

Media Kit: May 2021

Our World for You

— Travel Tales Sprinkled with History & Culture —

About Our World for You

Our World for You is aimed at those seeking to get the most out of their valuable annual leave. Those who want to experience a place, feel its culture and understand its history. All with a little bit of luxury. Areas of focus are mini-breaks and road trips, also days-out around the UK. Our World for You was 'launched' in September 2016, with the preparation work starting in January 2016.

Our April Campaigns

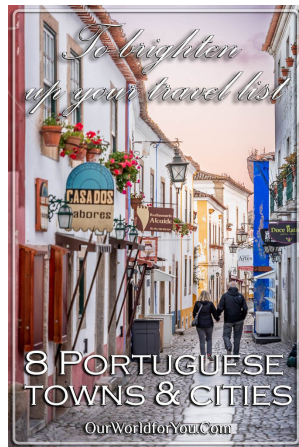
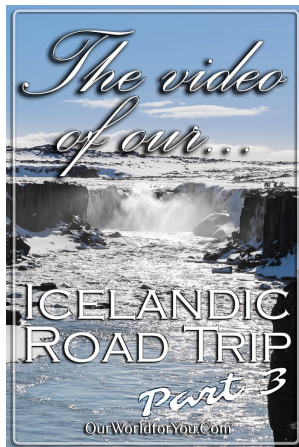
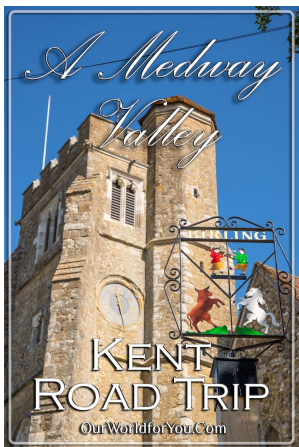
With the first stages of lockdown easing in the UK we explored locally, whilst developing content on historical travels, based along a number of our brand themes (e.g—The Truths & Trivia series)

Content creation continued on You Tube with our Icelandic Road Trip series of sub 15 minute videos based on our 2018 tour of the country.

Ongoing content refresh continues to provide relevant information in light of Covid adjustments to our normal travel experiences.

We're aiming to provide inspiration through posts on suitable less obvious destinations, as well as 'discovering' what's closest to us.

Three of our April campaigns



Janis & Gary

A professional couple whose background was in the finance sector. A passion for luxury travel, road trips, mini breaks, and adventures around the world.

Social Media

Total Reach: 15.9k

Twitter: 5,600

Instagram: 5,156

Facebook: 223

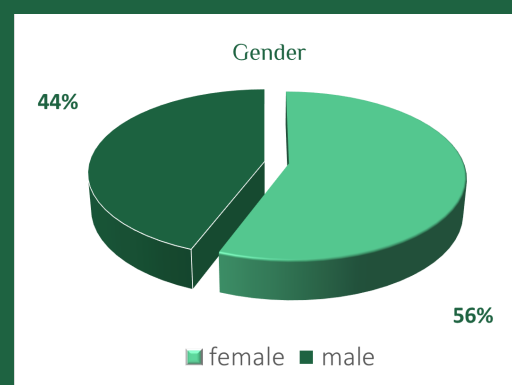
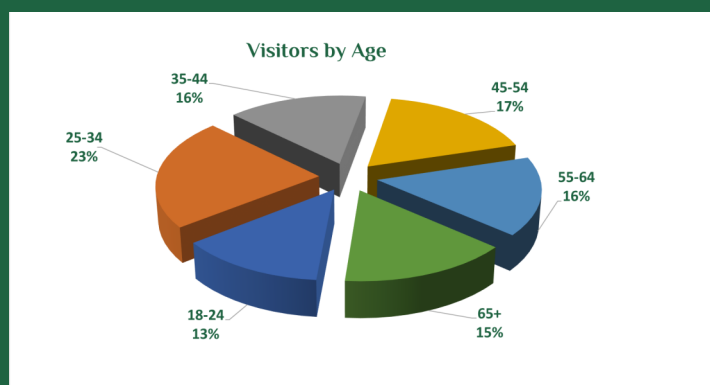
Pinterest: 3,734

YouTube: 778

Bloglovin: 284

E-Mail Subscribers: 79

Site demographics for April



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Let's Work Together

We are happy to collaborate together in number of ways, with those who share our love of travel. Potential opportunities may include the following;

- Brand partnerships
- Reviews: Tours, Accommodation, Products, Services and more
- Relevant advertising
- Giveaways
- Tourist Boards
- Contribute content to websites & blogs
- Press Trips/Events

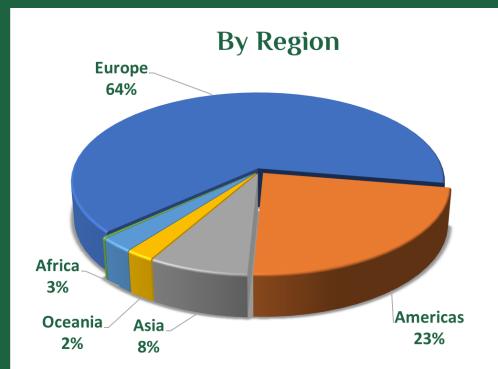
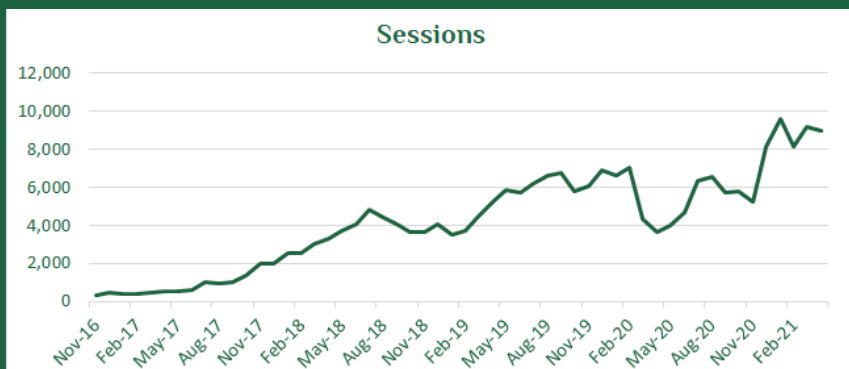
This list is not exhaustive & we are open to suggestions on any thoughts or ideas you may have.

Our top 5 posts in April

Post title	Views
8 Portuguese towns and cities to brighten up your travel list	800
A trip to Camden Market, London	572
The village of Headcorn in Kent, England	415
Himba People, Namibia	414
Our little secret, Saint-Rémy-de-Provence, France	388

Site metrics since launch

(More detailed analytics available on request)



Monthly Traffic

Sessions: 8,960
Unique Pageviews -
whole month: 9,862
Unique Pageviews -
per day: 329

Site Presence

Domain Authority: 30

Participation



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