

MEDIA KIT | MAY 2021



ADVENTURES OF NICOLE

Beyond the beaten path travel blog



Hey there!
I'm Nicole. I have a thing for off the beaten path and usual destinations. I've been traveling the world, mostly solo, for about the last decade.

I started this blog in February 2015 with the intent of sharing useful tips and hilarious stories. My goal back then, and still to this day is to encourage travelers to diversify the destinations they choose to visit by opting for less popular locales, in addition to providing valuable information to help my readers get the most out of their adventures while inspiring them to visit these fascinating areas more mindfully.

THE BLOG

adventuresofilnicki.com
Founded in February 2015

BLOG TRAFFIC

Unique Monthly Visitors: 20,000
Monthly Page Views: 33,100
Time on Page: 03:30

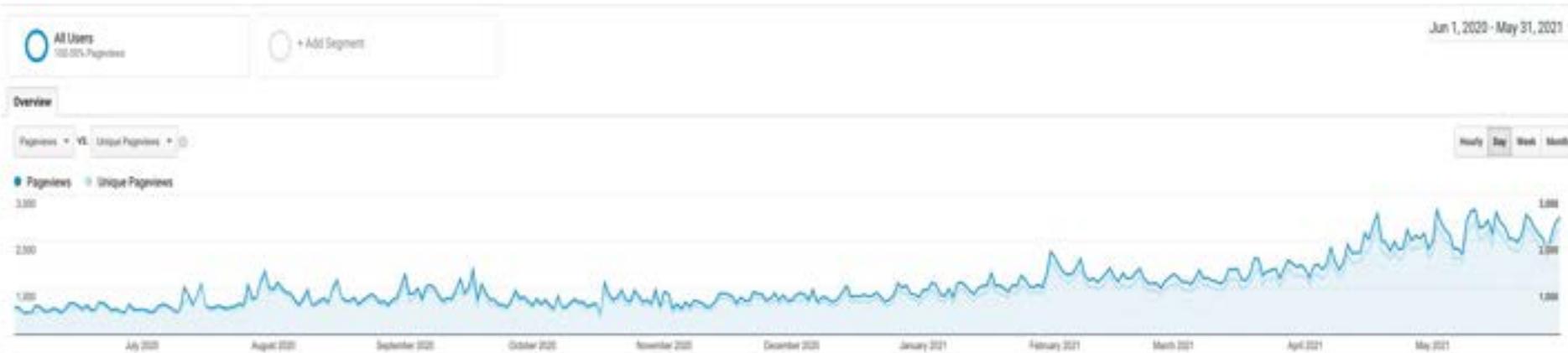
Average calculated from Google Analytics data between June 2020 and May 2021 (of course this includes the dreaded COVID traffic slump)

PARTNERS



TRAFFIC

In May 2021, the Adventures of Nicole received 69,900+ pageviews and 40,000+ unique monthly visitors. I currently have a DA of 37.



Screenshot of Adventures of Nicole's Google Analytics traffic from June 2020 to May 2021.

ENGAGEMENT

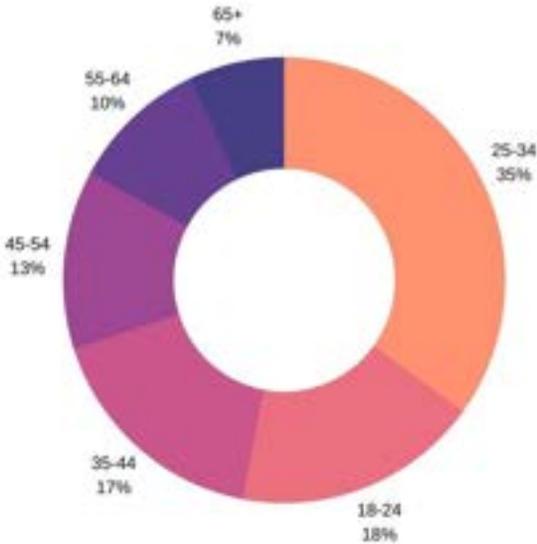
Organic traffic from Google contributes to the highest percentage of visits to my site at 77%. Visitors tend to stay on page for 03:30 on average and visit 1.43 pages with each visit.



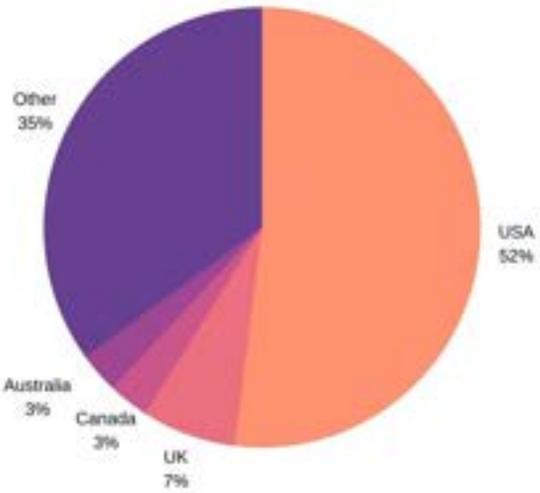
Screenshot of Adventures of Nicole's Google Analytics engagement data from June 2020 to May 2021.

DEMOGRAPHICS

Age Breakdown



Top Countries



Gender Breakdown



Top 5 Cities

| London, England 3% | Anchorage, Alaska 3% | New York, New York 2% | Sacramento, California 1% | Los Angeles, California 1% |

EMAIL SUBSCRIBERS

3,100+

SOCIAL MEDIA



70,000 + followers
@the.adventures.of.nicole



2,500 + fans
@theadventuresofnicole



7,000+ followers
@adventuresofnic



5,000 + followers
@adventuresofnicole



READY TO WORK TOGETHER?

What I can offer...



PRESS TRIPS

Want to get the word out on how amazing your destination, product, or tour is? I'll create a unique campaign including blog posts, photography, and social media coverage.



PHOTO LICENSING

I've spent the greater part of the last decade behind a camera. Let me showcase your destination, products, business, and more.



BRAND AMBASSADORSHIPS

Have a nifty product or service in the travel or outdoor realm? I can help get the word out, bonus points if it can survive my rough and tumble lifestyle.



SPONSORED POSTS

Looking to get your travel or outdoors related product, service, destination, etc. in front of an engaged audience? If our ideas align, my blog or social media accounts are the perfect places.



TOUR LEADERSHIP

I have over three years of experience leading and co-leading tours and expeditions to some of the wildest corners of the planet. If you're looking for someone to organize a bespoke trip and market it, reach out!

HAVE OTHER IDEAS?

I'm always open to hearing new ideas for partnership and collaboration. Pitch your ideas to me, I'm all ears.

STILL INTERESTED?

Reach out at
adventuresofilnicki@gmail.com