

# THE SPUR TRAIL



## MEDIA KIT

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[www.thespurtrail.com](http://www.thespurtrail.com)



**2250**

IG Followers

**28,000**

Image Likes

**500**

Email Subscribers

**32%**

Email Open Rate



# WHO I AM

## THE AVERAGE GUY LIVING ABOVE AVERAGELY

The Spur Trail embodies my mission to promote personal growth through local and international, adventure-based exploration. I serve my followers with education through inspiration.

The blog was founded in March 2018 after twelve years of travel and photographic experience. Having traveled to six continents, photographing over 200 weddings and holding a degree in Music Theatre, I bring a unique flavor to the travel world where honest storytelling is the main feature.

I align myself with brands whose missions are similar, desiring to promote environmental longevity, outdoor excursions, and deeper cultural experiences.



## DELIVERABLES

Blog Posts  
Photography  
Video  
Unbiased Reviews  
Social Media Content  
Social Media Posts

## NOTABLE

Helped develop MN company  
Enlightened Equipment's Brand  
Ambassador Program

Published on leading photography  
website, NikonRumors.com  
<https://nikonrumors.com/2018/07/21/the-d750-a-hiking-companion.aspx/>

Statewide presenter of travel for  
local schools, retail stores, and  
outdoor adventure festivals

"The glory of  
travel is that it  
makes us better  
people, and  
opens our  
minds." - Myself

### Ambassador Information

Your response has been recorded.





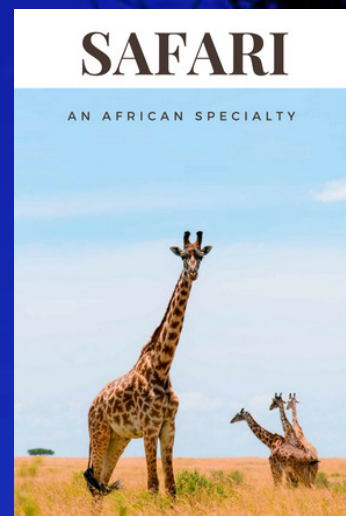
APRIL 27-28  
WINONA, MN



Mid West  
Music Fest

LET'S  
GO TO

LET'S  
GO TO



**"Ian is an extraordinary talented photographer. Great at candid shots as well as stylized portraits. Such a great photographer to work with. I especially find his travel/nature photography inspiring." - Alex Rumsey, Model, Photographer**

# 50%

Age 25-35

54%

Female

## Top Location

*"Tan is an extraordinary talent and has more than just a brand ambassador for Enlightened Equipment. He played a large role in making our ambassador program what it is today by bringing us ideas for how our business could best partner with adventurous people like himself. On top of this, he consistently provides us with stunning imagery that tells the story of our products while capturing moments our customers can see themselves in. His spirit, sense of adventure, and pure talent make us proud he is a part of our team." - Enlightened Equipment*



THESPURTRAIL @ INSTAGRAM