

↑↑  
YOU COULD  
**Travel**  
Media Kit '22

Help our readers carve the trail to  
your destination





# 240,000

monthly unique visitors

# 470,000

monthly page views

## Audience Profile

55% female

85% ABC1\*

50% (25-34)

30% (35 - 44)

40% USA | 25% UK | 10% Canada

## Traffic By Platform

60% Mobile | 37% Desktop

03:08 Avg Session Duration

## Social Following

Instagram 60k

Facebook 2.8k

Twitter 13k

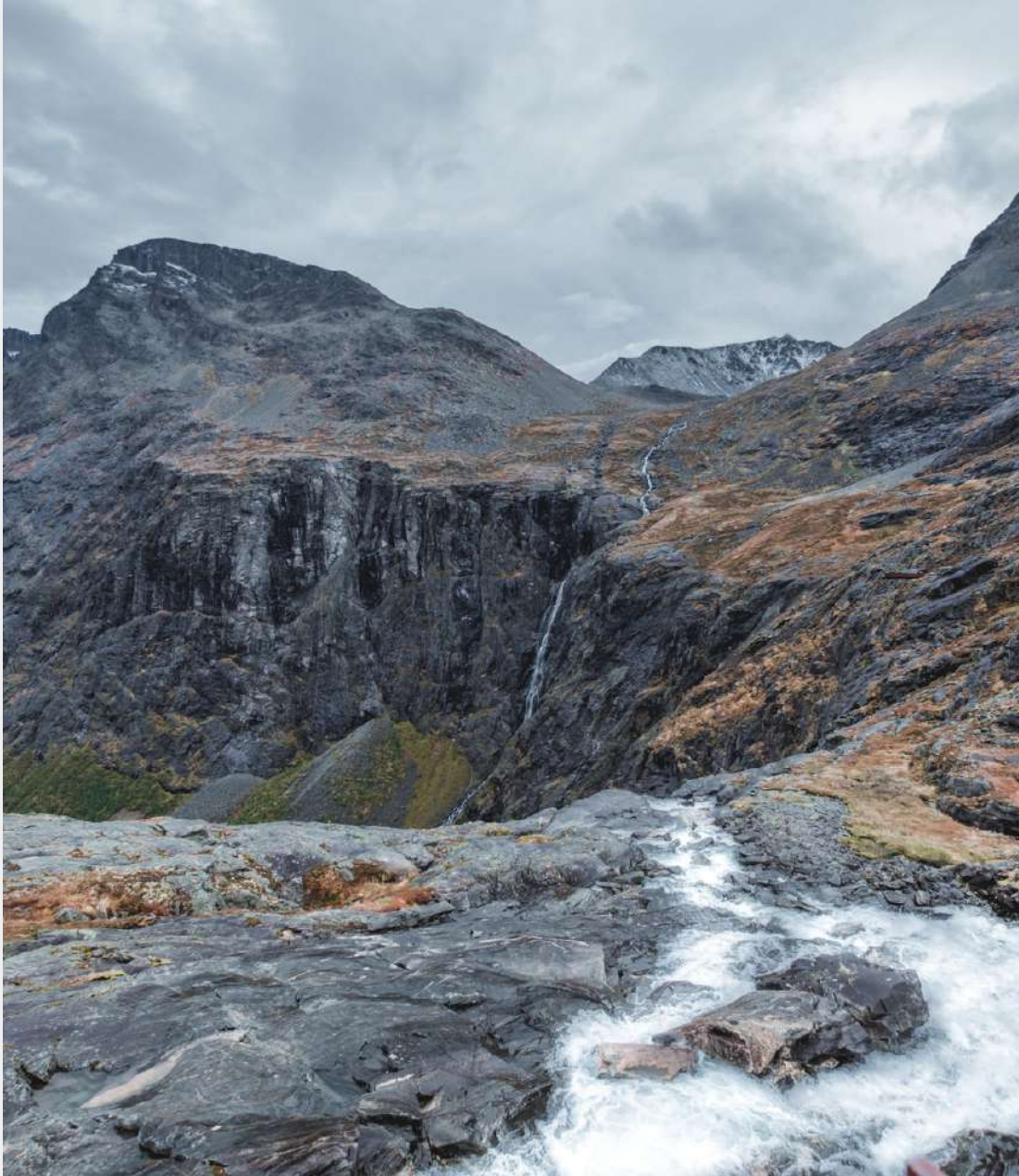
Pinterest 17k

Social Monthly Impressions: 3.5+ million

\*NRS social grade: college-educated professionals with incomes between £30,000 - £100,000







# You Could Travel readers are...

## **Dynamic**

50% are between 25-34

## **Wealthy**

85% earn over £2500 a month

## **High class**

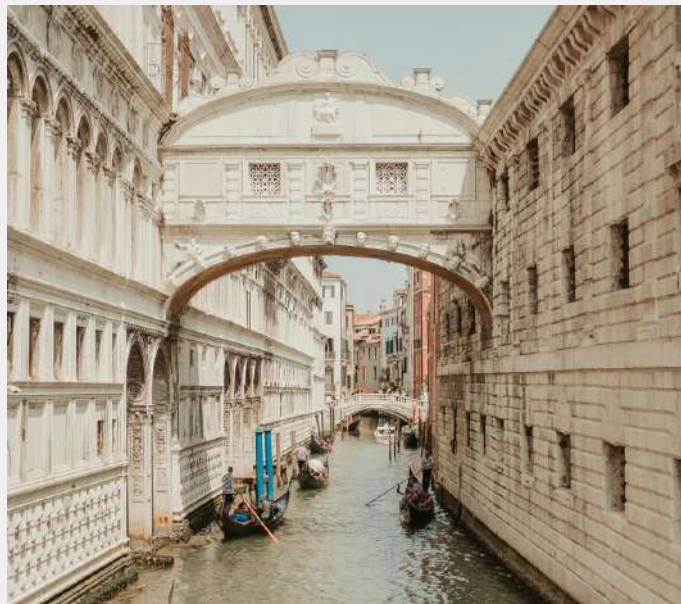
85% are university educated

## **Promoters**

92% share their travel plans and outcomes with family and friends







## About You Could Travel

You Could Travel reaches and resonates with **millions of readers every year**. We've stayed true to our mission to pursue and celebrate exploration, education and sustainability. Our readers value freedom and are always on the hunt for their next travel experience. At You Could Travel, we value the journey just as much as the destination.

You Could Travel's mantra is "*Made by explorers for explorers*".

You Could Travel is a well-established player in the travel market. Contributing to its success are the strategic partnerships that inspire its readers to dream, explore and discover. **Our social media organic impressions exceed 42 million a year**.

## Distinctions & Accolades

Finalist - Best Travel Story  
Navigator

Finalists Best Travel Blogs 2019  
UK Blog Award

Top Instagram '17  
Lonely Planet

Top Travel Blogs  
TheSmartLad

Top 30 Travel Blogs  
Savepedia

Finalists Best Travel Blogs 2021  
TravMedia

Best Photography Travel Blog  
UK Blog Award

Top 10 UK Travel Blogs 2021  
Vuelio

10 Best Travel Blogs  
FeedSpot

Best Travel Blogs 2018  
CreditDonkey



## Sponsored Trips

You Could Travel offers creative ways to promote your destination through digital storytelling, advertorial shots, video and social campaigns.

## Sponsored Articles

Premium content written by You Could Travel to promote your destination, brand or product to our large audience.

## Social Campaigns

Social-only packages to boost your marketing efforts. Gain access to You Could Travel's ever-growing social media followers.

## Photography

Striking, visually immersive shots that entice our readers to visit your destination or purchase your product.

## Brand Ambassadorships

Increase brand awareness and regularly promote your destination or product via You Could Travel.

## Videography

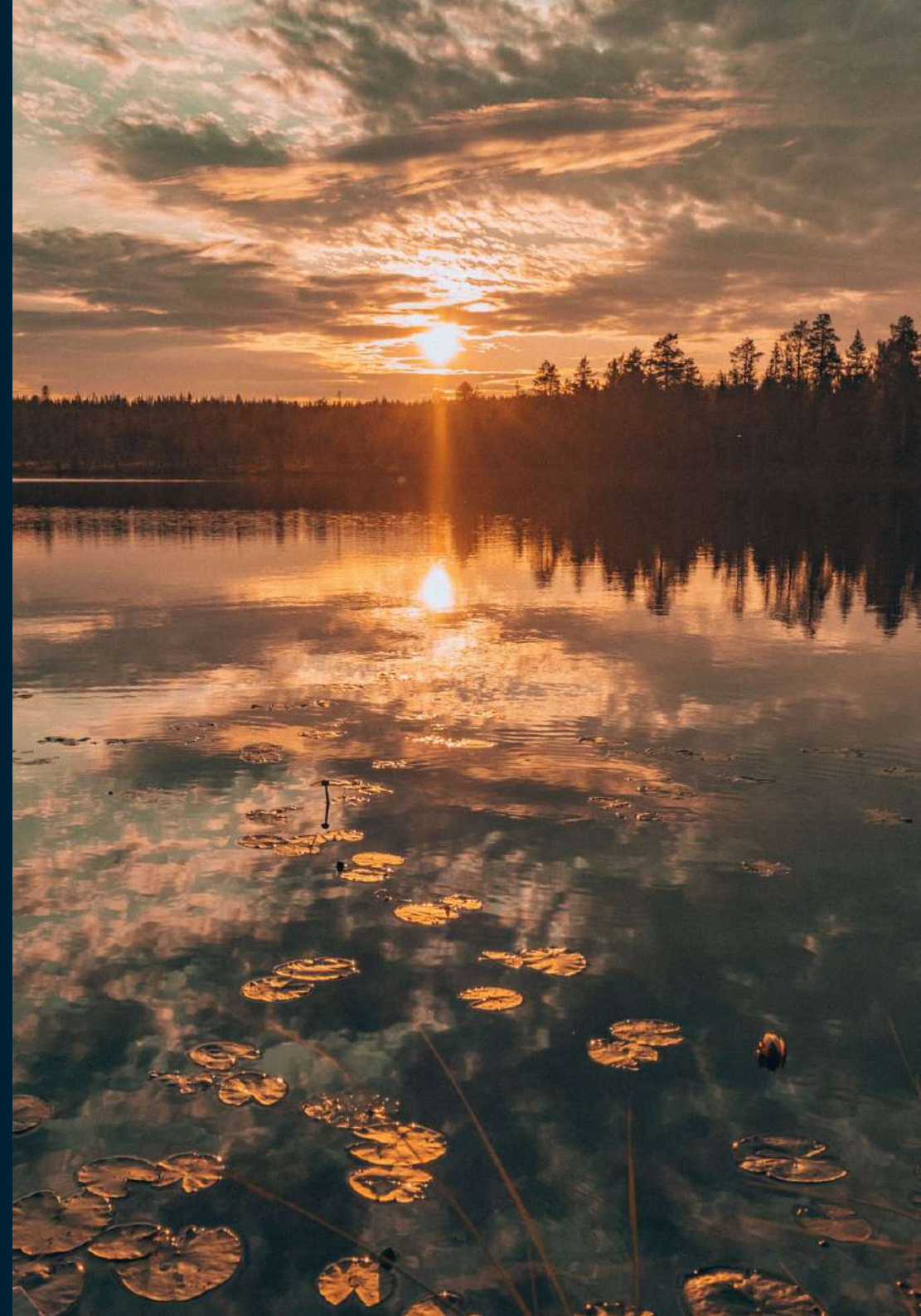
Tell your story with engaging video content and reach new audiences and form brand loyalty.

## Speaking Engagements

Our team is available to deliver engaging talks on topics such as travel, ecotourism, online entrepreneurship, marketing, SEO and social media.

## Bespoke Partnerships

We work with you to create a custom campaign, that integrates into your marketing strategy.





## Client References

AliExpress  
Amsterdam Tourism Board  
Antwerp Tourism Board  
Avalon Waterways  
BBC  
Beauty of Japan  
Bookatable  
Booking.com  
Bratislava Tourism Board  
Bristol Tourism Board  
Brussels Tourism Board  
Bucharest Tourism Board  
Budapest Tourism Board  
Cabin Zero  
Circus Hotel Berlin  
Destination Canada  
DK Travel  
Dresden Tourism Board

Emirates  
Expedia  
Friedrichstadt-Palast  
Göteborg City  
Hamburg Tourism Board  
Helly Hansen  
InterContinental  
Japan RailPass  
Kotor Tourism Board  
Lonely Planet  
Luxembourg Tourism Board  
Madeira Food on Foot  
MagicTrips (Japan)  
MatadorNetwork  
Michelin  
Momondo  
MyHelsinki  
Nepal Tourism Board

Obagi Skreencare  
Orange  
OverBoard  
Princess Cruises  
Raddison Blu  
Skyscanner  
Thule Sweden  
Tobu Railways  
Unique Hideaways  
Universal Studios  
Utrecht Tourism Board  
Vienna Tourism Board  
Visit Berlin  
Visit Greece  
Visit Ranua  
Visit Rovaniemi  
Visit Skåne  
Yorkshire Coast

## Contact

Cory & G Varga

**youcouldtravel.com**

info@youcouldtravel.com



@youcouldtravel



[youcouldtravel.com/work-with-us](http://youcouldtravel.com/work-with-us)

