

TRAIL & KALE

*An online magazine dedicated to crafting reviews, stories, and guides
about the best gear, healthy food, and life outdoors.*

ADVERTISEMENT RATES 2026 Q1

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Advertising Rates

Sponsored Article	Brand/Product Feature	Gift List Placements
\$2,000	\$2,000	\$1,000
<i>Align your brand or product with informative content.</i>	<i>Introduce a brand or product to our readership.</i>	<i>Placement of your product on our category, seasonal and festive gift lists.</i>
<p>We have opportunities to sponsor advice articles across our various verticals.</p> <p>For example, sponsor a running 101 post providing advice on improving your running performance.</p> <p>The rate includes a minimum 12-month sponsorship.</p> <p><i>Contact us to learn about the open opportunities that align with your brand.</i></p>	<p>A custom, SEO-optimized article on our website, featuring your brand or product, includes a natural 'do follow' link for SEO.</p> <p>For example, a 'new product overview' or a 'brand feature'.</p> <p>For gifting season, we can also create dedicated brand gift lists.</p>	
<p>EXAMPLE: Fatty15 vs. Omega-3s (sponsored by Fatty15) / Trail Running For Beginners (Currently sponsored by REI)</p>	<p>EXAMPLES: Tonal (brand feature) / Randolph Engineering (product feature) / Momentous (brand feature) / Apple Watch Ultra 3 (product feature) / lululemon gifts for runners (brand gift list)</p>	<p>EXAMPLES: Gifts for Runners / Gifts For Outdoorsy People / Best Wellness Gifts</p>

Trailandkale.com attracts **1.5M** + annual visitors and generates **over \$3M** in tracked annual sales for our affiliate partners, untracked sales is likely to be much greater including non affiliate partners.

Our Asks

In return for thoughtful, custom content and showcasing our affiliate partners' brands and products on our platforms:

Affiliate commission rate

We ask for a competitive minimum rate (typically at least 10%), depending on the vertical.

Lead time

We typically require 1-2+ weeks' lead time for creating agreed-upon content, although this may vary - please mention up front if you have a specific timeline in mind and we'll work with you on this!

A Backlink

We ask, where possible, that brands help optimize our partnership by linking to our content featuring them.

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Badges & Logo Kit

Here's [our Logo Kit](#) for you to share your T&K feature with your customers on your website.

You may use our "Editor's Choice" / "T&K Recommends" badges on your site if your product received the award in one of our reviews or buyer's guides! **Editor's Choice and T&K Recommends Awards** are for products we deem exceptional.