

Go Hike Virginia

Key Stats

Monthly Page Views

85,000+

Monthly Unique Visitors

70,000+

Facebook

4,100+

Instagram

8,100+

Go Hike Virginia was created by Erin Gifford in April 2020 to help outdoor enthusiasts find and navigate hiking trails across Virginia.

Each week, you'll find reviews of hiking trails, from climbs to mountain summits in Southwest Virginia to coastal strolls on Virginia's Eastern Shore.

Go Hike Virginia readers are eager to know where to hike next, but they also want to know where to paddle, camp, pedal and backpack.

They want to know where to go for a post-hike glass of wine and where to stay the night to spend more time outdoors the next day with a full slate of fun-filled adventures.



Brand Opportunities

- Content Creation
- Brand Ambassador
- Social Media Collaborations
- Sponsored Content
- On-Camera Spokesperson
- Photography

gohikevirginia.com | erin@gohikevirginia.com



Erin Gifford

Key Stats

Gender

female: 69.1%
male: 19.0%

Age

35-44: 37.8%
25-34: 32.7%
45-54: 16.1%

Geography

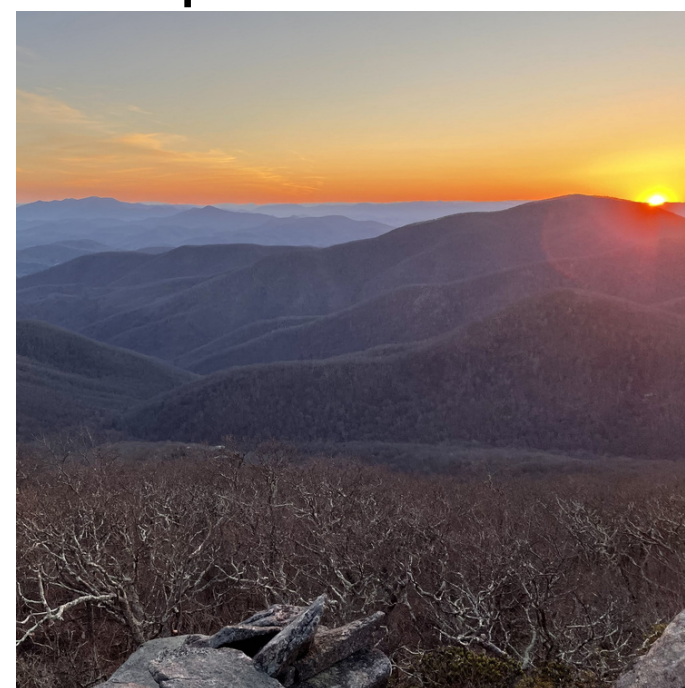
Virginia: 33.1%
Virginia + Adjacent
States: 47.5%

Go Hike Virginia

About Erin Gifford

Erin is a writer, content strategist, on-camera expert, photographer and guidebook author. She is also a half-marathoner, a mother of four, a road trip enthusiast and a national park lover.

Erin has written articles for *The Washington Post*, *Chicago Tribune*, *Northern Virginia Magazine*, *AAA World*, *Parents*, HGTV.com and AFAR.com. For more of Erin's clips, visit www.eringifford.com.



Rate Sheet

- **Sponsored Content:** From \$825 per post (up to 1,000 words)
- **Article Writing:** From \$.75/word (off blog)
- **Social Media Collaboration:** From \$500 per campaign

Inquire for rates for on-camera spokesperson work and on-location outdoor photography.

