
Passports and Adventures Media Kit

FAMILY TRAVEL BLOG



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ALL ABOUT THE BLOG

Established in 2014 during Cath's maternity leave, twice award-nominated Passports and Adventures began life as a parenting blog. Realising their passion for travel inspired her writing, Cath pivoted and rebranded as Passports and Adventures in Oct 2018. Now a family travel blog, it is steadily growing month-on-month, with traffic up nearly 300% within one year.

WHO ARE WE?

We are an Irish-expat family of three, currently living in Portugal after years in the UK, and we enjoy travelling as a family. Having done the whole package holiday scene, a fateful trip to Slovenia completely changed our perspective on travel and the possibilities with kids. Now we enjoy adventure and cultural travel together with our 5 year old son, and firmly believe you should travel with kids as young as possible. Travelling is an education as well, after all.



METRICS & ANALYTICS

- Monthly Pageviews: 20k+
- Monthly Visits: 14k+
- Average Time on Site: >4 Minutes
- Top Traffic Source: 74% Organic Search
- DA 35 (Moz ranking)
- Social Media reach: 10K+
- Audience: 66% female
33% UK/17% USA
44% 18-34 years



WHY WORK WITH US?

Now forgoing the package holidays, we want to break down the barriers of travelling with young kids and show our readers the possibilities, if only they have some faith and take a chance.

We share honest reviews of travel services and products we experience so that our readers trust our recommendations.

We continuously share our travel adventures to inspire our readers and followers to not wait until the kids are older.

SERVICES OFFERED

- Product and Travel Service Reviews
- Social Media Promotion
- Sponsored Posts (nofollow only)
- Contests and Giveaways
- Affiliate Advertising
- Representation at Events
- Brand Ambassadorships
- Freelance Writing

BRANDS WHO HAVE WORKED WITH US



WHAT THE BRANDS SAY

“Cooperation with Passports and Adventures has been effortless and easy. The post and review about our services on Shuttle Ferries were executed beautifully and in the most informative way. Thank you Passports and Adventures for great cooperation and welcome back on-board again”

Ms Jenni Saarinen, Tallink Silja Ferries

“It was a pleasure welcoming Catherine and her family to review Bluestone National Park Resort. Catherine’s blogs were incredibly detailed, with great photos. Catherine has been a fantastic addition to our #BluestoneBlogger team!”

Kathryn Slade - Digital Marketing Executive, Bluestone National Park Resort