

# WomensMovement.com

Adventure for  
women—redefined.

Launched January, 2013



## Our Readers

- 32%** Percentage of our readers whose main passion is hiking; 12% climb
- 35%** Amount of our readers who are active outdoors nearly every day of the week
- 38%** Percentage that spend \$500-\$1,000 on outdoor gear/apparel yearly
- 8%** Amount of readers that spend over \$3,000 yearly on outdoor gear/apparel

## Born Out of Need

**Born of a desire for something completely different. Grown out of a demand in the active women's marketplace.**

[WomensMovement.com](http://WomensMovement.com) is an online magazine devoted to women who are passionate about the outdoors, outdoor activities (from trail running and mountain biking to surfing and hiking), and living a life inspired by adventure.

We deliver regular doses of must-have women's-specific gear, mind-blowing adventure travel, sophisticated active style, pro training tips, healthy (and decidedly decadent) recipes, inspiring women's stories, and essential eco ideas.

WOMENS  
**MovEmEnt**  
.com

### Who is our reader?

The WomensMovement.com reader base includes well-educated, active women aged 25-65+ who make fitness (both outdoors and indoors) and adventure a focus in their lives.

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# WomensMovement.com

Smart. Strong. Sustainable. Outside.

Welcome to [WomensMovement.com](http://WomensMovement.com), an online magazine devoted to women who are passionate about outdoor adventure, in all its incarnations.

Our readers love to paddle, pedal, ski, surf, bend, hike, run, climb, and even fly. They are inspired by travel, new cultures, and the people of the world. They are smart, savvy, and strive to live a more sustainable lifestyle.

With this in mind, WomensMovement.com delivers regular doses of info on the activities our readers are passionate about. Topics range from profiles of inspiring [Ladies we Love](#) to [pro training tips](#). We also cover the latest, most eye-popping sophisticated active style, exotic and attainable adventure travel destinations, healthy (and decidedly decadent) recipes, and brilliant (and essential) eco ideas.

We also torture test and review the [gear](#) readers need to do what they love, including everything from cycling, hiking, and trail running to surfing, skiing, and ice climbing.

## A Booming Market

Why would you want to reach the women's outdoor market?

**\$4 billion+** the amount active women spent on cycling, running, skiing, and outdoor women's-specific products in 2011

**44%** of outdoor participants are female

**30%** of outdoor participants are from households with incomes of \$100,000 or greater

*Statistics courtesy Outdoor Industry Foundation and Leisure Trends Group's Women's Market 2012 Sales and Trends Update*



# WomensMovement.com

## Contributors

The WomensMovement.com staff and contributors are a group of like-minded adventurers—award-winning editors and writers, prolific journalists, and professional female athletes. We are cyclists, yogis, skiers, kayakers, runners, climbers, backpackers, mothers, daughters, wives, friends, and protectors of the planet.

### Erinn Morgan, Editor and Founder

After a 10-year career as an award-winning New York City-based editor launching and redesigning urban, style-driven magazines (*Playboy*, *SoHo Style*, *20/20*), Erinn left downtown Manhattan after September 11<sup>th</sup>, 2001, in search of a less encumbered, freelance lifestyle. A life-changing, two-year-long trek around the country eventually landed her in Durango, Colo., which she now calls home. Her writing has appeared in *The New York Times*, *Outside*, *National Geographic Adventure*, *Bike*, *Mountain Bike*, *Skiing*, and on [away.com](http://away.com) and [GearInstitute.com](http://GearInstitute.com).

### Kate Siber, Senior Editor

For the last eight years, Siber, a freelance writer and correspondent for *Outside* magazine, has traipsed the globe in search of stories, shooting blowguns with Amazonian tribes in Ecuador, tracking rhinos in South Africa, and diving with sharks in Fiji, among other dubious endeavors. Along the way, her work has appeared in *Outside*, *National Geographic Traveler*, *Budget Travel*, *The New York Times*, *The Boston Globe*, and other publications.

### Kelly Bastone, Contributing Writer

A freelance writer, photographer, and *Backpacker Magazine* contributing editor, Bastone contributes to *Sunset*, *Runner's World*, *5280* (Denver's city magazine), *Bicycling*, *National Parks*, *Mountain*, and other publications.

### Megan Michelson, Contributing Writer

Formerly an editor at *Outside* and *Skiing* magazines, Megan Michelson now the freeskiing editor for ESPN.com and a freelance writer, based in Tahoe City, California.





## Contact Us

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For advertising opportunities, please reach out to

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[Brigitte has a long history in the outdoor industry; she was previously in advertising sales with *National Geographic Adventure*, *Backpacker*, *Outdoor Retailer*, and has also worked with Virgin Atlantic's *Project* magazine and *Delta Sky*.]

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