

Media Kit: May 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.

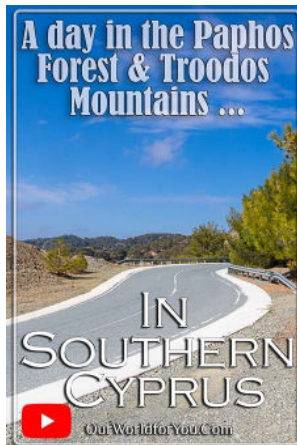
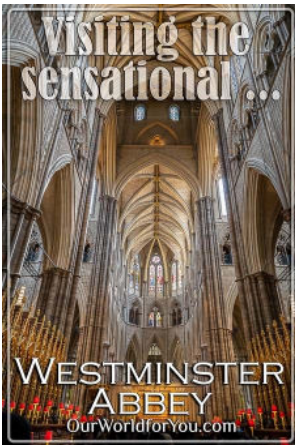
## Our May

We will explore more of the south-east of the UK, adding to our collection of National Trust posts. On the site, new content will be based on our recent excursion to Chester & Cheshire, mixed with the usual fresh content to inspire travel.

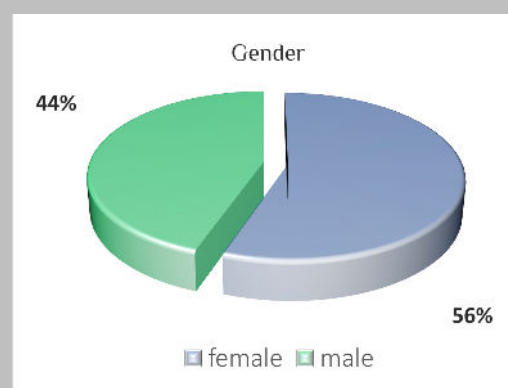
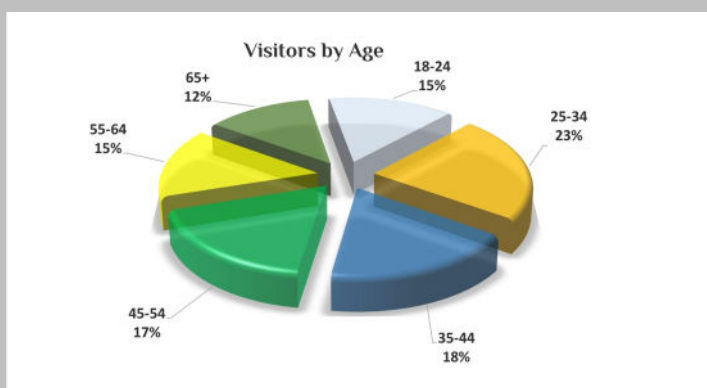
Updates to the site continue to ensure posts follow our current design philosophy. The aim is to concentrate as many tips, hints and inspirations into beautifully crafted web content. Of the 639 posts available, 272 (42.6%) have been updated.

Video content will also continue to evolve, with short-form appearing

## Three of our April campaigns



## Site demographics for April



## 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: 24.1k

Twitter: 5,850

Instagram: 9,355

Facebook: 290

Pinterest: 5,227

YouTube: 2,941

Bloglovin: 284

E-Mail Subscribers: 106

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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 April

Post title	Views
A charming road trip in and around the Kent Downs (AONB) UK	277
Touring around Lake Garda, Italy, by car	255
Our little secret, Saint-Rémy-de-Provence, France	250
Visiting the 'Tombs of the Kings' in Paphos	186
The 10 things to do in Cologne, other than the Christmas markets	152

## Monthly Traffic

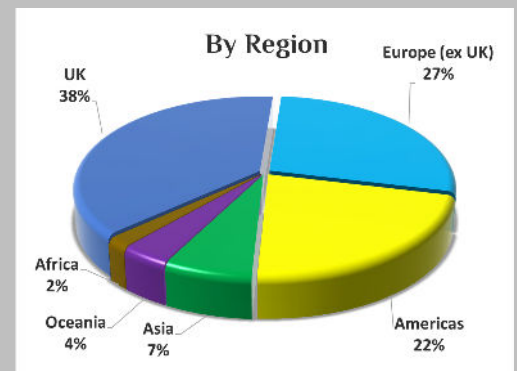
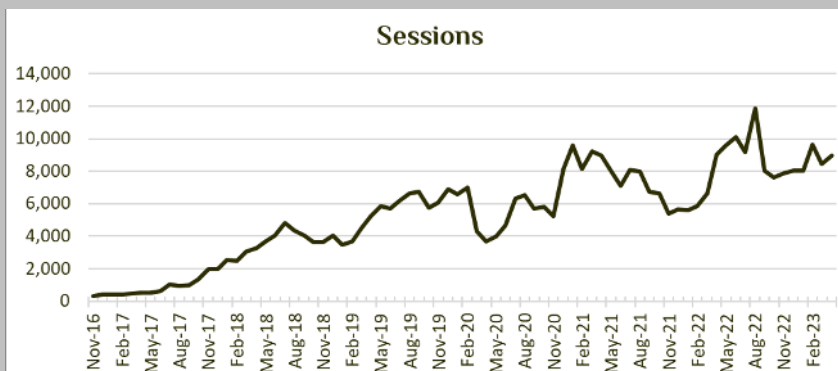
Sessions: **8,982**  
Unique Pageviews - whole month: **10,006**  
Unique Pageviews - per day: **333.5**

## Site Presence

Domain Authority: 41

## Site metrics since launch

(More detailed analytics available on request)



## Contact Us:

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