



*Journey With Chloe*  
**MEDIA KIT 2017**



## MEET CHLOE



Chloe Gibson has a 2:1 Bachelors degree in Economics with Spanish and spent one year in Barcelona working in the tourism industry. In the final year of her studies, Chloe incorporated her passion for writing, travel and self-development to create Journey with Chloe. She's taught herself SEO, social media and photography from scratch and praises herself on her attention to detail, authentic creativity and open-mindedness.

## ABOUT JOURNEY WITH CHLOE



Journey with Chloe is a Travel and Mindfulness blog aimed at inspiring the inner and outer journey of others. Topics include travel guides, tips and honest real life experiences as well as outdoor adventure, veganism and self-development. Chloe created Journey with Chloe to awaken the motivation in others to travel to all corners of the world, embrace unique experiences and discover their true authentic selves.



## LAST 90 DAYS

18,000+ PAGE VIEWS &  
12,000+ UNIQUE USERS



6.3k+



2.1k+



1.4k+



1k+

## LOCATION

UNITED STATES 36%  
UNITED KINGDOM 18%  
CANADA 5%  
HUNGARY 4%  
SPAIN 3%



## LAST 30 DAYS

10,000+ PAGE VIEWS  
& 7900+ UNIQUE USERS

## AGE

18 - 24 25%  
25 - 34 49%  
35 - 44 15%  
45 - 54 11%

## GENDER

WOMEN 74%  
MEN 26%



## TOUR & ACCOMMODATION REVIEWS

*Unbiased reviews for your business aimed towards young mindful travellers.*

## PRESS TRIPS

*Positive publicity for your destination geared towards my audience through articles, photography and social media.*

## PHOTOGRAPHY

*Eye-catching high-resolution photography which is professionally edited.*

## ADVERTISEMENT SPACE

*Optimally positioned advertisements for your business on my website.*

## BRAND AMBASSADOR

*Promotion of your brand or products through articles, social media and blogging communities.*

## SPONSORED ARTICLES

*Professional and authentic content suited to your brand or product and promotion across all of my platforms.*

## ORIGINAL CONTENT

*Unique content which aligns with your business which you can use to engage readers on your website, social media or publications.*

## CONTESTS & GIVEAWAYS

*Promotion of your contests and giveaways through my website and social media.*

## SOCIAL MEDIA POSTS

*Authentically created social media posts suited to your brand which are published to reach my audience at peak times.*

## SOCIAL MEDIA CONSULTING

*Strategically using data to grow your business across the appropriate social media platforms..*

## SOCIAL MEDIA VIRTUAL ASSISTANT

*Personally helping you to manage and grow your social media accounts as well as user engagement.*

## GUEST POSTS

*Authentic and exceptionally well-written articles with optimised SEO to engage readers on your website.*



*Journey With Chloe*


**JOURNEYWITHCHLOE.COM**

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