

# FISH HIKE CAMP HUNT

## Branding

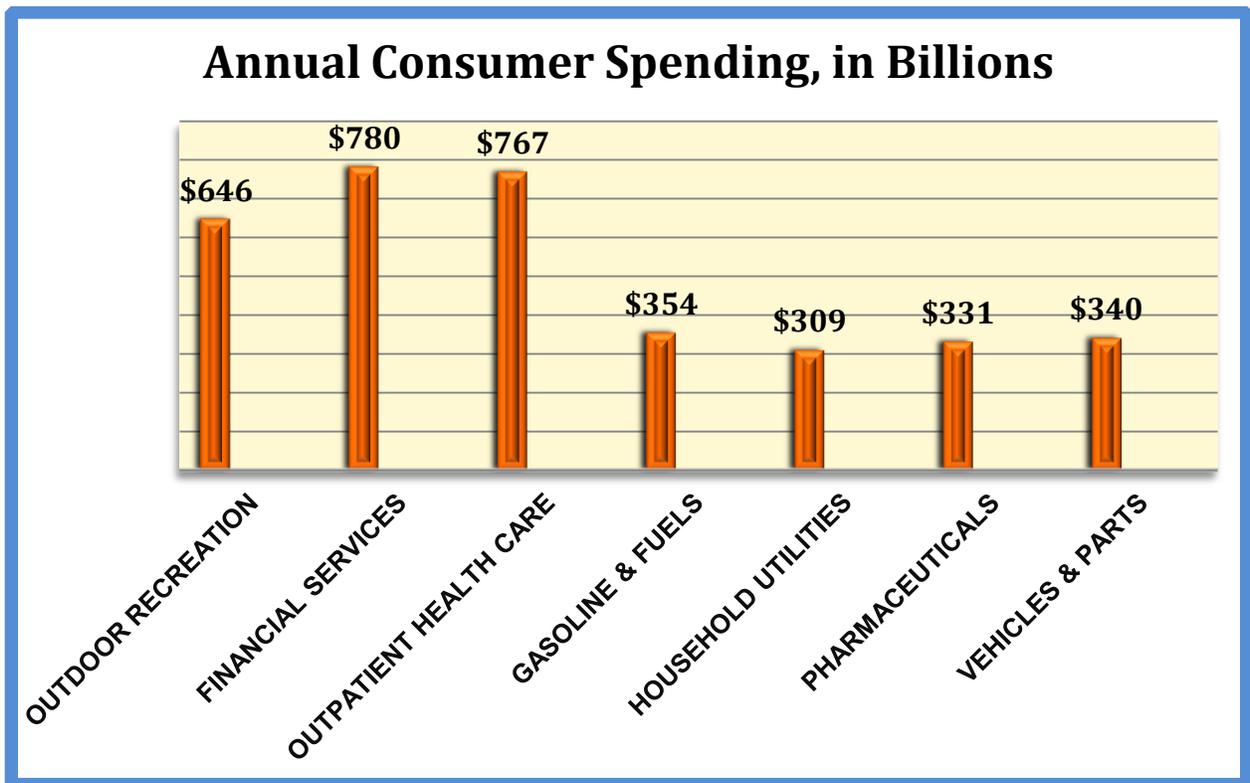
About FCHH: FishCampHuntHike.com knows that being an outdoorsman is a way of life. Like tradition, the passion for outdoor recreation is passed down from father to son, brother to sister, neighbor to neighbor. Outdoorsmen stick together, learn from each other, share stories and are extremely knowledgeable about their favorite hobbies. This website was designed as a hub for information, advice, merchandise and the latest industry news on fishing, camping, hunting and hiking. FishCampHuntHike.com has a strong connection to the outdoor lifestyle by having partnerships with International Sportsmen's Exposition and the Boy Scouts of America. Sign up to advertise with us and reach all of our fans, too.



## Audience

Over 140 million Americans make up the vast industry of outdoorsman activities. Today's outdoor fans break out of traditional demographics and range from all genders, ages, shapes, sizes, ethnicities and income levels. They live throughout America, and they view outdoor recreation as an essential part of their daily lives. *(Information taken from the 2012 Outdoor Industry Association's report)*

Outdoor recreation ranks as the third highest financial priority in consumer spending, just behind healthcare and financial services. Creating over \$646 billion in outdoor recreation spending each year, it has been proven that even when times are tough financially, people will save money and make time to pursue their outdoor passions.



**Outdoor Recreation  
Product Sales  
= \$120.7 Billion**

APPAREL, FOOTWEAR,  
EQUIPMENT, VEHICLES,  
ACCESSORIES, SERVICES

**Trips and Travel  
Related Spending  
= \$524.8 Billion**

FOOD/DRINK, TRANSPORTATION,  
ENTERTAINMENT/ACTIVITIES,  
LODGING, SOUVENIRS

**TOTAL= \$646 Billion in Sales**

What does this mean for Fishcamphunthike.com? People from all different walks of life love outdoor activities and the figures below can back us up on that!

### Outdoor Recreation Participants Annually Spend:

	Gear, Accessories & Vehicles	Trip Related Sales
Camping	\$18,613,995,403	\$124,769,735,895
Fishing	\$9,742,089,046	\$25,725,732,919
Hunting	\$8,525,723,987	\$14,636,912,252

### Marketing

Featured in: Home Business Magazine in December 2012

Partnerships:

- International Sportsmen's Exposition
- Boy Scouts of America
- OutdoorsmansWarehouse.com

### Services

We currently offer the following advertising opportunities:

- **Banner Ads on Site**
- **Sponsored Articles**
- **Section sponsorship (Fish, camp, hunt, hike)**
- **Co-branded Pages**
- **Contest / Giveaways**
- **Social Media (outdoors industry based)**
- **Web Development & Website Services**
- **PR and Media Coverage**
- **SEO Marketing and Research**
- **Product Marketing**
- **Online Retail Component**



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