

Media Kit: July 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

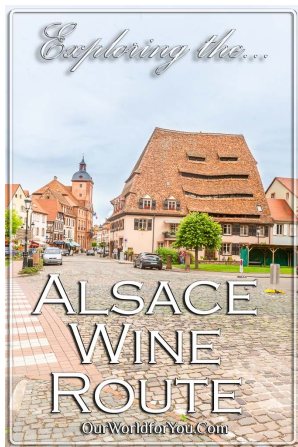
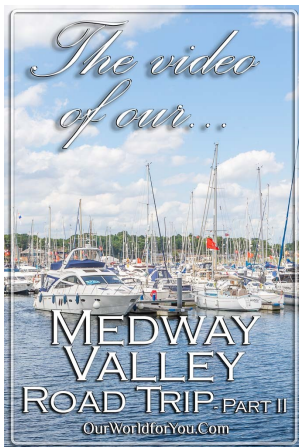
### Our July

We have undertaken a rebrand, gone are the greens, in are the greys, but there is much more too happening on across our channels. The site has undergone a makeover, with a process to revisit every one of the 500+ posts and refresh to improve performance cross all device, and ensure the content is still relevant

On the travel front, borders begin to open; however, our travels remain limited to the UK at present, but our content continues to be a mixture of home and abroad

Our YouTube channel hit a significant milestone of 1,000 subscribers , and continues to grow at a respectable pace.

### Three of our June 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: 18.2k**

Twitter: 5,621

Instagram: 7,119

Facebook: 225

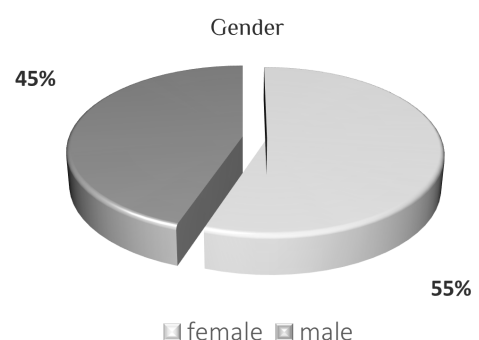
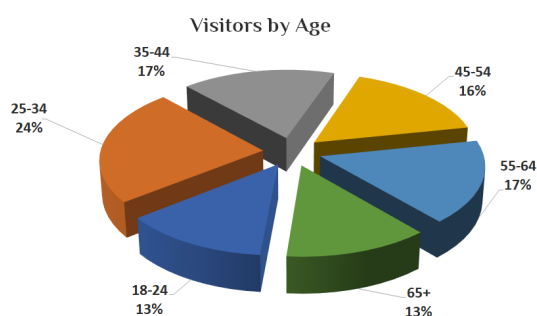
Pinterest: 3,921

YouTube: 1015

Bloglovin: 284

E-Mail Subscribers: 83

### Site demographics for May



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## Let's Work Together

We are happy to collaborate together in number of ways, with those

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

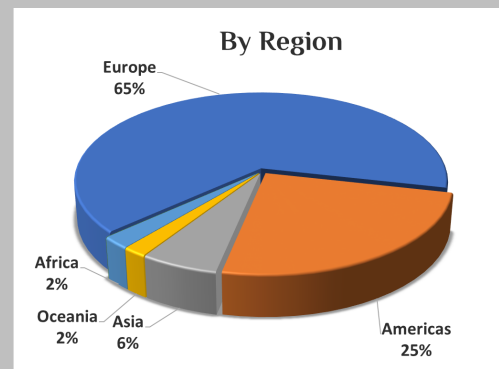
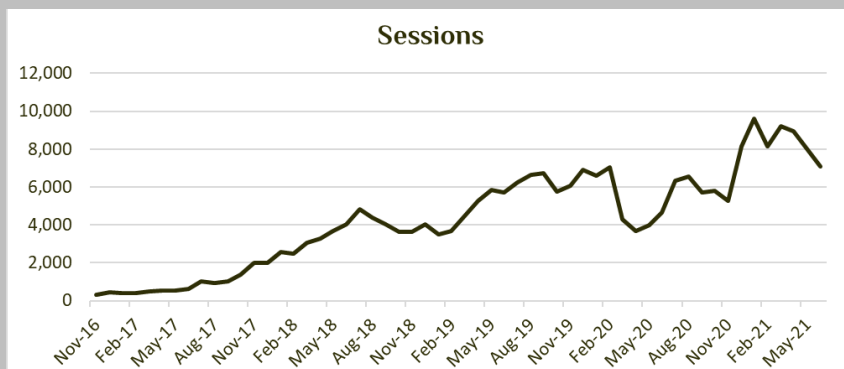
This list is not exhaustive & we are open to suggestions on any thoughts or ideas you may have.

## Our top 5 posts in June

Post title	Views
Our little secret, Saint-Rémy-de-Provence, France	433
A trip to Camden Market, London	381
Our Norfolk Road Trip - The Itinerary	291
A scenic coastal road trip around the shores of Kent, UK	252
A visit to the historic coastal town of Hastings, East Sussex, UK	230

## Site metrics since launch

(More detailed analytics available on request)



## Monthly Traffic

Sessions: 7,093  
Unique Pageviews -  
whole month: 8,229  
Unique Pageviews -  
per day: 274.3

## Site Presence

Domain Authority: 31

## Participation



## Contact Us:

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