

Sponsored articles for the LHO blog

Useful content for people preparing for trekking and mountain adventures. Two ways for relevant brands to contribute, with LHO's editorial care throughout.

01 | YOU SUPPLY

Approved supplied article

£450

You supply an original article and supporting materials. LHO reviews, edits and publishes it if approved.

02 | WE WRITE

LHO-written feature

£850

LHO develops an agreed brief, carries out desk research and writes the feature, then edits and publishes it.

Both formats include

800–1,500 words, editing and factual checks within the agreed scope.
One consolidated revision round.

A 12-month publishing term, normal blog/category listing and a featured blog card for 14 days.
A performance summary after 30 days.

Blog publication only. Business-to-business fees exclude VAT where applicable.

WEBSITE SNAPSHOT

14,011

Sitewide visitors
August 2026

23,027

Sitewide pageviews
August 2026

53

Ahrefs Domain Rating
11 September 2026

Selected established articles: pageviews in August 2026

Retractable vs foldable trekking poles	343
Why is cotton bad for hiking?	219
Best shoes for the Tour du Mont Blanc	167

DR measures backlink strength; it is not a readership or Google ranking score.

Sources: Ahrefs Web Analytics (1-31 August 2026 UTC) and Ahrefs DR (11 September 2026). Sitewide totals are not blog-only reach. Established article counts do not predict a new sponsored article's results.

A clear brief. A useful article.

Every placement is subject to topic fit, editorial approval and a written booking.

01 Send your pitch

Send the named brand, website, outline, proposed links, preferred format, timing and campaign objective.

02 Agree the scope

We confirm fit, price, deliverables and dates. A written booking records payment, rights and cancellation terms.

03 Prepare and review

Provide the draft or source material, image permissions and claim evidence. A named author is responsible for accuracy.

04 Publish and report

After approval and payment, the article goes live. The 30-day summary covers article traffic and sponsor clicks where measured.

Editorial standards

Relevant subjects include trekking equipment, clothing care and repair, rental services, responsible travel and destination knowledge. Articles must be original, accurate and useful.

Paid content is labelled **“Advertisement feature — paid for by [Brand]”** above the headline, with advertising identified on listing cards. LHO retains final editorial control. Up to two relevant advertiser links are marked as sponsored.

Payment does not buy a positive verdict. We do not sell paid link insertions or dofollow links. Direct competing tour promotions and unsuitable or misleading advertising are excluded.

Booking essentials

Payment and timing. Supplied articles: payment after acceptance and before publication. LHO-written features: 50% on commissioning, 50% before publication. Publication is normally within 10 working days of complete materials, approval and payment; dates are confirmed in writing.

Scope and results. The 12-month term is subject to the booking terms, legal and safety duties. No audience, clicks, sales, indexing or ranking guarantees. Field testing, new photography, video, travel and wider distribution are outside the standard fees. Additional revision rounds: £75 for up to one hour.

[PROPOSE AN ARTICLE](#)info@lifehappensoutdoors.com