



THE LITTLE BACKPACKER

# MEDIA KIT

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JODIE@THELITTLEBACKPACKER  
@LITTLEBCKPACKER







# 48%

AUDIENCE AGED 25-34

# 11K

UNIQUE MONTHLY  
VISITORS

# 16K

MONTHLY VISITORS

# 6K

COMBINED SOCIAL  
FOLLOWING

# 69%

FEMALE AUDIENCE

# AT A GLANCE

# ABOUT ME



I'm Jodie, a twenty-something Brit working her way around the world. I have been living a life of travel since 2011 when I met my now husband. I love road trips, seeking out cute cafes and cramming each day with as much adventure as possible. I want to show people they don't have to be rich to travel the world.

# ABOUT THE LITTLE BACKPACKER

The Little Backpacker is a travel focused blog that aims to inspire and inform people to get out of their comfort zone. Content focuses on destination itineraries, working aboard tips, photo essays and helpful information. The Little Backpacker began as a way to document my 'gap year' to friends and family but has since evolved into a travel blog that focuses on budget and adventure.



# KEY INFORMATION

MONTHLY PAGE VIEWS: 15584

MONTHLY UNIQUE VISITORS: 11120

DOMAIN AUTHORITY: 26

PAGE AUTHORITY: 37

BLOGLOVIN': 280 FOLLOWERS

INSTGRAM: 1633 FOLLOWERS

TWITTER: 1779 FOLLOWERS

FACEBOOK: 1950 LIKES

PINTEREST: 464 FOLLOWERS

NEWSLETTER: 70 SUBSCRIBERS

## AUDIENCE

48% AGE 25-34

26% AGE 18 - 24

69% FEMALE

TOP 3 LOCATIONS OF READERS: UK,  
USA AND AUSTRALIA





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**BUS** 

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**GOEURO**

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WHO I'VE WORKED WITH





'Great article Jodie. I am really happy with what you have written. Thanks so much for posting that and for all the likes on social. I have my team on the case to give you big virtual hugs.'

-- Skins Team



"I read your post and saw the video. Both are fantastic, it looks like you had a really good time in Colchester :)

It was very nice angle, you focused it well on what to do in Colchester which I love.

The Youtube video is a lovely surprise too!" -- GoEuro Team

# TESTIMONIALS





INTERESTED IN WORKING WITH THE LITTLE BACKPACKER? YOU'RE IN THE RIGHT PLACE. FIND OUT WHAT THE LITTLE BACKPACKER CAN DO FOR YOUR BRAND AND TAKE A LOOK AT THE PREVIOUS BRANDS I'VE WORKED WITH.

FOR FURTHER DETAILS PLEASE REQUEST A COPY OF MY MEDIA KIT.

SERVICES INCLUDE:

- CREATIVE CONTENT COLLABORATIONS
- SPONSORED BLOG POSTS AND SOCIAL POSTS
- VIDEO AND PHOTOGRAPHY
- BLOG TRIPS
- PRODUCT REVIEWS



HOW WE CAN  
WORK TOGETHER





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