

WORLDLY ADVENTURER

BEYOND THE BEATEN TRAIL
ADVENTURES IN SOUTH
AMERICA

MEDIA KIT OCTOBER 2017

AN AUTHORITY ON ADVENTURE TRAVEL IN SOUTH AMERICA

Worldly Adventurer is the first travel blog to be dedicated entirely to meaningful adventure travel in South America.

Thanks to its focus on adventurous but meaningful experiences, Worldly Adventurer inspires travellers to venture beyond the beaten trail in South America and to become more than just a spectator wherever they go, whether that's through a hiking and camping adventure or by volunteering at a responsible project in a far-flung, rural community.

Worldly Adventurer plugs the gap where information about adventurous, barely-discovered experiences should be. Steph has been there, done that and got the forehead scars to prove it, having wild camped in the middle of the Bolivia countryside, hitchhiked the Carretera Austral and trekked in Torres del Paine National Park – twice.

MEET STEPH FROM WORLDLY ADVENTURER

An authority on South American travel, Steph is an established contributor for internationally-recognised travel websites including Rough Guides, Gapyear.com, Transitions Abroad, Go Abroad and others.

A former English secondary school teacher in the UK, she is now a full-time adventurer based in South America, where she arrived in October 2014 to begin her adventures.

Aside from living and travelling extensively through Bolivia, Peru, Argentina and Chile over a two-year+ period, she has spent a sum total of 12 months volunteering in grassroots organisations in Peru and Bolivia.



WHY WORK WITH WORLDLY ADVENTURER?

Access to an expanding market

With South America seeing an increase in international arrivals of 6% in 2016 (the joint highest in the Americas) according to the World Tourism Organisation report, there is a huge and expanding market for international travel to this global region.

Worldly Adventurer can tap into this network of travellers thanks to its growing readership of people keen to experience adventurous and transformative travel.

Top-quality content

As a regular contributor to top international travel websites, Steph knows how to string together a sentence using witty, inspirational writing and stories based upon her own experiences.

She's also armed with a DSLR and knows how to use it to produce top-quality photography to accompany blog posts, and social media content.



WHY WORK WITH WORLDLY ADVENTURER?

Authority & Professionalism

She writes with authority and professionalism and always provides a faithful portrayal of experiences to her readers who in turn trust her recommendations and advice.

Industry understanding

As an experienced freelance travel writer and copywriter, Steph understands exactly what brands are looking for when it comes to reaching new audience and new customers.

Fully versed in SEO practices, she ensures that the content on her site is evergreen and will be accessed by readers for years to come.



STATISTICS OCT 2017

MONTHLY TRAFFIC

- Users: 5,600 per month
- Page views: 11,000 per month

AUDIENCE DEMOGRAPHICS

- US (36%), UK (8.2%), Canada (7.8%), Chile (6.8%)
- 56% 25-34
- 14.14% 18-24
- 13.2% 35-44
- 63.5% Female
- Worldly Adventurer's audience comprises adventure seekers with a love of Latin America, photography and technology and an urge to venture to places where few others have been before.

SOCIAL MEDIA

- Facebook: 631, engagement: 1,400
- Twitter: 1,600 tweet impressions: 31.5k
- Instagram: 747, engagement: 20.57%
- Pinterest: 844
- Newsletter subscribers: 220, click rate: 11.4%

PRESS & RECOGNITION

TRAVEL WRITING

Steph is a regular contributor to internationally-renowned travel websites, Rough Guides, Gapyear.com, Transitions Abroad, New Worlder and a meaningful travel insider for Go Abroad. She has also been featured on a number of other high-profile blogs, including Two Monkeys Travel and is a regular contributor to NOMADasaurus.

AWARDS

Steph was the winner of the Rough Guides "Passport to write" competition in 2015, and placed second for both the Transitions Abroad 2016 Narrative Travel Writing and Expatriate and Work Abroad Writing competitions

PRESS

Go Overseas listed Steph as one of nine people inspiring travellers to volunteer in 2016.

HOW CAN WE WORK TOGETHER?

As a site committed to helping intrepid travellers discover the most hard to find parts of South America and sharing a new perspective on some of the most travelled, Worldly Adventurer is keen to work with brands offering adventurous travel experiences in South America.



DESTINATION MARKETING

Worldly Adventurer is actively seeking to partner with tourism boards and travel companies to promote and encourage readers to visit destinations in South America. Through engaging copy, quality photography and social media promotion, Worldly Adventurer can ensure that your brand gets a foot in the door with backpackers and travellers in South America.



Contact Steph to discuss partnership packages and how you can go about reaching the Worldly Adventurer readers.

BRAND AMBASSADOR

Steph is also available to act as the brand ambassador for travel companies, providing long-term blog and social media promotion and photography for brands who share her adventure and responsible travelling ethos.

Contact Steph to discuss brand ambassador packages and how you can go about reaching the Worldly Adventurer readers.



CONTACT WORLDLY ADVENTURER

EMAIL

STEPH@WORLDLYADVENTURER.COM

INSTAGRAM

@WORLDLYADVENTURER

TWITTER

@WORLDLYADVENTUR

SKYPE

STEPHANIE.DYSON1

FACEBOOK

WORLDLY ADVENTURER

