



WWW.MISSPURSUIT.COM

Miss Pursuit
INSPIRING WOMEN TO PURSUE AN
EXTRAORDINARY OUTDOOR
LIFESTYLE

MEDIA KIT

HUNTING | FISHING | WILD GAME RECIPES | FAMILY | LIFESTYLE CONSERVATION

As the fastest-growing online community for women in the outdoors, our purpose at Miss Pursuit is simple: Inspire women to pursue an extraordinary outdoor lifestyle.

Through the use of an online hub, expertly curated information with useful and inspiring content shares the intimate journey of life in the outdoors. Our skilled team of contributors communicates their knowledge in a relatable and engaging manner, tailor-made for our readers. Together, we ignite a passion in our community for women's pursuits and their love for the outdoors.



 **29,150**
social media audience

 **254,500**
yearly page views

 **2,810**
email subscribers

STATISTICS

MISSPURSUIT.COM

75%

website audience from US

60% Women | 40% Men

website visitors

70% Women | 30% Men

Facebook audience

75% Men | 25% Women

Instagram audience

65%

website visitors ages 24 - 55

82%

read Miss Pursuit daily to a few times per month

68%

consider themselves intermediate to advanced outdoorsmen



MOST VIEWED BLOGS

How To DIY a Lucky Rabbit's Foot

How To Restore Antler Sheds

How To Train a Bird Dog

What Do You Call a Female Hunter

Crockpot Moose Roast

MEDIA OPTIONS



Packages

Package 1 - Explore

Sponsored Post + Social Media Campaign

Package 2 - Pursue

Sponsored Post + Social Media Campaign + Co-Title Editorial Guide

Package 3 - Conquer

Sponsored Post + Social Media Campaign + Co-Title Editorial Guide + Instagram Stories + Dedicated E-Blast

Package 4 - Rogue

Let us do the work for you!

A La Carte

Sponsored Blog Post | Product Review

Social Media Campaign

Dedicated E-Blast

Newsletter Inclusion

Pre-Recorded Video

Instagram Stories

Holiday Gift Guide

Co-Title Editorial Guide