

MEDIA KIT

JUNE 2026



**THE HIKING
PHOTOGRAPHER**

WWW.HIKINGPHOTOGRAPHER.UK

**INSPIRING OUTDOOR
ADVENTURES**



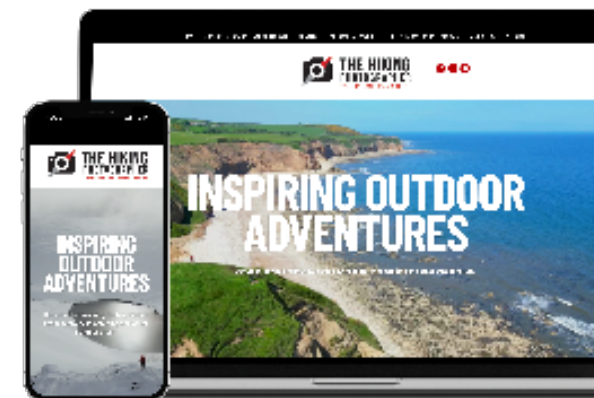
**THE HIKING
PHOTOGRAPHER**
WWW.HIKINGPHOTOGRAPHER.UK

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. The main areas I cover are:

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





STATS



STATS CORRECT AS OF JUNE 2026

WWW.HIKINGPHOTOGRAPHER.UK

30,000+

**MONTHLY UNIQUE
BLOG VISITORS**



5,150

INSTAGRAM FOLLOWERS
@hiking_photographer



2,103

FACEBOOK FOLLOWERS
@hikingphotographer



921

PINTEREST FOLLOWERS
46.3k monthly views



2112

EMAIL DATABASE
for bi-monthly email



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:





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**
- **USE OF MY PHOTOGRAPHY**

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.



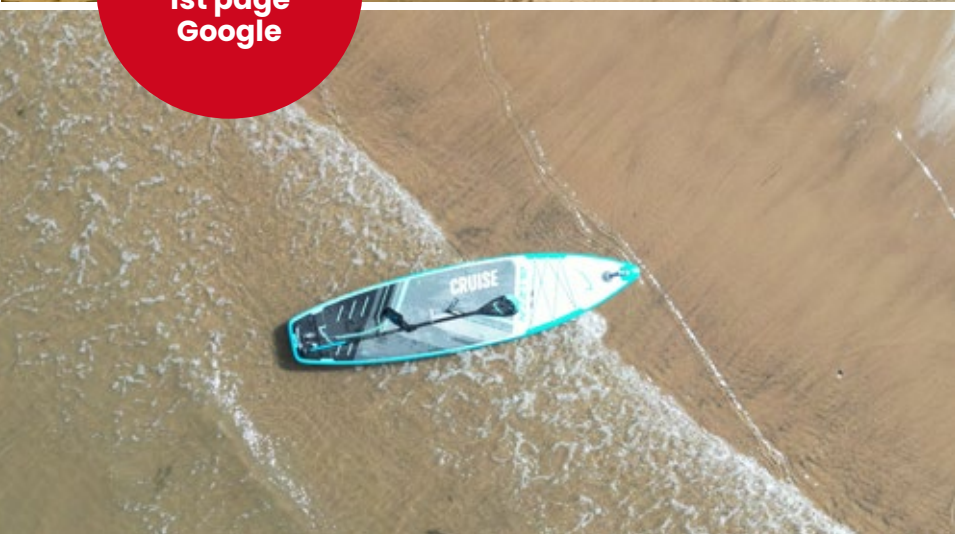
"Helm 2
Compact"
**1st page
Google**

£50,000+ 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 promote their products - to date I have generated just over £50,000 in tent sales for via my dedicated blog posts and social content



"bluefin cruise review"
1st page
Google



**THE HIKING
PHOTOGRAPHER**
WWW.HIKINGPHOTOGRAPHER.UK

BLUEFIN PADDLE BOARDS

I partnered up with BlueFin Paddle Boards to review their latest BlueFin Cruise 10'8 Paddle Board. As part of the coloboration I produced photos for BlueFin to use in their marketing as well as an optimised blog post review on my own website to rank well in Google for Specific Serahc terms

RESULTS:

- 01** | If you Google **"Bluefin Cruise review"** my blog post review ranks **on 1st page in Google.**
- 02** | If you Google **"bluefin paddle boards review"** my blog post review ranks **on 1st page in Google**

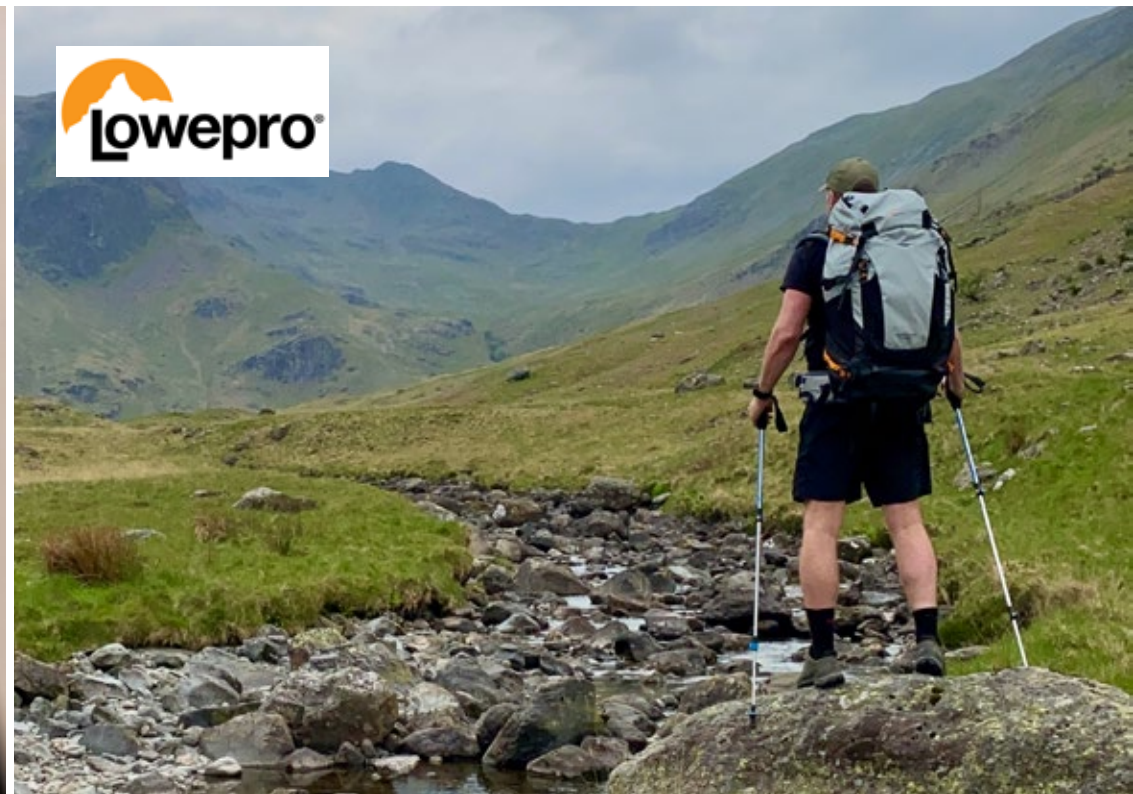




極度乾燥(しなさい)
Superdry.

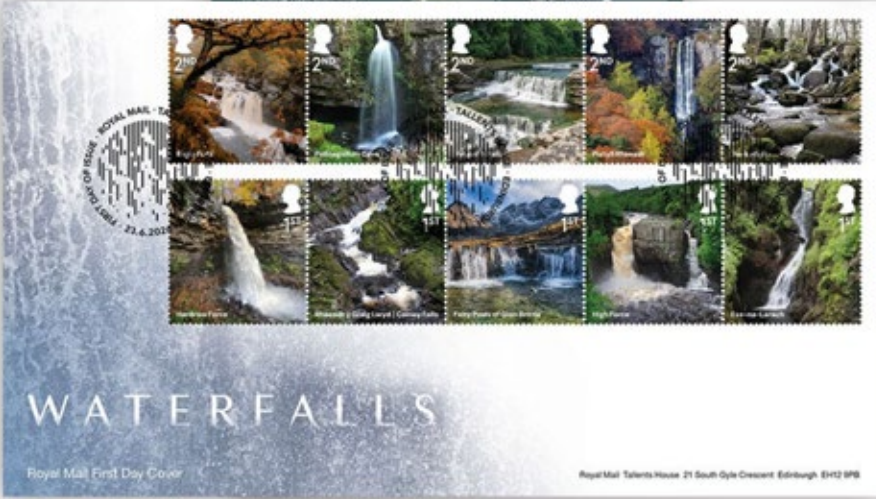


Manfrotto befree advanced



ROYAL MAIL STAMPS

In June 2026 I was delighted to have one of my photos of Hardraw Force featured in a Royal Mail Waterfalls of the UK stamp collection





"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**



"Pond lodges Barstobrick"
1st page
Google



"Inn at Grasmere"
1st page
Google



"Highfield Hotel keswick"
1st page
Google

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.



LICENSED PHOTOS PARTNERSHIP EXAMPLES

A growing collection of my landscape and travel photography has been licensed for use in magazines, books, visitor guides, marketing campaigns, websites, and other editorial publications. My images have been trusted by publishers and organisations looking for authentic, high-quality photography that captures the character and beauty of the UK's landscapes and destinations.

The vast majority of the photographs featured throughout my blog and online print shop are available to license for editorial, commercial, and promotional use. Whether you're looking for striking imagery for a publication, tourism campaign, website, advertising, or other media project, I can provide high-resolution files along with the appropriate licensing to suit your requirements.



THANKS FOR READING

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



**THE HIKING
PHOTOGRAPHER**

WWW.HIKINGPHOTOGRAPHER.UK

EMAIL: HELLO@STUART-HODGSON.COM

MOB: 07983967478