

# THE HIKING SOCIETY

WWW.THEHIKINGSOCIETY.COM.AU



## ABOUT THE HIKING SOCIETY

The Australian outdoor industry is well and truly on the rise. With so much to talk about and so much written about it, it can often be difficult to determine what is the right way to do everything. The Hiking Society blog aims to provide accurate and value based information regarding hiking trails in Australia, food, gear, gear and gadget reviews and thoughts in general.

Founder, John Feeney, has spent the last four years hiking all over Victoria and since July 2016 he has been documenting what he has learnt and continues to learn on a daily basis with regards to hiking, camping and the outdoors.

## WHY WORK WITH ME?

I have a highly engaged audience of hikers, campers and travellers who range from experienced outdoor enthusiasts to those who are very much beginners. The blog is also associated with a MeetUp group of the same name that has risen to 3,700 hikers in 12 months.

These are real outdoor enthusiasts who are looking to not only learn and educate themselves on what it actually means to go hiking but who are also looking to challenge themselves by hiking regularly both here in Australia and overseas.

In 16 months, I have quickly built trust with my audience through my blog and social media content. My willingness to engage with my audience both online and offline, as well as my approachable personality has led to this blog quickly rising to be one of the more popular outdoor blogs in Australia.

This outdoor blog and my writings have been featured in such online publications as **Wild Magazine**, **Bushwalk Magazine Australia**, **Herald Sun**, and **MeetUp**.



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## WEB TRAFFIC

- Average Monthly Page Views - 6,000+
- Average Monthly Unique Users- 2,000+
- Average Session Duration - 5:52
- Bounce Rate - 10.87%

## SOCIAL MEDIA

- Facebook - 2,379 (@thehikingsociety)
- Instagram - 1,936 (@thehikingsociety)  
\*numbers tallied at time of publication

## AUDIENCE PROFILE - FACEBOOK

- Women - 65%
  - 18-24 - 5%
  - 24-34 - 22%
  - 35-44 - 21%
  - 45-54 - 13%
- Men - 34%
  - 18-24 - 4%
  - 25-34 - 12%
  - 35-44 - 9%
  - 45-54 - 5%

## AUDIENCE PROFILE - INSTAGRAM

- Women - 63%
  - 18-24 - 13%
  - 25-34 - 45%
  - 35-44 - 26%
  - 45-54 - 11%
- Men - 37%
  - 18-24 - 15%
  - 25-34 - 44%
  - 35-44 - 22%
  - 45-54 - 12%

## GLOBAL REACH - 105 COUNTRIES

- #1 Australia
- #2 United States
- #3 United Kingdom
- #4 New Zealand
- #5 Russia



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## AWARDS, EXPOSURES & COLLABORATIONS

- Ranked #18 in **Outdoor Veteran's** 2017 Top 30 Hiking Blogs you Should Be Reading
- Worked on collaborations with outdoor brands and company's such as:
  - **Stanley**
  - **Campers Pantry**
  - **Take Shape Adventures**
  - **Good Times Tours**
  - **ArmaSkin**
  - **Klymit Australia**
  - **Warburton Motel**
  - **Big Heart Adventures**
- Was a guest on the **Building Better Human's Project** Podcast with Glenn Azar
- Was a guest on the **Australian Hiker** Podcast with Tim Savage
- Was a guest on the **Sons of Adventure** podcast with Kate Bennie  
Interviewed by Neil Fahey of **Bushwalking Blog**



## OPEN TO PROVIDING & ACCEPTING

- Advertisement links
- Affiliate Partnerships
- Contest and/or Giveaway Collaborations
- Press or Fam Assignments
- Product or Establishment Reviews
- Social Media Campaigns
- Sponsored Posts
- Video/Imagery Content Creation

Got something else in mind? Feel free to email me at: [enquiries@thehikingsociety.com.au](mailto:enquiries@thehikingsociety.com.au)

