

MOUNTAINS & MACROS

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MEDIA KIT



MONTHLY WEBSITE STATISTICS

Sessions

43.5k

Total number of Sessions per month. A session is each time a user is actively engaged with the website,

Page Views

41.2k

Pageviews is the total number of pages viewed per month. Repeated views of a single page are counted.

New Users

18k

Number of First-time users that have visited the website.

Impressions

1.2m

Average Google Impressions is how many times a user saw your site in Google Search Results.

Users

21.2k

Users who have initiated at least one session per month.



INSTAGRAM STATISTICS



@mountainsanmacros

12.9k Followers

17.5k Monthly Interactions

157k Monthly Reach

588 Average Likes

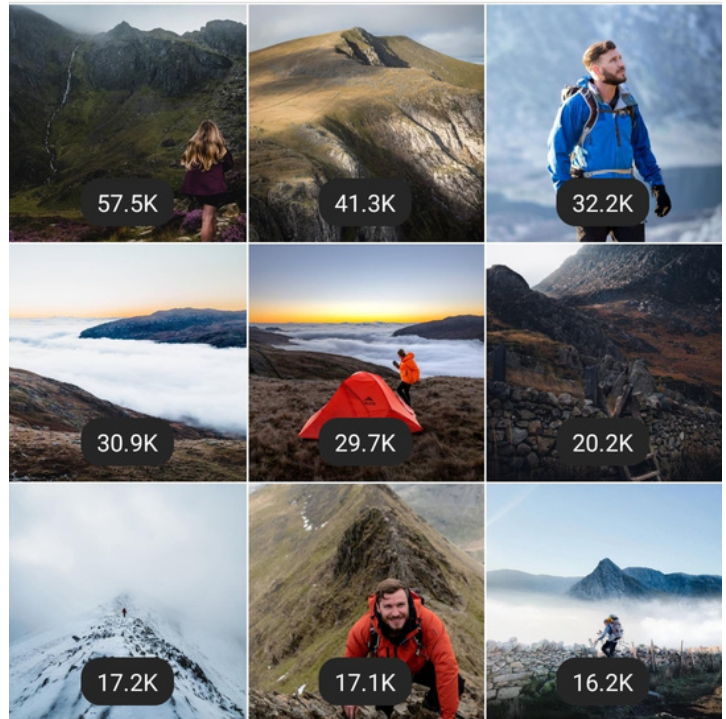
51 Average Comments

12% Engagement Rate

Any ▼

Impressions ▼

Last Year ▼



@mountainmacros

9K Monthly Visits



@mountainmacros

2.1K Followers

EDITORS

Sam

Wellness & Travel

Fitness and lifestyle editor specialising in hiking, travel, nutrition, training and pretty much anything outdoorsy. Product and location photographer.



Phil

Nutrition & Mountaineering

Product and landscape photographer. Always on the lookout for the next outdoor challenge. Specialising in climbing, scrambling and hiking. Qualified PT and nutritionist.



ELLIS BRIGHAM X GORE-TEX



4 week campaign

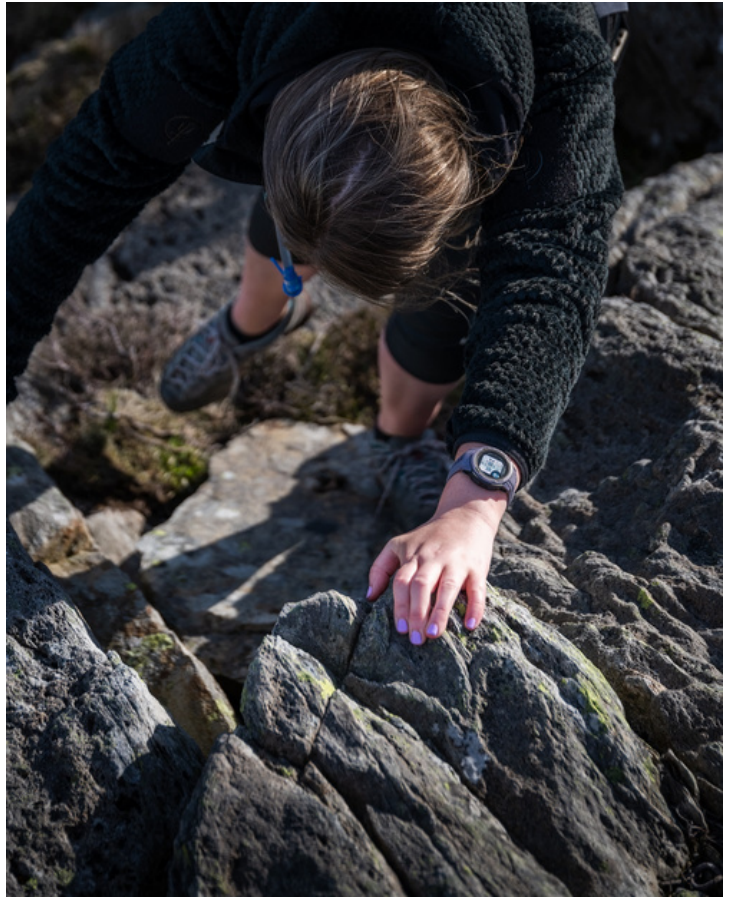
To support the launch of adidas terrex range at Ellis Brigham, we planned a 4 week campaign to showcase the versatility of the shoes. With a total of 8 posts, 20 stories, 1 reel, a giveaway and a blog post review.

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- **48K total reach**
- **7.2k interactions**
- **28 referral purchases**

Full case study available.

GARMIN



Product Review

To help support the launch of their new Instinct 2 Solar watch, we reviewed the product and shot imagery for both website and instagram promotion.

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- **4.8k visits so far**
- **2 referral purchases**

CAMPTOO UK



Campervan Review

Ahead of peak holiday season, Camptoo asked us to review a campervan and promote across website and social media to help boost bookings and showcase the benefits of a UK staycation in a camper vs hotel/bnb.

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2.8k visits so far
4 referral bookings

BEERSHEBA FARM GLAMPING, CORNWALL



Venue / Location Review

To help promote the glamping site after lockdown closure; we spent a weekend at the site for a review feature, captured imagery for their marketing channels and produced an article with social promo.

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**13k visits so far
18 referral bookings**

WIGWAM HOLIDAYS PEMBROKESHIRE



Venue / Location Review

To help promote the glamping site ahead of peak season, we spent a weekend at the site for a review feature, captured imagery and produced an article with social promo, including a reel.

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5.8k visits so far

GO OUTDOORS



Product Photography & Social Promo

Brand partnership with Go Outdoors, capturing product photography of the SS21 product line, to help promote key brands including Mountain Equipment, Montane and Rab. Featured both on our social and the brand socials.

SALOMON



Product Review & Giveaway

We teamed up with the brand to help with the launch of the GTX hiking boots. Full blog write up and Instagram giveaway.

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1489 Entries
15k Impressions
3k page views

BRANDS COLLABORATIONS



RevolutionRace



SunGod®



10[↑] withings
tentree



HONOR



yourzooki™



salomon



MERRELL[®]

GARMIN[™]



zippo



MYPROTEIN[®]
FUEL YOUR AMBITION

