

THE HIKING



-HOUSEHOLD-

CUMBRIA'S GO-TO WALKING RESOURCE FOR FAMILIES

www.thehikinghousehold.com

MEDIA KIT

about us

The Hiking Household CIC is Cumbria's go-to resource for families of all abilities, keen to get outside and have fun. We're on a mission to provide the children of Cumbria with opportunities to live healthier and happier lives.



the website

Our website showcases hundreds of family and pram friendly walking routes, each accompanied by a helpful description to help parents choose and plan for an adventure that best suits their family. We feature tips and guides on our blog to help families get the most from their outside time together.

tikes hikes

Tikes Hikes is our pop up family walking group. It provides a relaxed, social and supportive environment for parents and children to connect, get active and get outside. Since launching in 2021 it's had an excellent response, with 100% of events welcoming returning walkers.

our purpose

The Hiking Household was founded in 2020 by Laura, a mum of four young children. As the country emerged from the first lockdown, Laura understood how desperate parents were to get outside more with their children. Her aim is to bridge the gap between the active and those less active. Laura wants to help families to reap the huge health and wellbeing benefits of walking and enjoy quality time together in the great outdoors.

featured



Carlisle Living



News & Star 

Eden Local

ambassadors of




ASCENDANCY APPAREL



collaboration opportunities

- Sponsorship
- Social promotion / sponsored posts
- Product reviews / giveaways
- Brand ambassador
- Sponsored blog post / product affiliate links
- Website advertising
- Guest blogging
- Content sharing and collaboration



let's work together

Interested in a content collaboration or promotion? We can offer access to a highly engaged audience made up of young families with an interest in the outdoors, days out in Cumbria, child development, health and wellbeing.

If you think our mission to help families live healthier and happier lives aligns with your marketing or CSR objectives why not consider sponsoring the Hiking Household, one of our services or one of our events?

We're keen for visitors of Cumbria to benefit from our content too. If you run a tourism, or accommodation, business we welcome you to share our content to showcase the hundreds of family friendly ways to explore our beautiful county.

To chat about a tailored collaboration opportunity for your organisation, drop us a line. We'd love to hear from you.

hello@thehikinghousehold.com

audience

Our readership are mostly women aged 25-44, based in Cumbria.

stats

Our online audience are highly engaged and growing fast. We saw a 25% increase in web traffic in January 2022.

3k

Instagram followers with an average engagement rate of 3.3%

7k

monthly website page views during high season

1.5k

average monthly website users

75%

e-newsletter open rate (we have 250 subscribers after just two months)

