

Amy DRAHEIM



media kit

— 2020 —

LET'S WORK TOGETHER



hello there!

I ' M A M Y D R A H E I M

Somewhere between the ski slopes of Telluride and the beaches of Hilton Head, it hit me: I was chasing my dreams but I needed to dream bigger.

I wanted:

- A career in travel and hospitality that included my family.
- The ability to travel the world.
- A reason to write every day.

So I made it happen. Today I'm a mom, a traveler and a writer. I love the sound of that! I am passionate about what I do everyday.

In The Traveler's Journey blog, I share industry expertise, personal travel experiences and inspiration

for travelers planning their next getaway. The motherhood section tackles travel as a mom, while Oregon section is locally-focused.

I made space in my life to focus on what I love about marketing, travel and writing. To supplement my blog, I launched a marketing agency. ABD Creative helps hotels, resorts and travel brands tell their stories.

I have had the opportunity to team up with some incredible brands, hotels and destinations as a blogger and a consultant. There is nothing I love more than a great collaboration with like-minded partners. Let's jump in!

the blog

There are two sides to every travel story—the traveler’s experience and the hotelier’s perspective. By following along on my travel blog, readers get the best of both. In 2018, I added a motherhood section realizing there just wasn’t enough information about travel as a new mom. Women make 80% of travel plans for their families and are ten times more flexible than business travelers.

Blog topics include international trips, itineraries, destination round ups, local highlights, travel trends and travel tips for moms.



PUBLISHING SCHEDULE

weekly



STATS

2,000 +
MONTHLY PAGE
VIEWS

86.5%
% NEW VISITORS

02:00
AVERAGE SESSION
DURATION

33%
DIRECT VISITS

44%
READERS FROM
ORGANIC SEARCH

INSTAGRAM



32K +
AVERAGE POSTS
PER WEEK: 3

PINTEREST



14K +
MONTHLY VIEWS
AVERAGE PINS
PER WEEK: 12

FACEBOOK



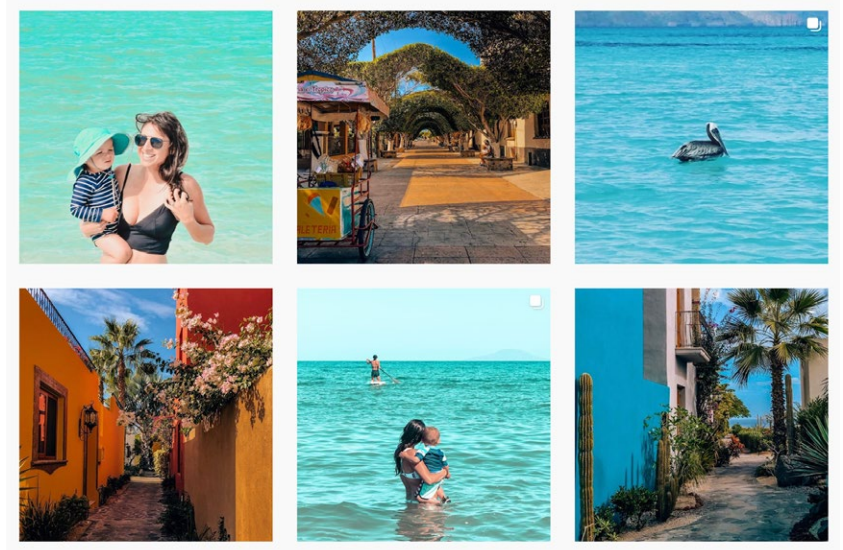
300 +
AVERAGE POSTS
PER WEEK: 3

let's get social

This is where things get really interesting. 55% of all millennials use social media daily and 70% of these users experience FOMO (fear of missing out). Smart brands are partnering with bloggers to share user-generated experiences and product reviews. 30 to 49-year olds are not far behind, with 28% logging in daily according to Pew Research.

80% of travelers feel more confident in their purchasing decisions after reading a review online, trusting their peer group over experts. They are abandoning guide books in exchange for the latest information on attractions, airlines, hotels, restaurants and more—information that's popping up through Google search and in their social feeds.

Millennials are 66% more likely to upgrade their travel plans than other groups (think business class and suite upgrades) and their trips are typically within \$100 of baby boomers' trips who are more affluent but less likely to splurge. 80% of travelers do not book with the first brand that's top of mind.



WHAT CAN YOU EXPECT?

A quality, high-end, naturally lit, professionally shot and styled image of your offering. You'll get an authentic, engaging caption and my multifaceted approach to share you with my audience!

price list

FEATURED BLOG POST

Featured blogs are posted one time at the editor's discretion. Day and time can be discussed and scheduled accordingly. Sponsored stay or product experience and destination round ups are most common for this option.

\$450 PER POST

SPONSORED GIVEAWAY

Sponsored giveaways are the best way to involve readers and gain interest in your offering. This rate includes a blog post featuring giveaway product and info as well as social media promotion on Instagram, Pinterest and Facebook.

\$175 PER GIVEAWAY

SOCIAL MEDIA ENDORSEMENTS

Social media endorsements reach readers quickly and are becoming the most popular way to advertise. This rate includes unique endorsements across Instagram, Pinterest and Facebook.

\$200 PER ENDORSEMENT

Prices quoted above do not include hotel, travel and product comps. Prices may be negotiated or packaged. Let's work together to create a package that's right for you.

who follows amy?

TRAVELERS, AGES 25 - 34
PARENTS, AGES 25 - 44

Amy's audience at The Traveler's Journey is comprised of travelers from across the globe, seeking out unique experiences and self-improvement. They are inquisitive and accomplished. They are environmentally-conscious, choosing quality over quantity, experiences over things and acutely aware of their purchasing power.



real talk

All posts subject to approval and may be declined based on brand image or interest at requested time.

let's team up!

ARE WE A MATCH?

- ✓ I often find myself off-the-beaten path.
- ✓ Handmade items are my jam.
Handmade in sweatshops, not so much.
- ✓ I love bringing meaningful mementos home from my trip.
- ✓ There's no place I don't want to go.
- ✓ I love talking to people and experiencing cultures different from my own.
- ✓ Adventures tend to call me.
- ✓ I love an upgrade from coach seats.
- ✓ Give me a plant-based recipe and I'll eat for a week.
- ✓ I have science to thank for my pregnancy.
- ✓ I'm looking for the best chemical-free products for my toddler.
- ✓ Life is better lived in yoga pants.
- ✓ I like the idea of camping, but who am I kidding, I need a bit of luxury away from home.
- ✓ After Baby Reu's asleep, I catch up on Jeopardy and The Bachelor because life is all about balance.
- ✓ When I moved to Oregon from New York, I traded shopping malls for hiking trails.
- ✓ The best hotels, restaurants and experiences are on my list when I travel.
- ✓ I spend days planning itineraries.
- ✓ There are three ways to my heart: book me on a trip, feed me dark chocolate and give me space to relax.
- ✓ I know my choices influence others, so I choose carefully.
- ✓ Keeping in touch with friends and family means the world to me.

coming soon

THE PODCAST

HOW TO SHARE

The travel marketing podcast designed to help marketers and influencers find their story, write their story and share their story with the world. With experience marketing award-winning hotels, resorts, restaurants and influencers, I'll help listeners craft stories worth sharing—stories that do more than sell a room or destination—they inspire. I share my tips on storytelling, content writing, strategy, and execution, and interview industry experts.

PODCAST SPONSORSHIP

Be among the first to sponsor and I'll share the love on five episodes! Your contribution goes toward recording, editing, publishing, and reaching our target audience.

\$500 FOUNDERS' CLUB

(5 ad spots across 5 episodes)

THE AIRBNB

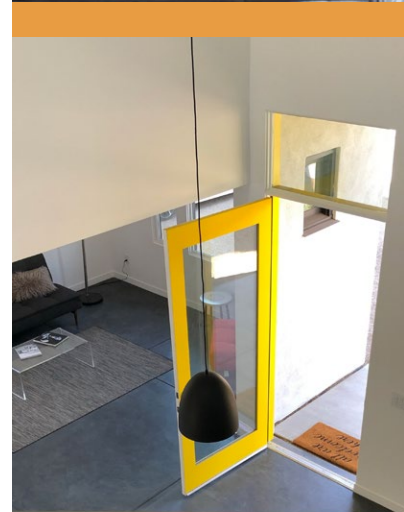
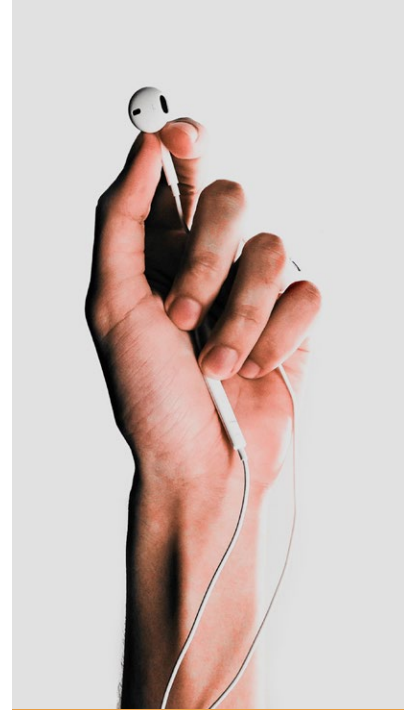
CASA NEUVO IN BARRIO VIEJO



We took the leap. We purchase a modern, desert-inspired vacation home in Tucson, Arizona. If the neighborhood didn't have enough history (dating back over a century), Tucson is also where we fell in love—in the Barrio Presidio neighborhood blocks away. We plan to fill this home with natural, sustainable, eco-friendly furniture, local amenities and local artwork, share our love for Tucson with travelers, and give back to the local community through donations and volunteering.

PRODUCT FEATURES

We are looking for sustainable, eco-friendly partners to furnish our home. Receive sponsored posts across social media channels in exchange for the market value of goods provided.



THANK YOU



how to book

LET'S DO THIS

All sponsorships and collaborations are on a first come, first serve basis. To collaborate, please email amy@thetravelersjourney.com. I look forward to a future collaboration with you.

WWW.THETRAVELERSJOURNEY.COM

RECENT COLLABORATIONS

