

ABOUT CAMPING AND 4WD DOWNUNDER



G'day mate, we're Stacey and Lee, and together with our crazy clan of kids and doggos, we make up the Fulton crew.

Why do we blog? It's simple, we love doing anything that involves the great outdoors - blogging is a way to connect with like-minded Aussies people who share the same passion.

See, we know busy...between us, we have an emergency response career, three businesses, a multitude of kids (some with disabilities), and a menagerie of animals. That's without our volunteer work. So yeah...busy.

What we also know (from experience) is that busy quickly turns into burnout. Getting out into the fresh air and away from the chaos of our Mon-Fri lives resets the mind and recharges the soul - we encourage others to do the same.

WEBSITE STATS



3,650

AVERAGE MONTHLY UNIQUE VIEWS



4,739

AVERAGE MONTHLY PAGE VIEWS

COMMUNITY



24,875 FOLLOWERS



6,500 FB GROUP



200+ FOLLOWERS



4,125 EMAIL

SOCIAL REACH



1,480,580

AVERAGE MONTHLY REACH



6,119

AVERAGE MONTHLY REACH

WHY PARTNER WITH CA4WD?

Good question. For starters, we have THE BEST community of Aussie campers across all platforms; we know this because our community members tell us. Every. Single. Day.

Also, marketing is Stacey's professional gig. That's right, when she's not kicking 'round with her camping crew, she's kicking 'round with brands (large and small), helping them build their own empires - you can check out her work [here](#).

AUDIENCE DEMOGRAPHICS

18+ 18-65 AGED

45.6% FEMALE

24.8% ENGAGEMENT

65% AGED 35-54

54.4% MALE

100% AUSTRALIAN

CONTACT

Looking to send products for review? Gotcha! Pop them in the mail, mate.

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HOWLONG NSW 2643

Got a camping spot you'd like us to set up camp and review? Drop us an email and we'll pop it on our bucket list.

info@ca4wd.com.au