

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

FORMATS

Ways to work with us.

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.

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.

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