

DESTINATION TRAVEL PUBLICATION

# Via Travelers

A l w a y s m o v i n g .



**700K+**  
Social reach



**6K+**  
E-mail Subs




**1.1M+**  
YouTube views



**800K+**  
Pageviews per month



# ABOUT

 Kyle Kroeger  
Owner, ViaTravelers

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info@viatravelers.com

 **SITE**  
viatravelers.com

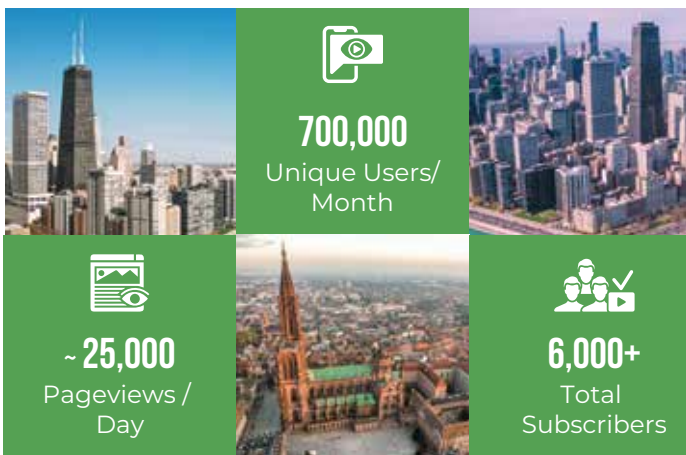
## ABOUT VIATRAVELERS

Travel is the only thing you can do that stimulates all of your senses. And it doesn't just stop there, you learn, grow and develop as a result of your travel experiences.

ViaTravelers, and our audience, understands that. We strive to provide the ultimate experience of travel, which includes videography, photography, audio, written content, and those local experiences worth exploring.



## BLOG STATISTICS



## DEMOGRAPHIC

 **54%**  
Female

 **46%**  
Male

**73%**  
USA

**5%**  
UK

**12%**  
Others

## LOCATION

## ABOUT OUR WRITER TEAM

Our team of writers is made up of experienced travel journalists, bloggers, and photographers who are passionate about exploring the world and sharing their experiences with our readers. From visiting remote towns to luxury beach resorts, our writers bring a wealth of knowledge and unique perspectives to every story. Our team is committed to providing our readers with informative, engaging, and inspiring content that will encourage them to explore the world and experience new cultures.

## ABOUT KYLE

Kyle is a former finance nerd turned online entrepreneur. After working 10+ years in investment banking and private equity, he found a new passion and second career in learning about people and the world through travel and new cultural experiences.

Kyle has scaled several websites in his previous online ventures and has worked with brands such as Yahoo! Finance, Reader's Digest, Forbes, Best Company, and Cult of Mac.



## SPONSORSHIP OPPORTUNITIES & ADVERTISING RATES



### CAMPAIGN RATES

<p><b>\$2,500+</b></p> <p><b>In-Content Placement</b></p> <p>+ #1 spot at top of fold of existing article on a 6-month fixed fee basis</p>	<p><b>\$1,000-\$2,500</b></p> <p><b>Custom In- Content Placement</b></p> <p>+ Rate varies depending on placement and is based on a 6-month fixed fee basis</p>
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<p><b>\$1,000</b></p> <p><b>1x Article SEO Optimized</b></p> <p>+ Full Marketing Promotion +Written by us</p>
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\*All Packages Include Original Photography, Graphics & Data

### OUR APPROACH

ViaTravelers takes partnership campaigns very seriously. We only select a few set of companies, agencies and services each year. We focus on high returning campaigns focused on revenue.

We are not a company focused on instant gratification marketing but rather we take a long-term approach that will drive results organically. We use social channels to multiply the reach of these campaigns.

### VIATRVELERS STATISTICS



**700K+**  
Users



**6K+**  
E-mail Subs



**800K+**  
Monthly PVs



**500+%**  
YoY PVs/Month

### PARTNERSHIP OPPORTUNITIES

#### SPONSORED POST

Written content is still very powerful in today's age. Our approach includes SEO optimization for conversions along with rich data, including images, graphics and data to help your area, product or service receive organic results that drives results.

**\$500 / POST**

#### YOUTUBE VIDEO

We love video! This is the best way to capture the way a city looks, feels and sounds (without visiting it, of course). We will create a full video guide on your local area, product or service completely optimized for YouTube SEO.

**\$3,000 / VIDEO**

#### EMAIL MARKETING

Our email subscribers are highly engaged with open rates and click rates above industry averages of 25+% and 5+% on each email send. For each email campaign, we can include an image placement with an additional text link to your offering.

**\$250 / EMAIL**