

THE DISCOVERIES OF

TRAVEL | CULTURE | ADVENTURE



MEDIA KIT

THE DISCOVERIES OF

THE DISCOVERIES OF IS A TRAVEL BLOG
WITH ONE MISSION.
TO MAKE TRAVEL EXCITING AGAIN

Travel. Culture. Adventure.
That's my tagline and that's what I do.

I started The Discoveries Of based on one simple premise – that travel is all about experiences. I'm here to find and write about the very best of these for my readership of young professionals who prioritise travel in their lives.

I used to be a lawyer in the City and saw that not many travel blogs talk to people who have disposable income, want to have unique travel experiences but whose backpacking days are behind them. That's where The Discoveries Of comes in.

From adventure travelogues to hotel spotlights, I inspire 40,000 monthly online readers with my focus on destinations with personality. I encourage people to travel differently - embracing the stylish and the eclectic as they do.

The Discoveries Of has been shortlisted for Lonely Planet's Travel Blog of the Year Award at the Edward Stanford Travel Writing Awards in both 2017 and 2018.

WHY WORK WITH ME?



I started working as a travel writer in 2007, writing for publications such as Rough Guides, Lonely Planet, Business Traveller, Business Destinations and more. I worked in-house and freelance for four years.

After a not-so-brief interlude of five years re-training and working as a lawyer in the City, I came back to travel writing and started The Discoveries Of in 2016.

I pride myself on my travel industry expertise, high-quality writing and, most importantly, a very targeted audience. Combining social media, search engine optimisation and creating high-quality practical pieces has seen The Discoveries Of grow from 1,000 monthly readers in January 2017 to 40,000 in March 2018, a number that continues to increase.

I only work and write about things I know my readers will love, resulting in a high conversion rate on the pieces I publish.

DEMOGRAPHICS

40,000 MONTHLY READERS

40% of readers aged

25-34

AGE

40% 24-34
20% 18-24
15% 35-44
12% 45-54
10% 55-64
3% 65+

33%

Readers Earn £50k+

33%

Readers Earn £30-50k

68%

Female



GENDER

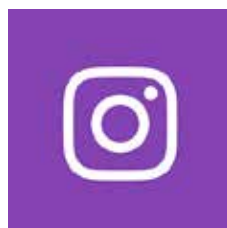


32%

Male



800



9,200



4,400



3,200

ONLINE

EDITORIAL

Travel Guides

4,000+ word in-depth travel guides focused on an itinerary or type of trip.

Past examples: [The Ultimate West Coast Road Trip Guide](#). [Two-Week South America Travel Itineraries](#)

Destination Articles + Guides

Listicle-format or feature format exploring a destination or topic - 1,500-2,000 words.

Past examples: [Bali Food Guide](#) [24 Hours in Oxford, U.K.](#) [20 Things to do in Portugal](#).

Travel Gear Guides / Packing Lists

Travel gear guides and reviews and packing lists to give practical advice to readers going on trips.

Past examples: [Tropical Vacation Packing List](#). [The Best Travel Cameras: Rated + Reviewed](#)

Hotel Reviews and Accommodation Features

Detailed hotel reviews showcasing property in full. SEO-targeted roundups of best accommodation in a certain destination.

Past examples: [Pangkor Laut Resort](#). [The Best Places to Stay in London](#).



ADVERTISING

Destination Showcase

Bespoke content series - series of articles with accompanying images and video to fully showcase your destination. Written and promoted by me, created for you.

Sponsored Content

A range of features and formats to complement your brand. Content to amplify and enhance your brand's message and reach your target audience.

Competitions

Combine your content with a highly engaged audience to showcase your products.

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