



"AN OUTDOOR/RV TRAVEL LIFESTYLE MARKETING BRAND"

OUTREACH to an audience that loves/lives the outdoors, travel adventure, and the hip casual food/beverage travel scene.

Our audience travels often within the Continental United States but will venture into Canada and more rarely abroad. They (estimated at 22M in 2018) enjoy travel with friends and family to quality venues and seek the very best casual snack brands, easy to use/consume food products and samplings of high quality beers and notable alcoholic brands.

A large percentage of our audience incorporates fishing as a key activity during their travels.

This group as a whole will buy the best gear and equipment from the numerous outdoor/sporting goods/RV Travel manufacturers if the brand has been well presented, priced and produced.

There are well over 10M U.S. households that own an RV and this demographic makes up the backbone of America's traveling public and delivers a whopping \$50B economic impact.

DEMOGRAPHICS:

- Singles 25 years of age + Couples and Married no children
- Married with children ages 5+
- Active Seniors 55-72 years of age
- Annual HHI range from \$60K to \$190K

MARKETING TARGETS FOR BRAND DEVELOPMENT, AWARENESS, & LOYALTY:

- Camping/RV/Hiking/Fishing Communities
- RV Owners, RV Manufacturers, Equipment Manufacturers/Suppliers to RV travel and camping Communities
- Campgrounds (private, state, national)
- Social Media platforms with attention to specific niche "groups" of special interest to RV Travel, Fishing, Hiking, and Camping.
- Travel Destinations for recreation and tourism

MARKETING TARGETS FOR SPONSORSHIP & ADVERTISING:

- Casual and fun **food/snack** Manufacturers/Distributors/Brands
- Easy to use/consume food products, notable Brands such as: Moon Pie, Lance/Snyder's, Frito-Lay, Orville Redenbacher's, and Nabisco
- Heralded Brands of **alcoholic beverages** including beers, wines and fine spirits: Maker's Mark, Jim Beam, Jack Daniels, Capt. Morgan, Absolut, Smirnoff, MillerCoors, Heineken, and Yuengling.
- Service and product businesses catering to the **RV traveling** public. Examples: RV/Vehicle Insurance, RV Manufacturers and Distributors, after-market RV Equipment, and Suppliers to the RV Travel community.
- The **Fishing** Industry, **Camping/Hiking** Industries, casual **outdoor** clothing manufacturers. Brands like: Levi's, Wrangler, Orvis, Patagonia, Columbia, Gander, North Face, Cabelas/Bass Pro Shops, Carhartt, etc.
- **Chain Restaurants** such as McDonalds, Starbucks, Subway, Taco Bell, Burger King, Chick-fil-a, and Dunkin Donuts.



MARKETING AND ADVERTISING OPTIONS

AD PACKAGES:

Signature Sponsor: This sponsorship level will receive Prime logo placement on homepage and our largest banner ad on our popular Blog Page, a custom PipesTraveler video testimonial of services and recommendation to our audience for posting on our YouTube Channel and website, regular promotion on bi-monthly blog posts, hot links to sponsor's website and the dedicated Sponsors Page to be hosted on PipesTraveler.com **\$175/mo.**

Partner Sponsor: Our Partner Sponsors will be recognized via banner ad placed within the PipesTraveler.com website, a special Partner Sponsor video will be created to be hosted on our YouTube channel to showcase all Partner level sponsors, monthly blog post mentions, hot links to Partner Sponsor's website and within the Partner Sponsorship page with logos/links on PipesTraveler.com **\$75/mo.**

Small Ad Placement: PipesTraveler.com will place your ad on our popular Blog Page and will be promoted on two of our future blog posts. **\$300/Yr.**

"Friends": Friends will be acknowledged throughout most marketing initiatives, names will be listed on our "Friends" of PipesTraveler.com page to be hosted on PipesTraveler.com website and individual "Friends" will be named from time to time as a "Friend" on occasional blog posts. We LOVE our "Friends" **\$250/yr.**

PRODUCT REVIEWS:

We welcome the opportunity to provide open and honest product reviews on any product related to our demographics. We'll actually put the product to the test where possible and video our thoughts and of course share on our YouTube Channel and within PipesTraveler Blog posts. We will not accept any product with the advance agreement of a favorable review – all reviews will be open and candid.

Please contact us for a conversation.



AD SPECS

Signature Sponsor: **vertical** 300px x 600px

Partnership Ad: **square** 300px x 250px

Small Ad: **horizontal** 300px x 100px

SPONSOR 300 X 600	PARTNER 300 X 250
	SMALL 300 X 100

