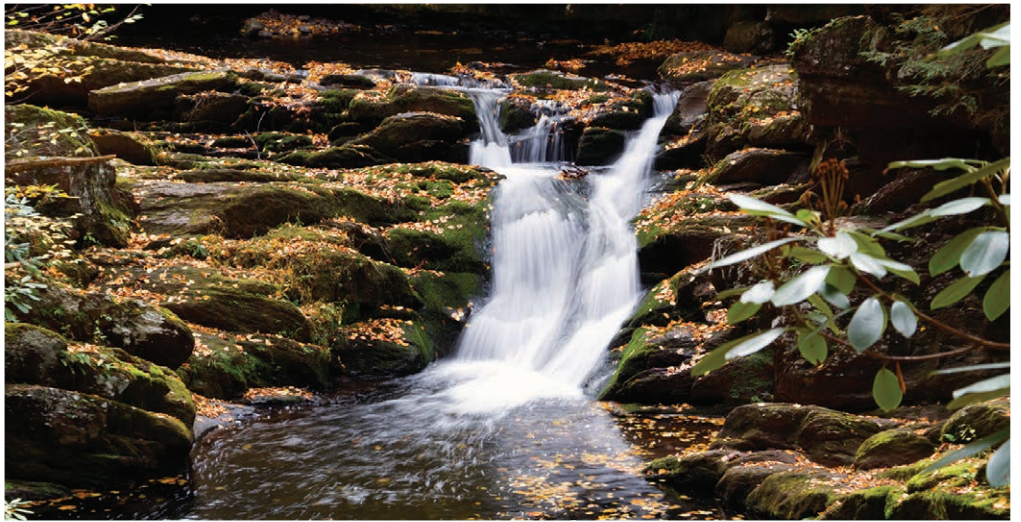
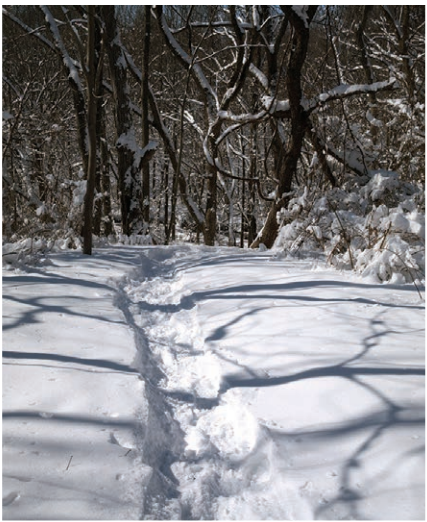




# njHiking.com

★ MEDIA KIT ★



## About njHiking.com

Established in 2009, the site features detailed hike guides with photos and videos, a hike finder map, and lists like Top 10 Hikes in NJ and Best Waterfall Hikes.

The site also covers general hiking content such as hiking 101, gear and clothing reviews, and seasonal topics such as fall foliage, winter hiking, and snowshoeing.

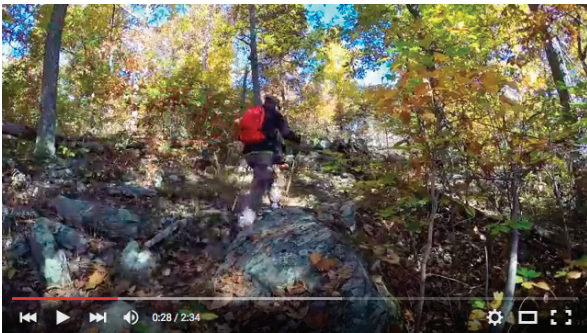
## Newsletter

Each issue of the companion email newsletter showcases new content and suggested hikes.

Easy biking and kayaking options are also featured in the summer.

## Audience

The website and newsletter reaches avid and casual hikers, outdoor enthusiasts, and fitness buffs across the New Jersey, New York, and Pennsylvania region.



Our newsletter placements are a simple way to reach an outdoor-minded audience. Perfect for gear shops, bike or kayak rentals, races, events, and even cafés or breweries near a trailhead.

## 1) Featured Placement >>>

Photo, description, link

## 2) Basic Placement

Logo, brief text, link



### Join MammothMarch Hudson Valley on October 4 to conquer 20 miles!

[Harriman State Park](#) is the second-largest State Park in New York (and not far from the border with New Jersey) featuring 31 lakes, two beaches, public camping areas, miles of streams and scenic roads as well as scores of wildlife species & vistas.


- 🏆 Finisher medal 📄 Personalized certificate
- 🚑 Medical support & restrooms
- 🍷 Refreshment stations • More!

**SAVE 10% with NJHIKING10**

[Register for your ticket here!](#)

### nj Hiking


Summer fun with the latest on njHiking.com...



#### Surprise Lake Loop via State Line

Fantastic views of Greenwood Lake and the surrounding area, Surprise Lake, multiple scrambles. Option to extend to Bellvale Mountain. 4.1 or 7.2 miles, total round trip. Passaic County, NJ

[Hike Surprise Lake via State Line...](#)



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### More New Jersey Summer Fun...



#### Rail-trails

Check out our guides for these flat multi-use paths created along old railways that are great for easy hiking and biking.


[Explore Rail-Trails...](#)



#### Kayaking

A fun and relaxing way to be outside that gives your legs a break! We've got location guides as well as about info about kayaking.

[Explore Kayaking...](#)



### Hike Finder

★ NEW JERSEY ★

#### Need a Hike Idea?

We've got plenty of hike ideas on the site – over 200, in fact.

Use our [Hike Finder Map](#) or [Master List of Hikes](#) to find a hike in New Jersey as well as nearby ones in NY and PA.

[Hike Finder Map...](#)

[Share](#) You are receiving this because you signed up on njHiking.com or our Facebook page.

[Tweet](#) [Preferences](#) | [Unsubscribe](#)

[Forward](#)



Dennis and Judy Show; Multiple website mentions



The Central Jersey Living Guide



### Exploring Central Jersey on foot through hiking



Sourland Mountain Preserve maintains its popularity because of its rugged terrain and 14 miles of trails over 4,000 acres.

### The Garden State offers a wealth of parks and trails



Washington Reservoir Park.



JENNA INTERSIMONE  
LIFE ABOARD THE  
TRAVELING CIRCUS

There are very few activities that you can do anywhere in the world that will take you to beautiful, natural destinations for free—

and luckily, one of them flourishes right here in Central Jersey.

Hiking, a bare-bones activity that requires only a love of the earth and a pair of sneakers, may not offer the same excitement that comes with visiting a new city, but it does give families the chance to get outside and explore the scenery outside of their homes.

"New Jersey hiking is beautiful and very accessible with lots of friendly people to interact with along the way," said Paul Mandala, REI outdoor equipment store employee and avid hiker from Fort Lee. "It doesn't have the remoteness or solidarity of other areas I have hiked through, but it's a great place to get out for the day or weekend trips."

Although out-of-staters don't particularly know New Jersey for its hik-

ing prowess, the state offers a diverse range of hiking trails and parks that are fitting for those looking for a rocky mountain hike, a beachy shore run or a stroll through flat meadows, which Dawn L. McClennen, co-founder of njHiking.com, is well aware of.

"We don't have the elevation of something out West but it's actually quite diverse," said McClennen, who is from Middlesex County and has been hiking the state for about 20 years. "North Jersey is rugged and then Central is more mild and a little more farmlands. The Pine Barrens are flat and sandy with a lot of diverse trails that butt up against the beach. When you hike up a mountain here, you might see a city skyline."

See HIKING, Page 28

Home News Tribune



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