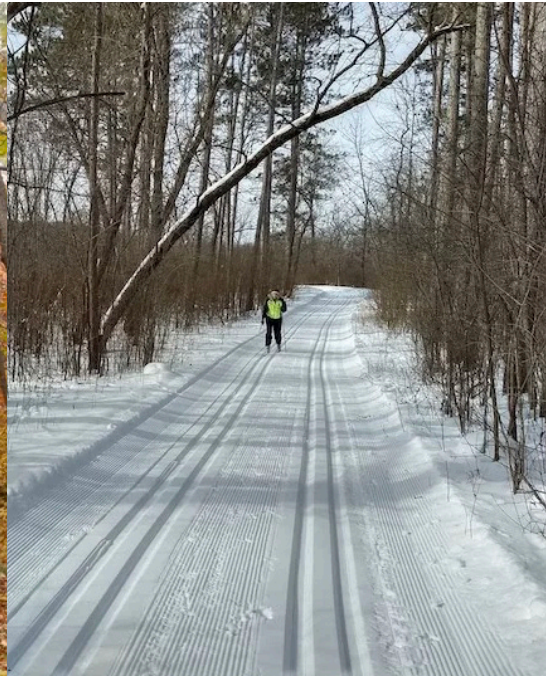
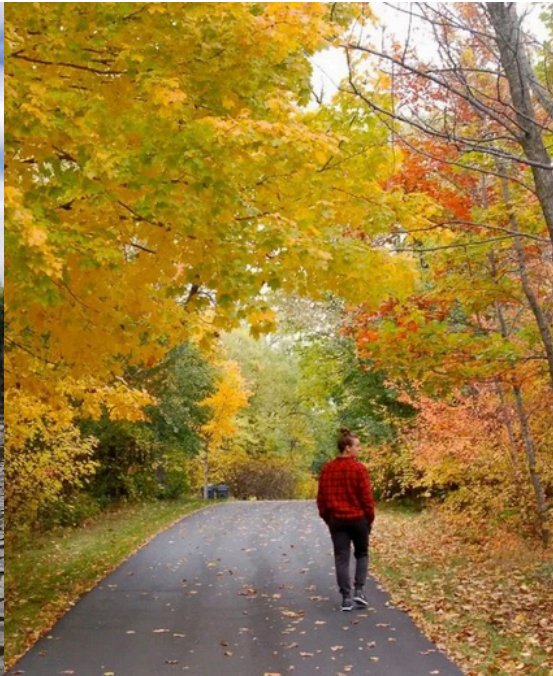




The Easiest Way to Find and Use our Local Parks and Trails

Twin Cities Outdoors is a growing woman-owned outdoors blog for local hikers, trail runners, bikers, paddlers, campers, cross country skiers and snowshoers. We have trail, park and waterway information, an active blog and a growing email list.



5.6K

monthly website visitors (2023 average)

5.2K

email subscribers (2x monthly email)

2.1K

Facebook followers

We target the 7-county metro area: Anoka, Carver, Dakota, Hennepin, Ramsey, Scott and Washington Counties

37.4% of our audience gets outside to a local park, trail, waterway or campground at least once a week.

Another 29.9% gets outside locally 10+ times each month

Audience Interests:

- 82.1% hike/trail run
- 67% bike
- 50% cross country ski/snowshoe
- 49.1% kayak/canoe/SUP
- 37.7% camp

Age range: 35-65+
Approx. 60% women/40% men

EMAIL SPONSORSHIP

Sponsor an issue of our twice-monthly email newsletter, *Outdoorsy Stuff*. 5.2K subscribers with a current average open rate of 62%. Includes a dedicated section within the top half of the email.

\$129/one issue

\$206/two issues
(20% discount)

(We currently limit sponsorship to one per issue)