in Google**.
- 04** | If you Google **"Glamping pods with hot tub yorkshire"** my blog post review ranks around **No.3 on 1st page on the Google images page** for Wigwam Holidays in Fawcett Grange.



VIEW ALL MY REVIEWS ON THE BLOG ► WWW.HIKINGPHOTOGRAPHER.UK

CLICK ON 'REVIEWS' IN THE NAV BAR TO SEE

**GEAR REVIEWS
ACCOMODATION REVIEWS**

THANKS FOR READING

IF YOU WOULD LIKE TO FIND OUT MORE OR PARTNER UP, JUST GET IN TOUCH



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