

MEDIA KIT

Bring travel to your cubicle

WWW.BRBTRAVELBLOG.COM



ABOUT



Hi, I'm Mel!

I'm the voice behind BRB Travel Blog.

This blog is for the wannabe nomads, for those who want to explore the world but have full-time jobs.

Specialized in travel guides around the world with food and drink recommendations, BRB also offers extensive coverage on things to do in and around Montreal, my hometown.

AT A GLANCE



Strong readership in
Canada & the U.S.



10,000 monthly
pageviews & 8,000
monthly visitors



- 70% of the readers are female and 30% are male
- Our readers are millennials (between 24-45 years old)



Our audience is young urban
professionals with enough
disposable income to travel
comfortably.



Our readers travel on a mid-
range budget. However,
they are willing to splurge,
after all, they work so hard
during the year

*Together, let's inspire my readers by bringing travel to
their cubicle!*

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HOW CAN WE WORK TOGETHER?

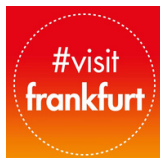
- BRB only features genuine first-hand experiences
- The blog targets young professionals looking for offbeat travel destinations
- With high-quality writing and photography, I can help you reach a global audience

FAM & Press Trips
Brand Ambassadorship
Sponsored Blog Posts
Personalized Reviews
Business Partnership
Photography

PAST COLLABORATIONS



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CASE STUDY

Quebec Maritime



Overview

- 4-year collaboration (2019, 2020, 2021, 2023)
- 4 regions visited in Quebec: Gaspésie, Tadoussac, Côte-Nord & Magdalen Islands
- BRB brought visibility to the regions to English-speaking travellers. These regions are usually visited by Quebecers and French-speaking European travellers.

Deliverables

High visibility and engagement from the readers. Articles landed on Google's First page.

- 5 dedicated travel guides: [1](#), [2](#), [3](#), [4](#), [5](#).
- 5 articles that mention the destinations in other travel guides: [1](#), [2](#), [3](#), [4](#), [5](#).
- 3 external collaborations to bring visibility to the region
- Social: 9 Facebook posts, 9 tweets, 12 IG posts, 160 IG stories, 7 Pinterest images

What our readers have to say

- 40 comments on the dedicated blog posts
- "Hi Melanie: Loved your article. My husband and I are considering a road trip of Gaspesie [...] Your article has definitely decided us to take that trip." -- Lynne
- "Mel, inspired by your itinerary for the Gaspesie, my wife and I are thinking of doing a road trip this mid-Sept" -- Jane
- "Thank you so much for sharing such a detailed experience! It's gotten me excited about seeing whales in Quebec. I was curious to know, as a non-french speaker would have issues navigating in the village and on the tour? " --Ameya
- "I've longed to do this road trip! It is stunning and not one a lot of tourists, or Canadians, know about. Great, inspiring guide you shared, this is something I will refer to once I get to planning it." -- Renee