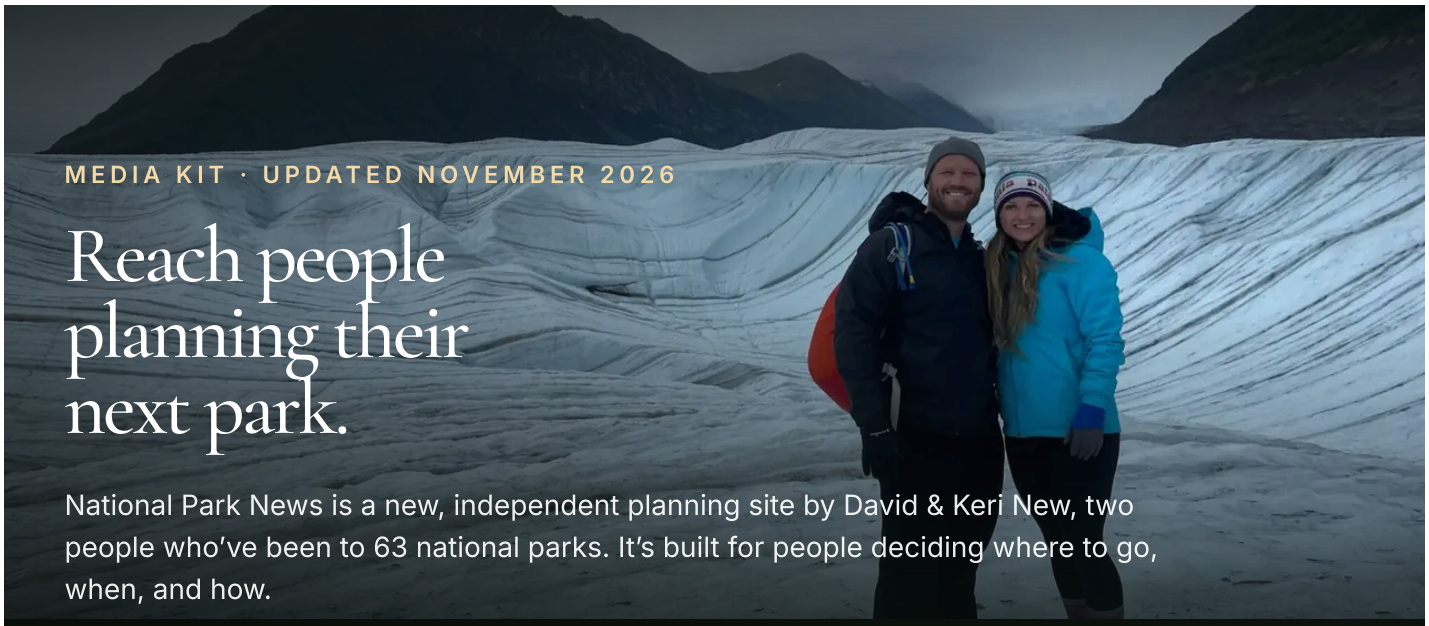


MEDIA KIT · UPDATED NOVEMBER 2026

# Reach people planning their next park.

National Park News is a new, independent planning site by David & Keri New, two people who've been to 63 national parks. It's built for people deciding where to go, when, and how.

**64**
park guides with sourced campgrounds, permits, rules and hikes

**63**
national parks we've visited ourselves, since 2019

**316**
of our own photos across the site

**11**
free planning tools, from trail finder to permit lotteries

**We're a new site.** Audience numbers will appear here once we've measured a full month of them. Until then, we're glad to talk with brands that would like to be early partners.

WHAT WE MAKE

# Built for people in the middle of planning.

Every guide and tool is made to help someone decide where to go, when, and how.

### Trail finder
Every trail by length, difficulty and access

### Wildlife finder
What to look for, where and when

### Can everyone go?
Tours and shuttles checked against a group

### Which park next?
A quiz with real drive times

### Hard-to-reach parks
Floatplanes, ferries and fares

### Printable checklist
With passport stamp locations

### Permit lotteries
Dates and how to apply

### Reservation calendar
When bookings open

### Road trips
Park-to-park routes

### Compare trip options
Side-by-side choices

### Passport
Readers track the parks they've visited

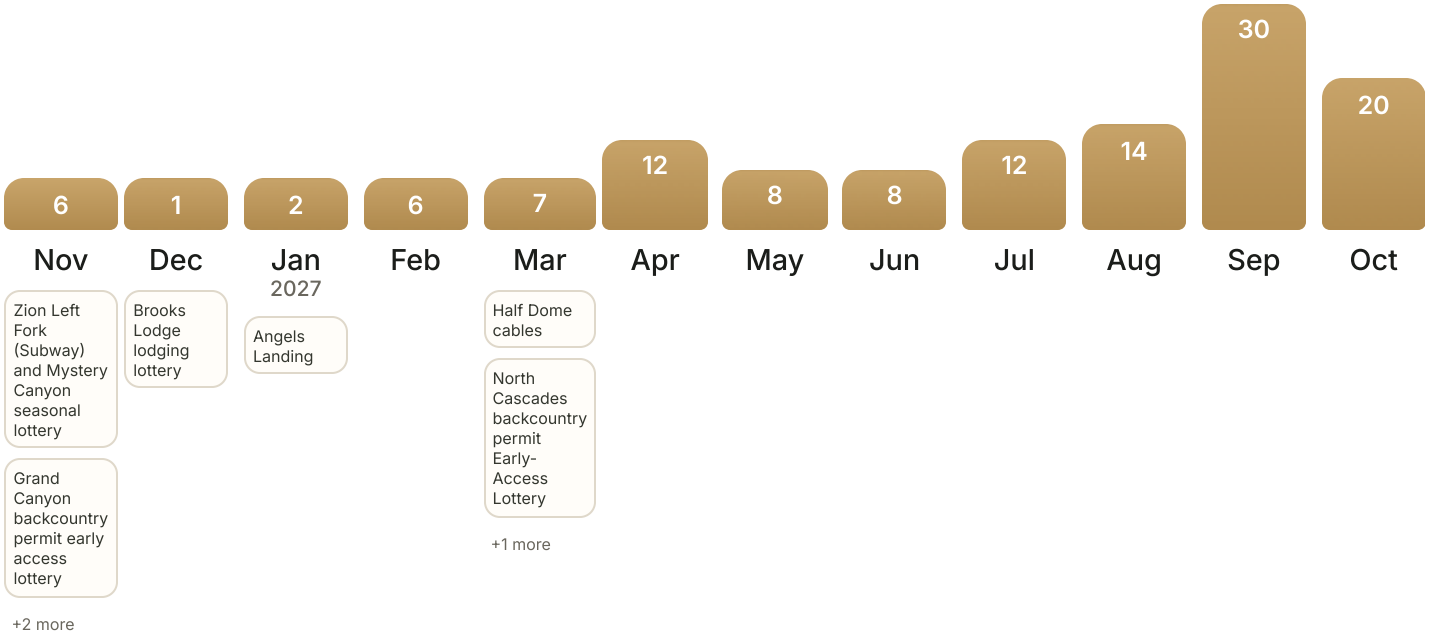
EVERY PARK GUIDE COVERS

- Campgrounds and how to book them
- Permits, lotteries and timed entry
- Park rules, pets and rig limits
- Hikes and trail access
- The best months to go
- Accessibility
- Live NPS alerts and closures
- Getting there, including the hard-to-reach parks

TIMING

# When people plan.

Park trips are decided around permit lotteries and the months each park is at its best. Here’s the next 12 months, from the lottery dates we track and our month-by-month scores.




Parks at their best that month (our scores). Below: permit lottery applications that open that month. Sources: permit lotteries and best parks by month.

FORMATS

# Ways to work with us.

Four placements. Pick one, or tell us what you have in mind and we'll suggest the best fit.

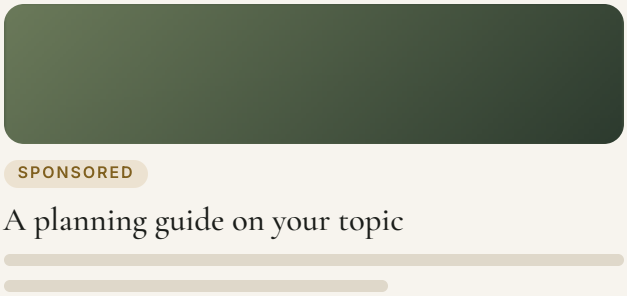



## Newsletter sponsor

One clearly labeled sponsor spot in the weekly email, read by people actively planning park trips.

- A short message in your words, with a link
- Labeled "Sponsored", set apart from our own picks
- Subject to availability

**Rates on request**

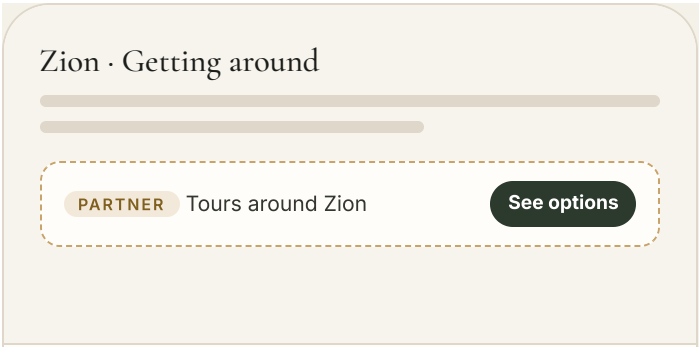



## Sponsored planning guide

A planning piece on a topic that fits your brand, written and fact-checked by us like everything else on the site.

- Labeled "Sponsored" at the top
- Written and fact-checked by us; our conclusions stay ours
- Scope agreed before we start

**Rates on request**

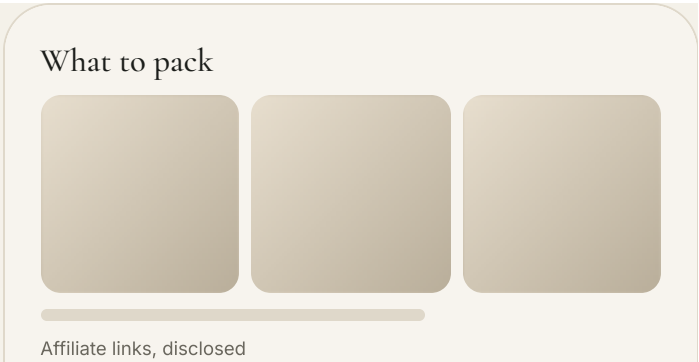



## Park guide placement

A labeled partner spot inside the park guides and tools where it's genuinely useful: tours, rentals, gear, lodging.

- On relevant park guides and tools
- Labeled, with a sponsored link
- Never inside our verdicts or scores

**Rates on request**




## Tours, rentals & gear

Affiliate partnerships like the ones we already run for tours, lodging, rental cars and gear.

- Commission based
- Explained on our affiliate disclosure page
- Only what we'd use ourselves

**Commission based**

OUR STANDARDS

# Trust is the product.

Readers rely on us for accurate, sourced park facts. Every partnership protects that.

### Always labeled.

Sponsored and partner content says so, every time.

### Our conclusions aren't for sale.

Sponsors never change a verdict, score or ranking.

### Only what's relevant.

Partnerships have to be useful to people planning a park trip.

### Agreed up front.

Scope, availability and pricing are agreed before any campaign.

### Not the National Park Service.

Nothing on the site implies NPS endorsement of a sponsor.

### Disclosed.

How we earn money is on our affiliate disclosure page.

**1**

correction logged publicly, with what each page said before

**Nov 13**

most recent fact check of a park guide against nps.gov and recreation.gov

**64**

guides where every rule, fee and permit links to its official source

Partnership inquiries: thenationalparknews.com/sponsor/ · info@thenationalparknews.com