

www.thatwanderlust.com

MEDIA KIT 2017/2018

THAT WANDERLUST

A NOMADIC WOMAN WHO'S HAIR IS ALWAYS TANGLED BY THE OCEAN'S SEA SALT. THE CURRENT TAKES ME AND MY VIKING TO OUR NEXT DESTINATION. OBSESSED WITH SCUBA DIVING, WRITING STORIES, CREATING VIDEOS AND PHOTOGRAPHY. INSPIRED BY LOCAL CULTURES AND MOTHER NATURE.



English written travel blog

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THAT WANDERLUST



Mission Statement

That Wanderlust inspires to follow your dreams and take adventures exploring the world. Arrive at untouched beaches, explore the underwater world of diving and meet local inhabitants who help to discover the soul of a destination. I want to share my adventure travel and diving stories with captivating movies & photography for the independent adventure and outdoor traveler who likes to actively explore.

TRAFFIC

RECEIVING A WHOLE LOT OF TRAFFIC EVERY MONTH

That Wanderlust launched in May 2013 and the audience tends to consist of highly educated people between 20 and 50 years old. The majority travels at least once every half year. The kind of traveling the visitors like is quite wide from adventurous trips to city trips.

They like to be active, in touch with nature, scuba diving, spend time with locals, go backpacking, get some luxury now and then and the idea of a road trip often pops up in their head. The biggest reason for reading articles on That Wanderlust is to feed to travel hunger. By reading the travel stories and seeing the travel media they get inspired. Mindset stories are also getting popular (source: survey).

THAT WANDERLUST

THE AUDIENCE

Facebook likes	2000+		
Twitter followers	1000+	Instagram followers	800+
Google plus views	40.000+	LinkedIn connection	500+
YouTube views	80.000+		

AN INTERNATIONALLY DIVERSE AUDIENCE

Top 10 countries visiting the website:

1. Netherlands
2. United States
3. Canada
4. Mexico
5. Costa Rica
6. Australia
7. Germany
8. Brazil
9. Philippines
10. Singapore

The visitors and page views doubled with 100% over the last 12 months!

MONTHLY UNIQUE VISITORS 7000+

MONTHLY PAGE VIEWS 15000+



COLLABORATING

STORYTELLING

- Storytelling evokes emotions. By telling real stories we reach the hearts and minds of readers ... and your customers!
- I share my experiences on the road, which makes readers trust the story. Readers will get active and act.
- Storytelling is multi-dimensional and touches multiple senses simultaneously.
- Not only the what, but also how and why can be packaged in a story.
- A That Wanderlust story always has a personal touch.



THE AUDIENCE

THE ADVANTAGES OF COLLABORATING

- You will have permanent online content.
- Power SEO and Google loves blogs.
- Diversity of content: photo essays, videos and text.
- Wide coverage: articles, reports and interviews.
- That Wanderlust will be an ambassador for your product or destination.
- A relationship of trust with your brand will be built and gets a human face.

PARTNERSHIP OPPORTUNITIES

Social Media Campaign: Extend your brand's reach with engaging social media coverage on the That Wanderlust channels.

Press Trips: Invite me to experience your destination and share my experience with my readers. **Brand Ambassador:** A long-term partnership where That Wanderlust promotes your activity, gear or accommodation.

Site advertising: Ads and banners for more visitors to your website.

Advertorials: Your brand or product receives its own promotional post & social media coverage.





THAT WANDERLUST

GET IN TOUCH WITH ME
AND LET'S DISCUSS HOW
WE CAN WORK TOGETHER
TO ACHIEVE YOUR GOALS!

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