

Media Kit: February 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.

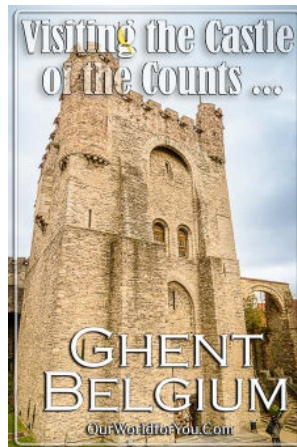
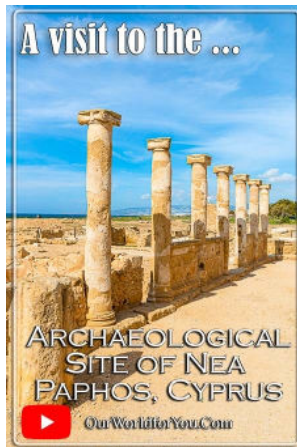
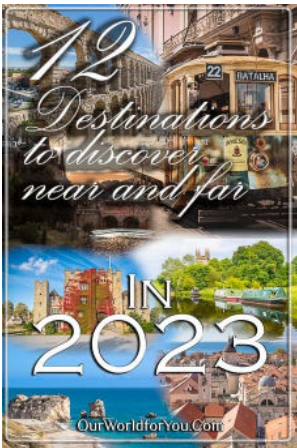
Our February

We continue to explore to drive new content, plan further travels for Q1 & 2 of 2023, along with seeking partners who wish to promote destinations that fit our brand ethos of travel, with a splash of history and culture.

We are refreshing our evergreen content to ensure it is still fit for 2023, following our current design philosophy. The aim is to concentrate as many tips, hints and inspirations into beautifully crafted web content. Of the 632 posts available, 213 (33.7%) now follow our current design ethos.

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

Three of our January 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: 23.5k

Twitter: 5,787

Instagram: 9,330

Facebook: 278

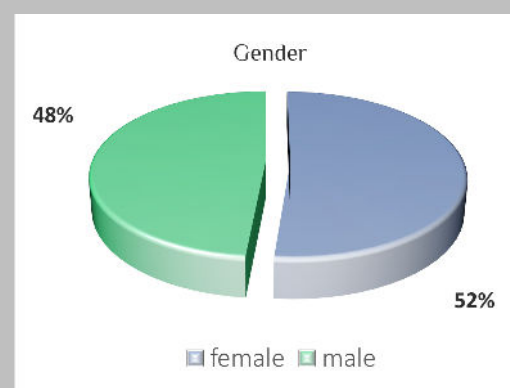
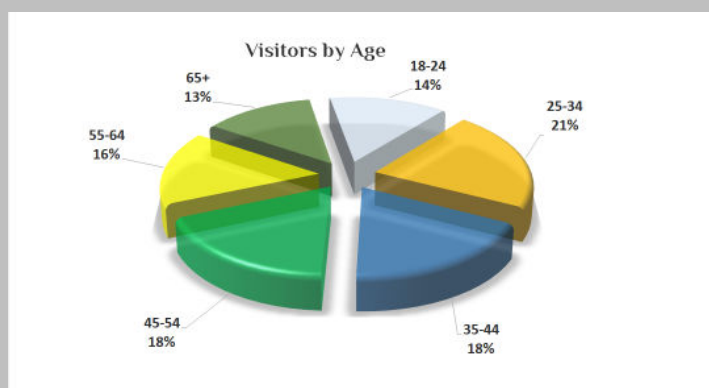
Pinterest: 5,119

YouTube: 2,632

Bloglovin: 284

E-Mail Subscribers: 98

Site demographics for January



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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 January

Post title	Views
A charming road trip in and around the Kent Downs (AONB), UK	206
The 10 things to do in Cologne, other than the Christmas markets	193
Our little secret, Saint-Rémy-de-Provence, France	187
Touring around Lake Garda, Italy, by car	126
Visiting the 'Tombs of the Kings' in Paphos	89

Monthly Traffic

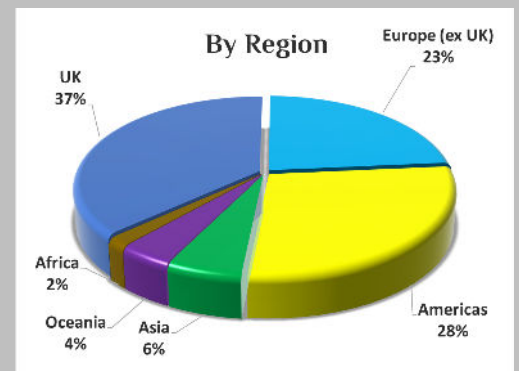
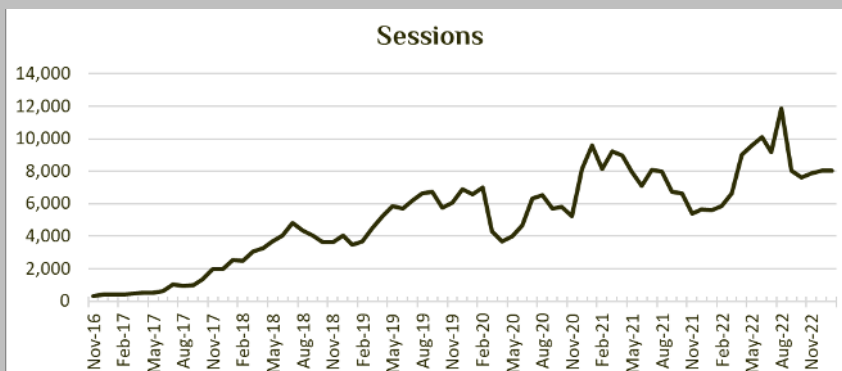
Sessions: **8,034**
Unique Pageviews - whole month: **9,105**
Unique Pageviews - per day: **293.7**

Site Presence

Domain Authority: 40

Site metrics since launch

(More detailed analytics available on request)



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