

Media Kit: January 2024

# 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

We start the season with a review of our 2023, followed by some inspiration for 2024.

Plans for our year are starting to take shape, with road trips through the UK, France and Germany planned as soon as we take delivery of our EV, and move to a more sustainable form of travelling.

Our site refresh continues, of the 657 posts available on our site, 328 (49.7%) have been updated to the current layout.



## 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: 25.7k**

Twitter: 5,919

Instagram: 9,226

Facebook: 314

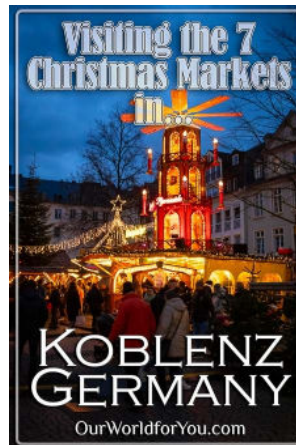
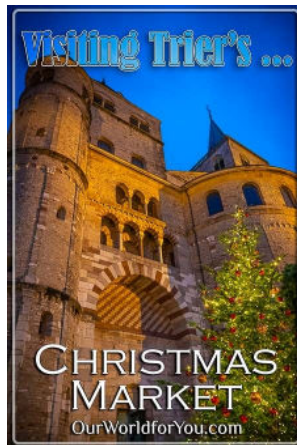
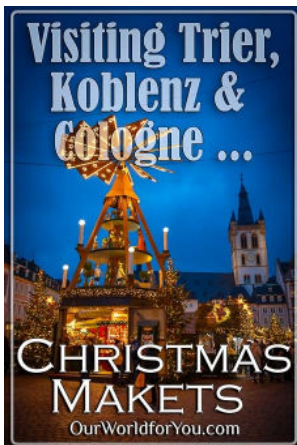
Pinterest: 5,441

YouTube: 3,733

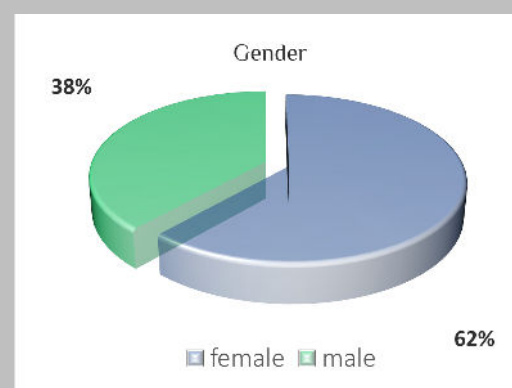
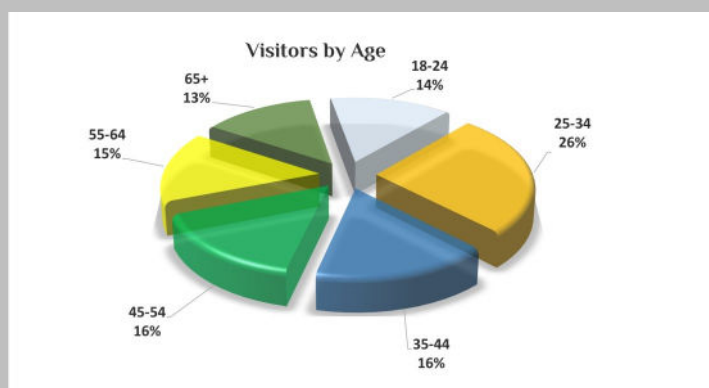
Threads: 973

E-Mail Subscribers: 117

### 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	769
12 of our much-loved German Christmas Markets	397
Tipples on a German Christmas Market	318
Feasting at a German Christmas Market	242
Ghent, our top 15 things to see and do	181

## Monthly Traffic

Sessions: 10,150

Pageviews monthly: 10,536

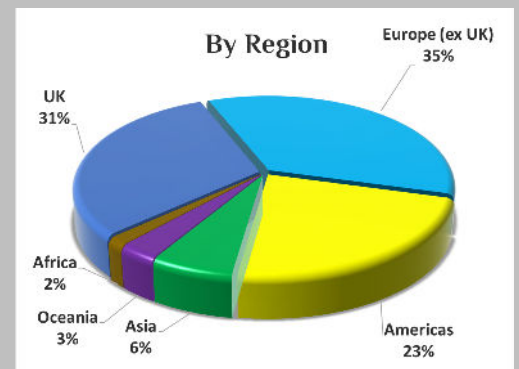
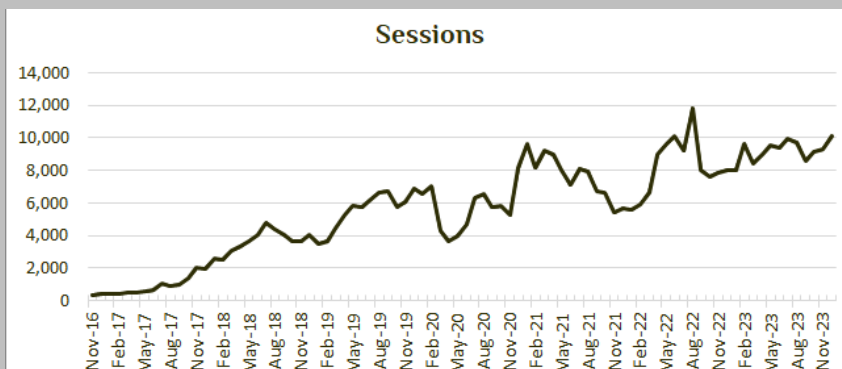
Pageviews per day: 339.9

## Site Presence

Domain Authority: 46

## Site metrics since launch

(More detailed analytics available on request)



## Contact Us:

✉ [Contact.Us@OurWorldforYou.com](mailto:Contact.Us@OurWorldforYou.com)

✉ [Janis.Tubbs@OurWorldforYou.com](mailto:Janis.Tubbs@OurWorldforYou.com)

✉ [Gary.Williams@OurWorldforYou.com](mailto:Gary.Williams@OurWorldforYou.com)

