

**Outforia** is an independent outdoor-journalism publication covering wildlife, trails, and field-tested gear — written by credentialed experts, fact-checked, and built to outlast the feed.

**2019**

FOUNDED

**5M+**

VISITORS TO DATE

**190+**

COUNTRIES REACHED

**30+**

GLOBAL OUTLETS CITED US

## FEATURED IN

The New York Times · The Washington Post · CNN · Forbes · USA Today · Newsweek · Fox News · Daily Mail · Los Angeles Times · New York Post · ABC News · BuzzFeed · Time Out · Euronews · GEO · GQ Italia · New Zealand Herald · El Mundo · Der Standard · and more.

## EDITORIAL STANDARDS

Every article has a human byline, credentialed reviewer, and primary-source citations. We disclose affiliate relationships before the first link, never accept sponsored content, and mark our AI-assisted workflow openly.

Full policy: [outforia.com/editorial-policy/](https://outforia.com/editorial-policy/)

## SUBJECT EXPERTISE

Wildlife (species profiles, conservation, behavior) · National parks & trail guides · Outdoor gear reviews · Outdoor safety & wilderness medicine · Data-driven research & investigations.

## TEAM & EXPERTS



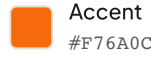
**Carl J. Borg**

Founder & Outdoor Editor

## BRAND



Forest  
#2A5D3A



Accent  
#F76A0C



Background  
#FAF7F1



Ink  
#1A1D17

Fraunces — display / headlines

Plus Jakarta Sans — body / UI

PRESS

[press@outforia.com](mailto:press@outforia.com)

24-hour response, weekdays · Urgent? Flag "DEADLINE" in subject line.  
More assets · [outforia.com/brand-assets](https://outforia.com/brand-assets)