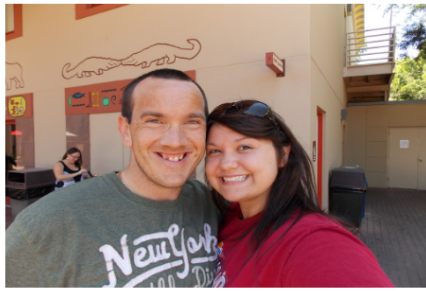


# 2 MINGUIDE:



# A BRIT & A SOUTHERNER

Chris & Heather Boothman - [abritandasoutherner.com](http://abritandasoutherner.com)

By pursuing our philosophy of Exploring the World One Weekend at a Time, we are able to balance our passion for travel with a full-time job. We focus on sharing our travel experiences and emphasizing that you can follow your dreams even with an 8-5 job.

## Demographics



Unique Visitors (per month):

50,000

Page Views (per month):

70,000



6,146 Likes



39,392 Followers



20,284 Followers  
923,000 Reach

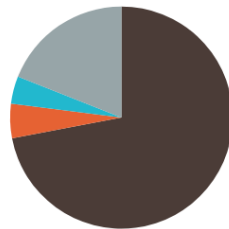
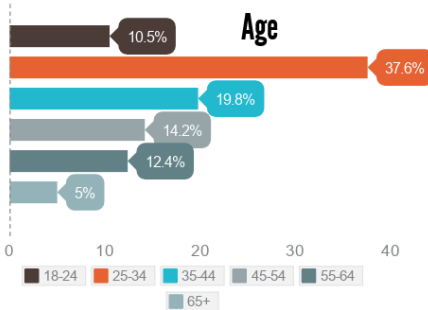


25,370 Followers

Social Media

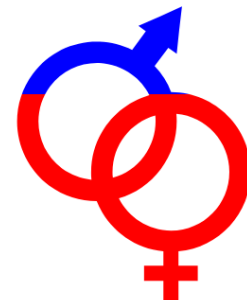


Twitter (43.64%) Facebook (6.81%) Pinterest (22.47%) Instagram (27.08%)



Target Audience

USA 72%  
UK 5%  
Canada 4%  
OTHERS 19%



Gender

Female (70%) Male (30%)

## Advertising



Produce high quality content to endorse brands. E.g. Product, Hotel Reviews. Published in timely manner.



Provide frequent and drilled-down social media marketing strategies over various networks.



Target specific audiences and demographics particularly related to the 'Weekend Traveler' sector.

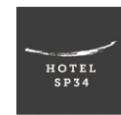


Target key areas on homepage to ensure maximum traffic to focused posts. E.g. Slider, Sidebar etc.



Partnerships:

HOUSTON  
VisitHouston.com



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