



MEDIA KIT

CAMP ARIZONA - WWW.CAMPARIZONA.COM - CHRIS FABRI - 623-332-6695



Way back in 2004, I was having a hard time finding information about camping in Arizona. As an avid camper, I decided to round up all of the information I had and share it with everyone on www.camparizona.com. Things took off quickly and I've been adding more to the site on a regular basis. My goal is to have a media rich website which includes maps, videos, weather, trail info, activities and most recently, 360 degree fully immersive panoramas of every campsite at selected campgrounds. Camp Arizona is the premier website for camping and outdoor related information in Arizona. We've been seen on local television shows and have built wonderful relationships with many of the companies and Forest Service departments that manage the campgrounds in our state.

ANALYTICS (ANNUAL) (MONTHLY AVG)

Visitors	526,000	43,800
Unique Visitors	344,000	28,700
Pageviews	1,600,000	133,333
Returning Visitor %	35.6%	
Average Visit Duration	3:24	

SOCIAL MEDIA

Facebook Users	2,175
YouTube Subscribers	114
Video Views	128,000

ALEXA RANKING

JUNE 23, 2013
344,000

WHAT WE CAN OFFER

- Increased Exposure
- Access to Camping & Outdoor Enthusiasts
- Sponsored Posts
- Customized Ad Packages
- Product Giveaways
- Discounts for Multiple Blog Posts
- Featured posts on home page
- Product Reviews w/ sample. I would love to have a second sample provided as a giveaway to my readers.

WHY ADVERTISE ON WWW.CAMPARIZONA.COM?

Because my readers are your buyers.

Camp Arizona will work with local and National brands to meet their advertising and social media plans. Chris will tell a story about your product making it relatable to camping families and giving it real personality.

All sponsorships and campaigns are tailored to meet you company's needs and will be priced accordingly.

To get started creating a great relationship with Arizona's premier camping and outdoor website, contact Chris at 623-332-6695 or email me at chris@camparizona.com.

JUST A NOTE: THERE ARE OVER 1000 SEARCH TERMS THAT RESULT IN CAMP ARIZONA HAVING A LANDING PAGE IN THE TOP 3 OF LISTED RESULTS ON GOOGLE SEARCH.

