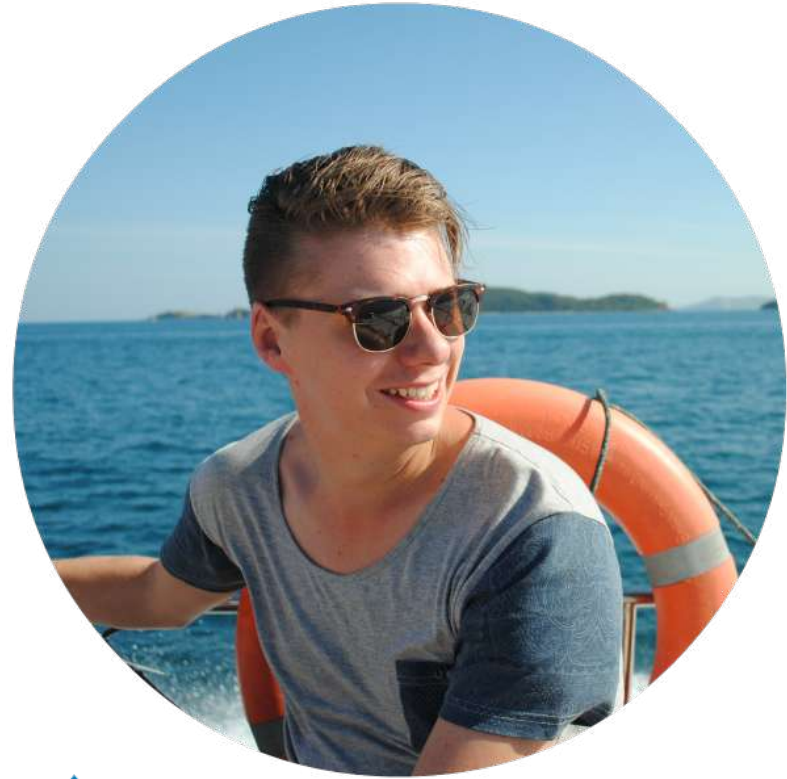


Media Kit


luke@backstreetnomad.com



backstreet **NOMAD**
travel blog

Travel Philosophy



- Visit like a local
 - Experience different
 - Deeper Travel
- 

The mission of the Backstreet Nomad blog is to exude the above through every post and interview. Visitors read the blog because I approach travel from a slightly different perspective than many: in cities or in nature I try to get away from crowds and create unique experiences.



Goal of the Blog

Share and inspire

Explorations and experiences

Engage

With travelers through unique interviews

Itineraries and guides

To help travelers know before they go.

Reach Travelers who are

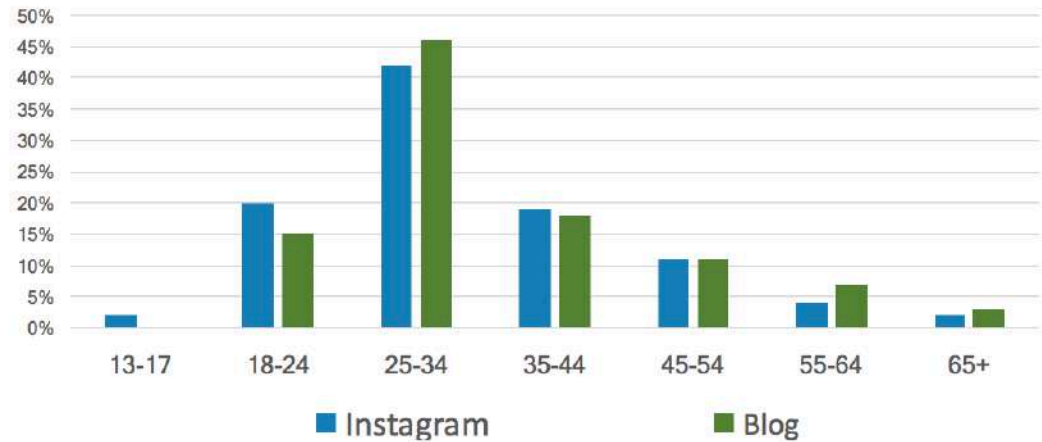
- Seeking the unique
 - Looking for value and advice
 - Adventurous
-



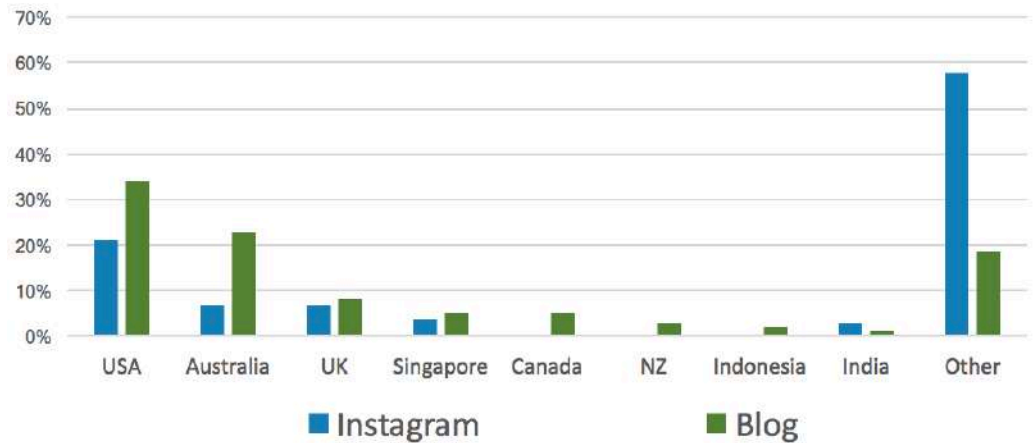


Audience Makeup

Audience Age



Audience Geography



Key Numbers



- 21,000+ Page views per month to backstreetnomad.com
- 23,200+ Twitter followers
- 8,500+ Instagram followers
- 88,000+ Monthly Pinterest viewers
- 4,300+ Pinterest followers



Opportunities for Brands

Advertising space

Sponsored posts

Press trip packages and famils

Freelance writing

Accommodation & experience reviews

Social media promotion

All of the above will receive special social social media attention to ensure maximum content exposure.

Opportunities for Bloggers

Interview on “The Nomad Files”

Guest Posts

Social media collaboration

Blog promotion partnership

No fee is taken or given for any of the above but is only available to personal travel bloggers.



12 Day Media Trip with Indonesia Travel

- Social media promotion throughout trip
 - 38,000+ Twitter impressions, average of 10 engagements per tweet
- Promotion of #TripOfWonders quiz through social media
- 4 blog articles written on destinations visited
- Contribution to the Wonderful Indonesia blog



16 Day, 3 country Media Trip with Singapore Airlines

- Daily Instagram photos and Stories throughout, stimulating engagement
- Cross-promotion of Singapore Tourism, Japan Tourism, and Sri Lanka Tourism
- Multiple blog posts per region plus ongoing social media coverage post trip
- Promotion of Singapore Airlines products, lounges, and Changi Airport



Portfolio

Partnership with the Ibis Styles Melbourne, The Victoria Hotel. Package included:

- Sponsored post
 - Honest review of the hotel including photography
 - Honest review of the hotel restaurant for breakfast and dinner
 - Inclusion in general post on Melbourne
- Social Media Strategy
 - Live social media updates during stay
 - Article also shared by over 20 other prominent travel bloggers generating hundreds of thousands of Twitter handle impressions (and hashtag if applicable).
 - Associated Pinterest pins have generated over 50 repins (example pin to the right).



Portfolio

Collaboration with Wet'n'Wild Sydney. Package included:

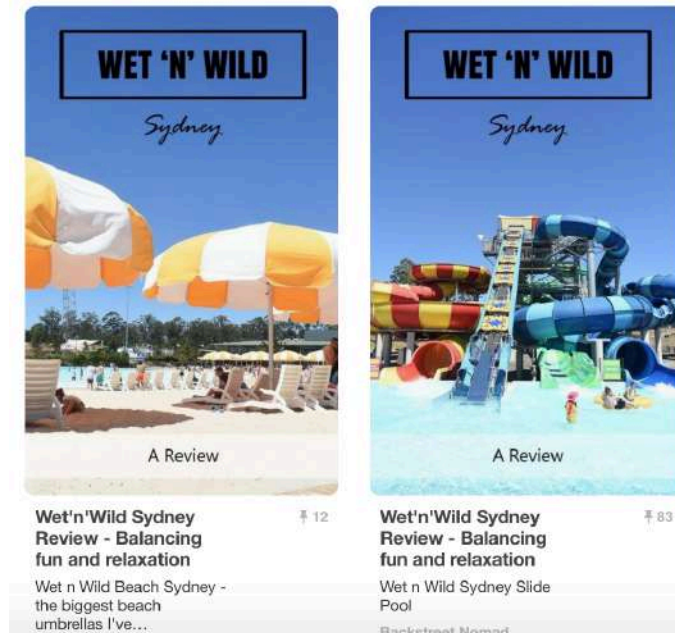
- Sponsored post
 - Experiential review of a day at Wet'n'Wild Sydney including photography
- Associated Social Media Strategy
 - Live coverage throughout the day across Twitter and Instagram Stories
 - Video created, posted to YouTube
 - Post shared by 16 other travel bloggers generating thousands of Twitter impressions.
 - Two pins created, generating over 100 repins

Sydney

Wet'n'Wild Sydney Review – Balancing Fun And Re...

November 9, 2016

Wet'n'Wild has been a mainstay in the Gold Coast for a long time now so when one opened in Sydney...



The future of Backstreet Nomad



Backstreet Nomad is an established travel blog with a growing social media influence.

I'd love to chat some more about how your brand can fit in with the Backstreet Nomad travel blog approach to travel.

Contact details on the following page.



NEXT STEPS

If you've heard enough and would like to chat about where best your brand could fit into the Backstreet Nomad community, here are my details.

Enquiries:

luke@backstreetnomad.com

Web:

backstreetnomad.com

Social:

Twitter:

[@backstreetnomad](https://twitter.com/backstreetnomad)

Facebook:

[/backstreetnomad](https://www.facebook.com/backstreetnomad)

Instagram:

[@backstreetnomad](https://www.instagram.com/backstreetnomad)

