

Media Kit: January 2023

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 January

With the festive season behind us, planning for 2023 is in full flow, with a view to more sustainable travel and a shift to full EV road trips when feasible.

Reworking of older content to ensure it is still evergreen and fit for 2023, following our current design philosophy. The aim is to concentrate as many tips, hints and inspirations into beautifully crafted web content.

Video content will also continue to evolve, with short-form appearing alongside ever-improving long-form output over 2023.



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: 23.3k

Twitter: 5,766

Instagram: 9,227

Facebook: 276

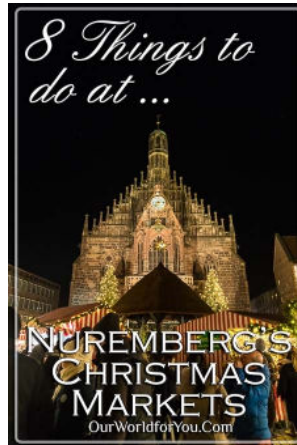
Pinterest: 5,076

YouTube: 2,541

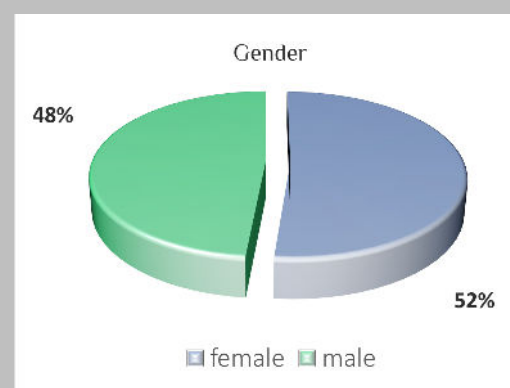
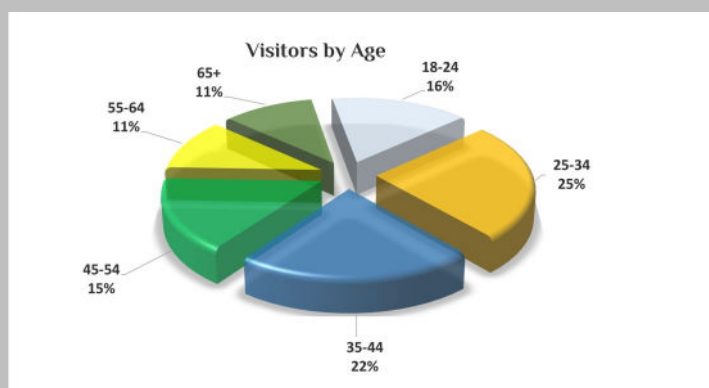
Bloglovin: 284

E-Mail Subscribers: 101

Three of our December campaigns



Site demographics for December



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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 December

Post title	Views
The 10 things to do in Cologne, other than the Christmas markets	979
Tipplles on a German Christmas Market	350
Our little secret, Saint-Rémy-de-Provence, France	280
Visiting Aachen's Christmas Markets	214
A charming road trip in and around the Kent Downs (AONB), UK	206

Monthly Traffic

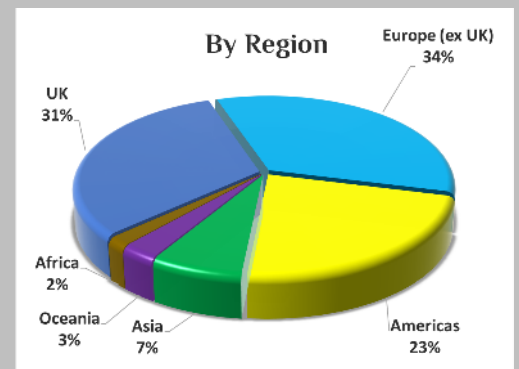
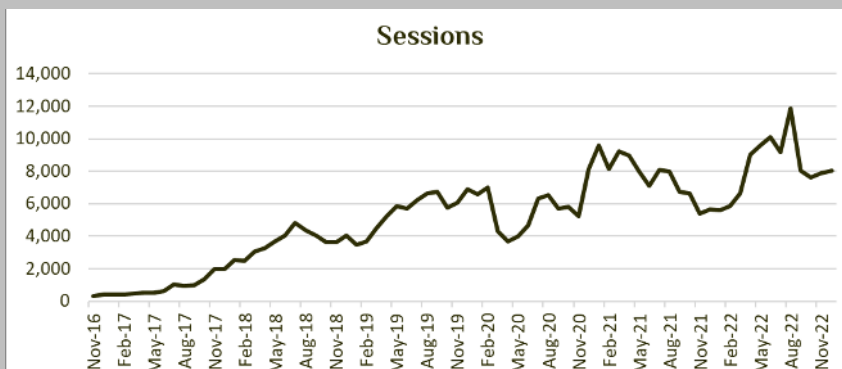
Sessions: **8,014**
Unique Pageviews - whole month: **8,921**
Unique Pageviews - per day: **287.8**

Site Presence

Domain Authority: 41

Site metrics since launch

(More detailed analytics available on request)



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