

Media Kit: March 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.

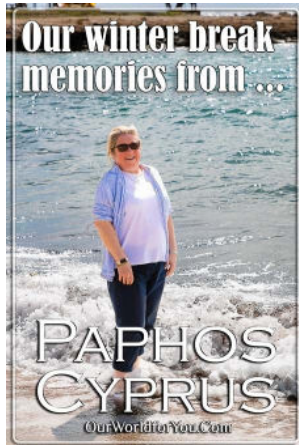
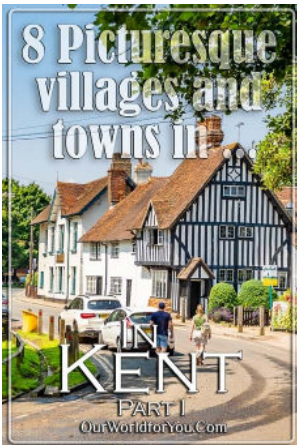
Our March

We have a 3 night trip to central London planned with the aim of adding to our portfolio of neighbourhoods to explore. For Q3 we are finalising plans for a 21 day road trip around Spain, building on our 2014 & 2016 experiences.

We are refreshing our evergreen content to ensure it is still fit for 2023, following our current design philosophy. Of the 633 posts available, 229 (36.2%) 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.

Two of our February 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: 23.7k

Twitter: 5,790

Instagram: 9,340

Facebook: 281

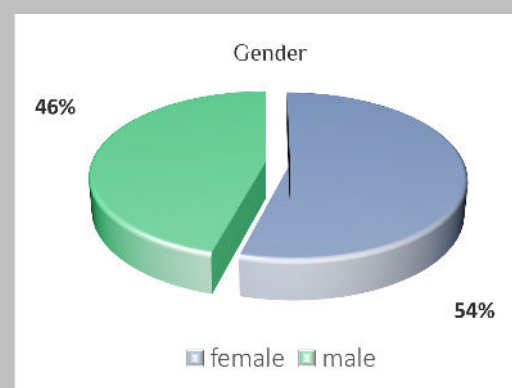
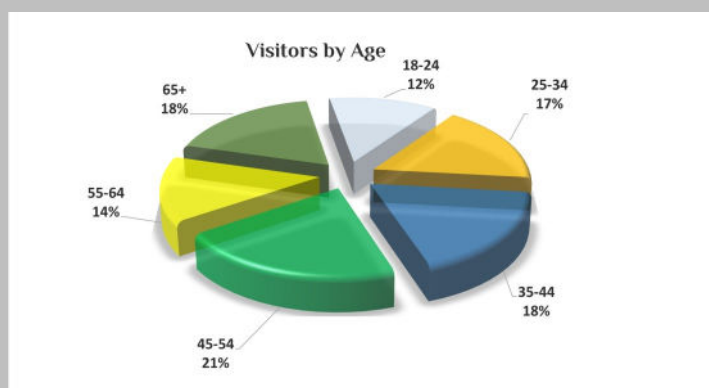
Pinterest: 5,158

YouTube: 2,730

Bloglovin: 284

E-Mail Subscribers: 99

Site demographics for February



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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 February

| Post title | Views |
|--|-------|
| A charming road trip in and around the Kent Downs (AONB), UK | 2,577 |
| Our little secret, Saint-Rémy-de-Provence, France | 346 |
| A charming road trip in and around the Kent Downs (AONB), UK | 248 |
| The 10 things to do in Cologne, other than the Christmas markets | 245 |
| Touring around Lake Garda, Italy, by car | 197 |

Monthly Traffic

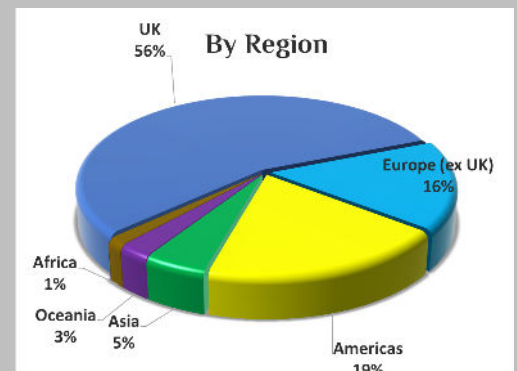
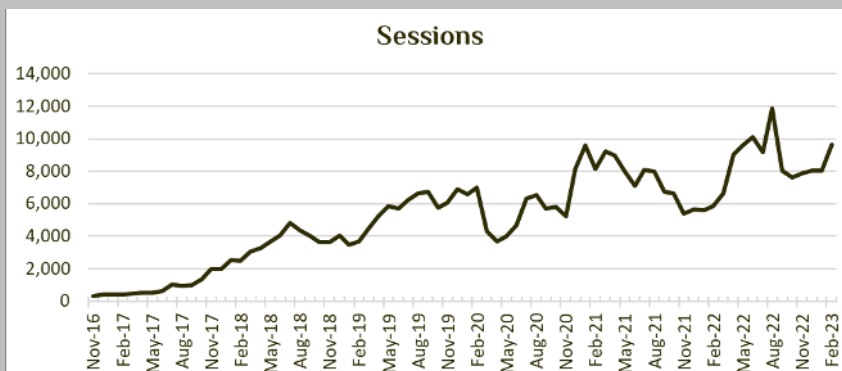
Sessions: 9,637
Unique Pageviews - whole month: 10,524
Unique Pageviews - per day: 375.9

Site Presence

Domain Authority: 41

Site metrics since launch

(More detailed analytics available on request)



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