



Writer/Editor: Beth Lakin □ beth@3upadventures.com □ 970-901-8624

About 3Up:

3Up Adventures is a lifestyle and adventure blog written by Beth Lakin. The goal of 3Up Adventures is to inspire readers to cultivate a rich but simple life that creates space for their own style of joyous adventurous living. “Adventure,” as used on 3Up, is a broad term that can encompass anything from a grand travel adventure to signing up for a course to learn a new skill. Beth firmly believes that adventure is something for *everyone* and that life is much more fulfilling when you seek adventure at every turn. Sprocket, Beth’s dog, is a regular fixture on her blog and social media; an easy-going water-loving cuddly Laborador he is always ready for adventure.

The blog was founded in 2011 to document Beth’s adventures in home and cabin ownership in northern Idaho and evolved to become a record of her travels and adventures. Fitting with the idea of adventure at every turn, Beth has embraced a utilitarian DIY ethic that she shares on the blog and social media outlets using #damselNOTindistress. 3Up Adventures has partnered with various brands for ambassadorships, giveaways, and short term promotions.

Brand Collaborations:

Columbia Sportswear: #omniten member since 2013
Merrick Pet Foods: Backcountry food campaign, Summer 2015
Stonewear Designs: Ambassador; Fall 2013-Spring 2014
 Working relationships with *Ruffwear*, *Teton Sports*, *WoolPRO*

Post Types:

Trip reports: hikes, roadtrips, etc.
 “On The Page” book reviews (travel, hiking, non-fiction)
 Gear reviews
 Life updates
 DIY posts (projects, jeep, home)
 Sunday Sermon (inspirational posts each Sunday)

Topics:

Hiking	Camping	Gardening	Feminism	Beer/wine
Mountaineering	Roadtrips	Homesteading (urban)	Quilting/sewing	History (regional, local)
Adventure	Dogs	Simple living	Geology	Colorado
Jeeping	DIY	Minimalism	Conservation	Western US

Followers & Social Media:

3UpAdventures.com	@3upadventures	@3upadventures	/3upadventures	/3upadventures	/+3upadventures	@Beth3Up
5,000 pageviews per month	2400+ followers	800+ followers	300+ followers	400+ followers	45+ followers	400+ followers