

It's a blog

HIPSTER LIFESTYLE & TRAVEL BLOG • MARCH 2015 • MEDIA KIT



THE BLOG

Travels of Adam is a leading travel website featuring unique & personal stories from around the world, including a popular series of Hipster City Guides. The site receives over **130,000 pageviews** per month from **150+ countries** with over **35,000 social media followers** and over **8,000 email subscribers**. Readers are modern, open-minded, socially responsible individuals (millennials) with a very strong interest in traveling and city destinations.

EDITORIAL

ART, MUSIC,
DESIGN & CULTURE

ALTERNATIVE
TOURISM

GAY/LGBT TRAVEL

HOTEL REVIEWS

HIPSTER
CITY GUIDES

[Click here](#) to view this media kit online with additional information

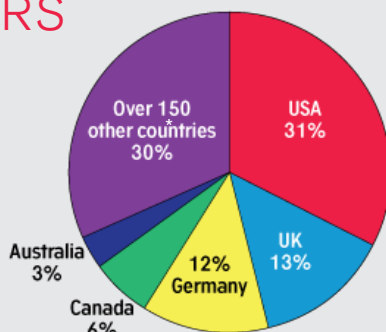
THE NUMBERS

MONTHLY TRAFFIC*

- Visitors: 80,000+
- Pageviews: 130,000+
- Average time on site: 1:12 (in minutes)

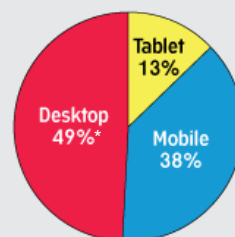
SOCIAL MEDIA

- Twitter: 17,000+
- Facebook: 8,000+
- Foursquare: 1,000+
- Instagram: 4,000+
- Google+: 4,000+
- Tumblr: 300+
- Pinterest: 3,000+



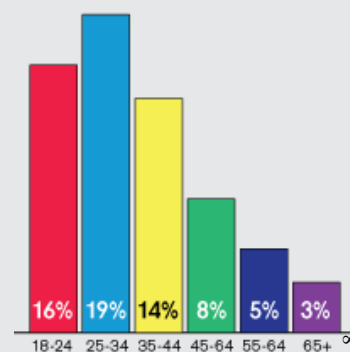
AUDIENCE PROFILE

- **Education ‡**
College and graduate-level degrees
- **Household & income ‡**
No kids, More affluent



WEBSITE AUTHORITY

- PageRank: 4
- Alexa score: 138,958
- MozRank Homepage Authority: 61
- MozRank Domain: 53



* Data via Google Analytics
∞ Data via Google Display Network
‡ Data via Quantcast.com

AWARDS

Travels of Adam has been named one of the **7 best travelers to follow on Instagram** (2014, Yahoo Travel), one of the **top 5 gay travel bloggers** (2014, Dot429) and was a finalist for the **Best LGBT Blog** (2013, Bloggies Award). The blog syndicates select content to DETAILS men's lifestyle magazine online, Business Insider, Yahoo Travel, The Huffington Post and other online publications.

Additional awards & features can be found in the online media kit ([click here](#)).

LET'S WORK TOGETHER

The website is consistently ranked among the **top 20 travel blogs** by numerous online sources and is often a featured source of information on the travel industry, specifically "hipster travel." With exposure and advertising on [travelsofadam.com](#), it's possible to reach a highly commercial demographic. Readers regularly use the site as a source for **useful, interesting and inspirational travel information**. Readers have purchased tours, visited recommended websites & changed travel itineraries based on recommendations published on the website and corresponding social media.

The following are suggested ways of working together:

- Press & social media trips commensurate with the editorial themes of the website
- Contests, giveaways and featured articles about select products & services
- Sponsorship of Hipster City Guide — see box at right
- Other sponsorships targeted for specific events, festivals and promotions

The [travelsofadam.com](#) website is part of the DETAILS Ad Display Network, managed by the Condé Nast Style Network. Display ads receive an estimated 150,000 monthly ad impressions across 1,500+ website pages.

PAST COOPERATIONS

The [travelsofadam.com](#) brand has partnered and worked with countless corporations, travel businesses and independent startups. View some case studies from successful marketing cooperations by clicking the links below.

- **[Sweepstakes: Win a Trip to Berlin with airBerlin and VisitBerlin](#)** (Nov. 2014)
- **[#TasteLjubljana: Promotional Blog Trip with media coverage](#)** (June 2014)
- **[STA Travel Insider: Professional YouTube video series](#)** (April 2014)
- **More case studies available online at [travelsofadam.com/media-kit/](#)**

CONTACT INFORMATION

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YAHOO!
TRAVEL

THE
HUFFINGTON
POST

BUSINESS INSIDER

HIPSTER CITY
GUIDE
SPONSORSHIP

~

Requirements:

Press trip(s) for
independent
research

Sponsorship
support & fee
for hosting
sweepstakes

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Contact Adam
for a custom
proposal

AS SEEN IN

