

ADVENTURE CATS

MEDIA KIT





ABOUT

ADVENTURE CATS

OUR PURRPOSE

AdventureCats.org wants to redefine what it means to be a cat — and a cat owner — through inspiring stories of thrill-seeking felines like Nanakuli, the one-eyed surfing cat; Quandary, the Rocky Mountain hiker; Georgie, the seafaring feline; and many more.

We are the only resource for information on how to safely explore the great outdoors with your feline friend. Through our website and social media channels, we provide helpful tips and how-to guides on topics including leash training, cat-hiking tips, essentials for camping with a cat, and how to determine if adventuring is right for your kitty.



OUR MISSION

The mission of AdventureCats.org is to challenge negative stereotypes about cats and cat ownership to increase cat adoptions.

More cats are euthanized in U.S. shelters – 1.4 million annually, according to the ASPCA – than dogs, and part of the reason that number is so high is because of how we perceive cats and their owners.

Last year, a survey found that the majority of people described cats as “moody” and “aloof” and that 49 percent of people still buy into the “crazy cat lady” stereotype.

We want to change this.



OUR PILLARS

Adventure Cats has become a community for cat lovers and outdoor enthusiasts, providing a place for like-minded individuals to meet, get information, swap stories and — most importantly — share cat photos. And it's growing every day.

CAT TALES: Profiles of the fearless felines who accompany their humans on outdoor excursions — from camping and climbing to biking and kayaking.

THE BASICS: How-to guides and tips on a variety of activities such as training your cat to walk on a leash, come when called, go for a hike and even set sail.

GEAR & SAFETY: Products and information for cat owners who want to safely and successfully introduce their felines to the world of adventure.

PAWSOME READS: Stories and information for all cat owners, not just adventurers.

INDOOR ADVENTURES: Information on how you can keep your cat happy, healthy and engaged without stepping a paw outdoors.

OUR PRESS

Since our launch in 2015, Adventure Cats has received coverage from many influential media including:





WHERE
WILL THE

OUR AUDIENCE

WEBSITE & SOCIAL MEDIA

OUR COMMUNITY

Adventure Cats' website traffic has increased 40% each month since launch, and our social media properties have gained more than 5,000 new followers each month.

Our audience hails from all over the world including the United Kingdom, Australia and France, but 73% of our website visitors and social media followers come from the U.S. and Canada.

AGE:

- **25-34:** 37%
- **18-24:** 18%
- **35-44:** 17%
- **45-54:** 13%
- **55-64:** 10%

GENDER:

- **Female** – 62%
- **Male** – 38%



ENGAGEMENT

The Adventure Cats audience is very active and engaged with our content.

- On average, our website receives between 40,000 and 50,000 unique site visitors who view an average of 100,000 pages per month.
- On Instagram, we have more 130,000 followers and each post averages more than 6,000 likes and 50 comments per post.
- On Facebook, each post organically reaches 5,114 people and gets an average of 189 interactions including clicks, likes, comments and shares.



INFLUENCER OUTREACH

Adventure Cats has relationships with numerous adventure cat owners who are active on social media and/or blogs. We've already interviewed many of them for coverage on AdventureCats.org and secured photo-use rights. We can leverage these influencer relationships to spread awareness about your brand and products.





ADVERTISING OPPORTUNITIES

ADVENTURE CATS

ADVERTISING OPPORTUNITIES

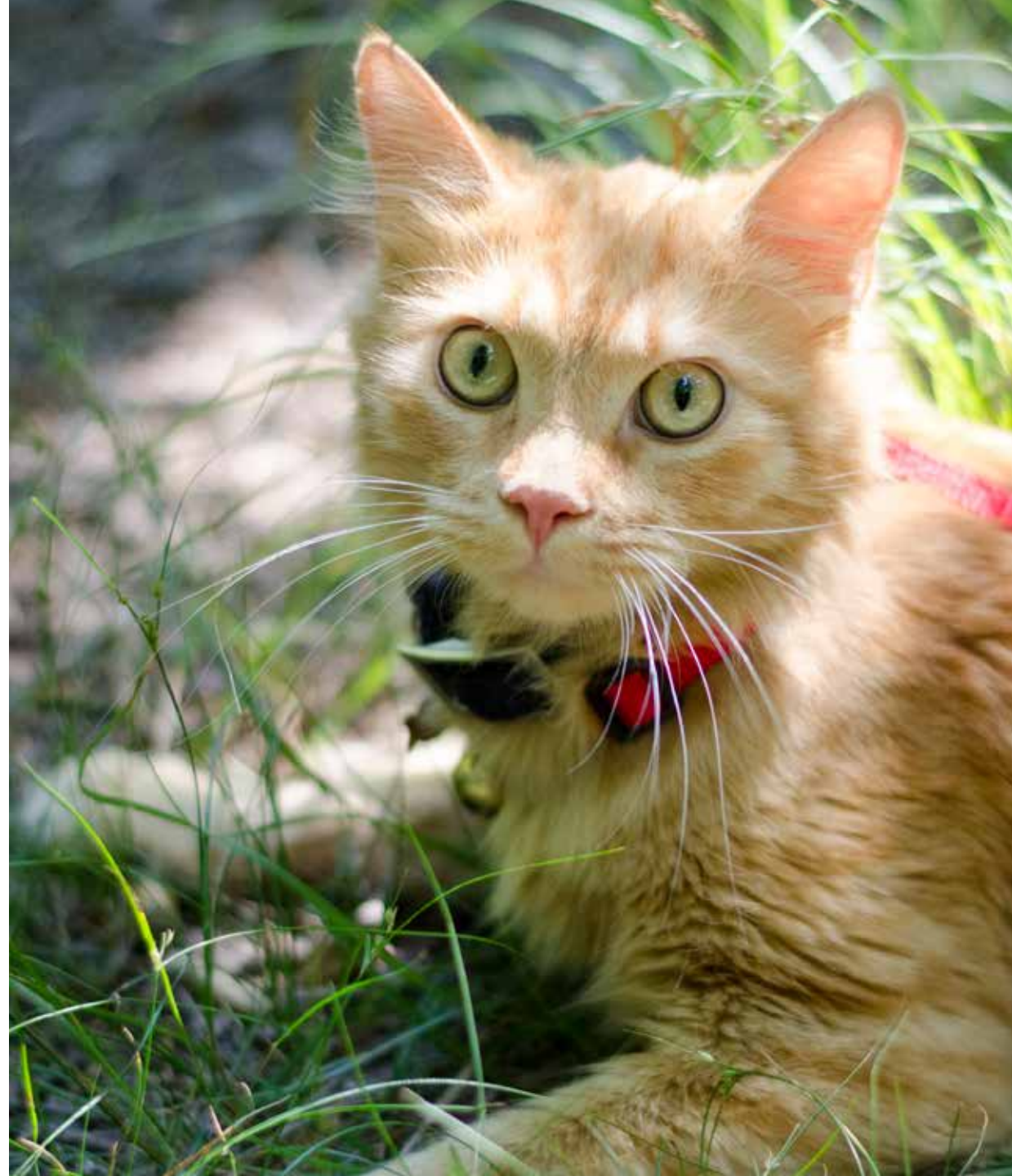
Adventure Cats currently works with select brands that support our mission of challenging negative stereotypes about cats and their owners. As such, we believe in providing custom solutions that help our partners reach their goals.

The advertising opportunities and costs that follow are used merely to initiate discussions, and they can be scaled up or down, as well as packaged to meet each brand's individual needs.



ADVERTISING RATES

| ADVERTISING OPPORTUNITIES | COST (USD) |
|-------------------------------|-------------------|
| On-Site Banner Advertisements | \$550 - \$1,275 |
| Sponsored Editorial Content | \$1,250 - \$3,000 |
| Sponsored Photo Gallery | \$1,000 - \$2,500 |
| Social Media Promotion | \$750 - \$2,750 |
| Contest Sponsorship | TBD |
| Adventure Cat Event Support | TBD |
| Media and Influencer Outreach | TBD |
| Co-Branded Partnership | TBD |





THANK YOU

FOR YOUR CONSIDERATION.

