

Media Kit: August 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

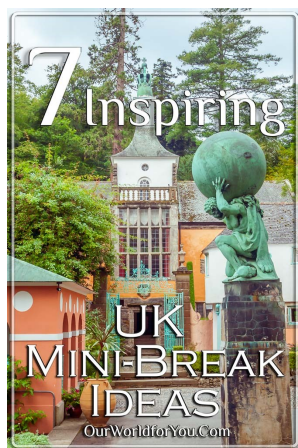
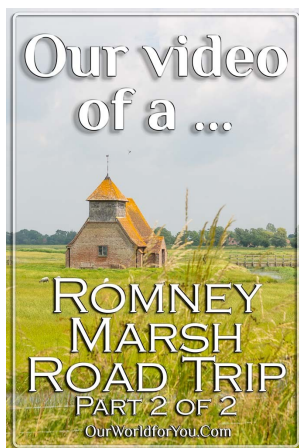
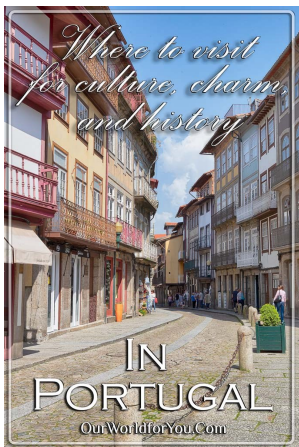
## Our August

As in previous months, our content continues to be a mix of near and far, home and abroad. New output continues regularly, expanding into short-form videos with posts on Instagram reels, YouTube shorts, & now Tik-Tok.

In terms of travel, it's still very much UK based, concentrating on extracting the maximum from a UK staycation and discovering gems hidden away in plain sight.

Our site rebranding continues with all new posts produced in a clean, new, look and legacy posts refreshed in line with our current style. The aim is to create content that looks good on any platform.

## Three of our July 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: 18.4k**

Twitter: 5,621

Instagram: 7,136

Facebook: 226

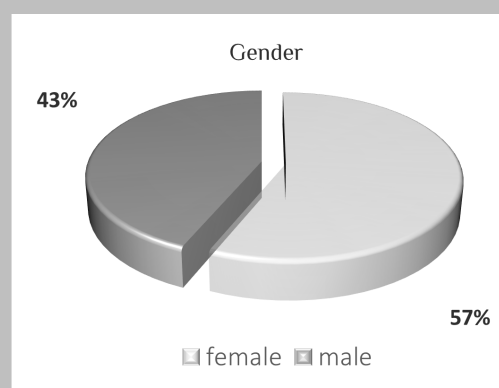
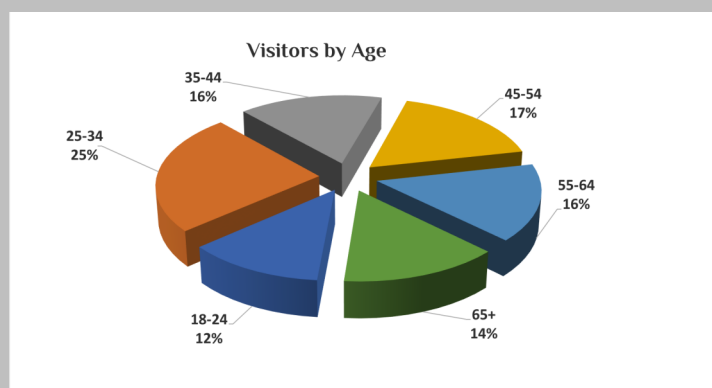
Pinterest: 4,081

YouTube: 1,110

Bloglovin: 283

E-Mail Subscribers: 86

## Site demographics for July



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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

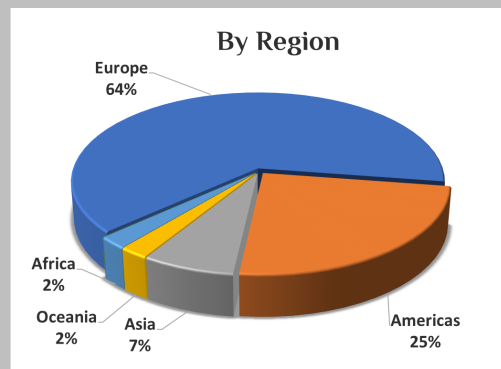
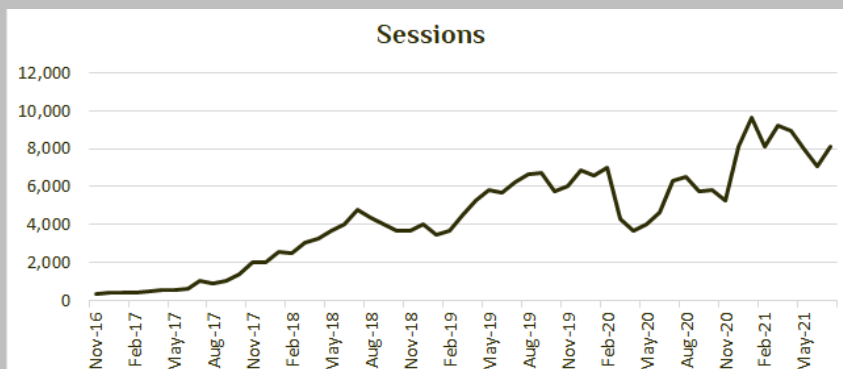
This list is not exhaustive & we are open to suggestions on any thoughts or ideas you may have.

## Our top 5 posts in July

Post title	Views
Our little secret, Saint-Rémy-de-Provence, France	579
A trip to Camden Market, London	297
A scenic coastal road trip around the shores of Kent, UK	251
Himba People, Namibia	239
Our Norfolk Road Trip - The Itinerary	220

## Site metrics since launch

(More detailed analytics available on request)



## Monthly Traffic

Sessions: 8,099  
Unique Pageviews -  
whole month: 9,166  
Unique Pageviews -  
per day: 295.7

## Site Presence

Domain Authority: 31

## Participation



## Contact Us:

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