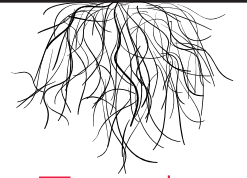


a hipster travel blog
alt / indie travel tips
around the world

Travels of Adam



Travels of Adam is a hipster travel blog of **alternative / indie travel tips** from around the world.



Travels
of Adam

» **What is a hipster?** Hipsters are 20- and 30- somethings with values for independent thinking and supporting local businesses. Hipsters have a **strong appreciation for art, design, music, creativity, intelligence and stimulating conversations.**

» Hipster travelers visit the latest up-and-coming travel destinations and frequently seek out travel tips and advice from their peers.

» **Travels of Adam.com** aims to present travel stories and tips to international travelers. Adam is a graphic designer turned travel writer. A self-proclaimed “hipster” passionate about **socially responsible travel** and finding the most interesting stories from around the world.

» As a trusted and experienced traveler with a unique personal brand, Adam shares travel **adventure stories** on a number of online platforms to a wide audience. From writing about political tours in the Middle East to Polaroid photography exhibits in Vienna, **Travels of Adam** has become the go-to place for hipster travel tips.

Blog topics

ART, DESIGN & PHOTOGRAPHY

» museums, art galleries, special exhibits & unusual architecture

ALTERNATIVE TRAVEL TIPS

» city guides, graffiti, local art, unusual destinations, local blogs & restaurants

POLITICAL & SOCIAL ISSUES

» human rights, social issues, eco-friendly travel & sustainability

GAY TRAVEL

» country-specific information for gay backpackers & other lgbt issues



Travels of Adam is read by over **7,000 unique visitors** each month from all over the world.



Travels
of Adam

» Readers are between 25-34, from **100+ countries** and are interested in backpacking, adventure stories, nightlife and alternative travel tips. They consistently use the website as a source for destination specific travel tips and other useful information for travelers.

» **Visitors have been known to purchase tours**, visit recommended travel websites and change itineraries based on recommendations published on travelsofadam.com.

Audience profile

GLOBAL TRAFFIC

» USA (35%), Germany, UK, Canada, Australia, India & Israel

AGE & GENDER

» 25-34 (37%), Male (52%)

EDUCATION

» College and graduate-level degrees (67%)

HOUSEHOLD & INCOME

» No kids (72%), More affluent (37%)

Website stats

SITE VISITORS ARRIVE BY

» organic searches (35%), social media (28%), referrals (25%) and direct visits (12%)

MONTHLY PAGEVIEWS 12,000

MONTHLY UNIQUE VISITORS 7,000

ALEXA SCORE < 130,000

GOOGLE PAGERANK 4

RSS & EMAIL SUBSCRIBERS 500

Social media stats

TWITTER 5,000+

FACEBOOK 1,600+

YOUTUBE 15,000+ views

FOURSQUARE 500+



Adam contributes to several online publications and is continually seeking partnership opportunities with unique travel companies.

» Featured biweekly columnist for GayTravel.com, as well as the editor and creator of MyGayTravelGuide.com—a growing website targeted to gay backpackers with hand-picked gay travel information.

Contact Adam today about advertising solutions, **creative marketing opportunities** & the chance to reach thousands of travelers with your brand.

Adam Groffman

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Travels
of Adam

Previous partnerships



9flats.com



gaytravel.com

HOTELCALCULATOR.COM

