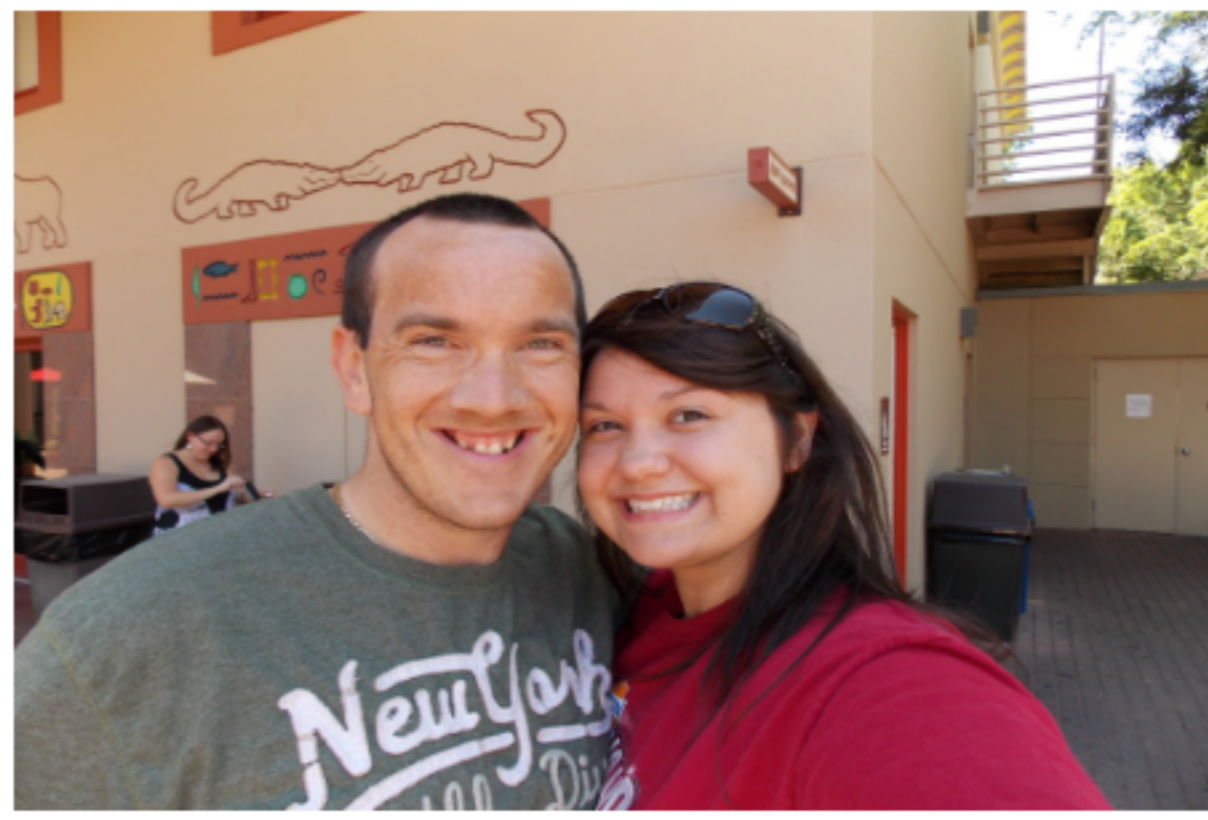


2 MINGUIDE:



A BRIT & A SOUTHERNER

Chris & Heather Boothman - 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):

60,000

Page Views (per month):

88,000



6,186 Likes



39,908 Followers

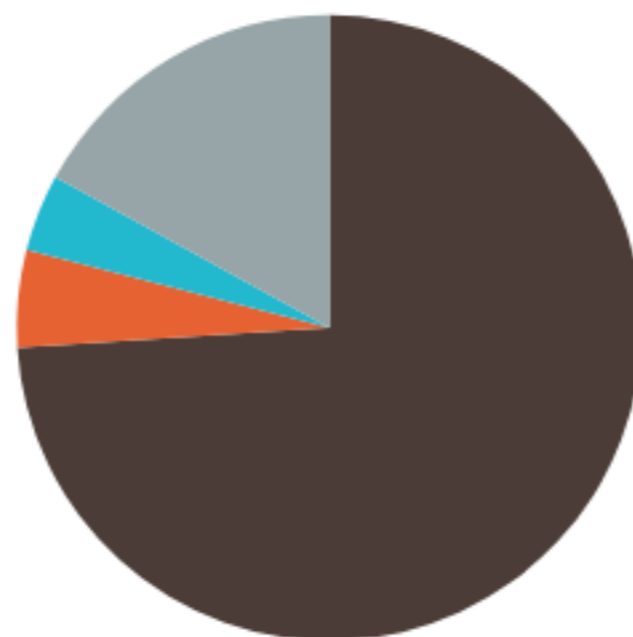
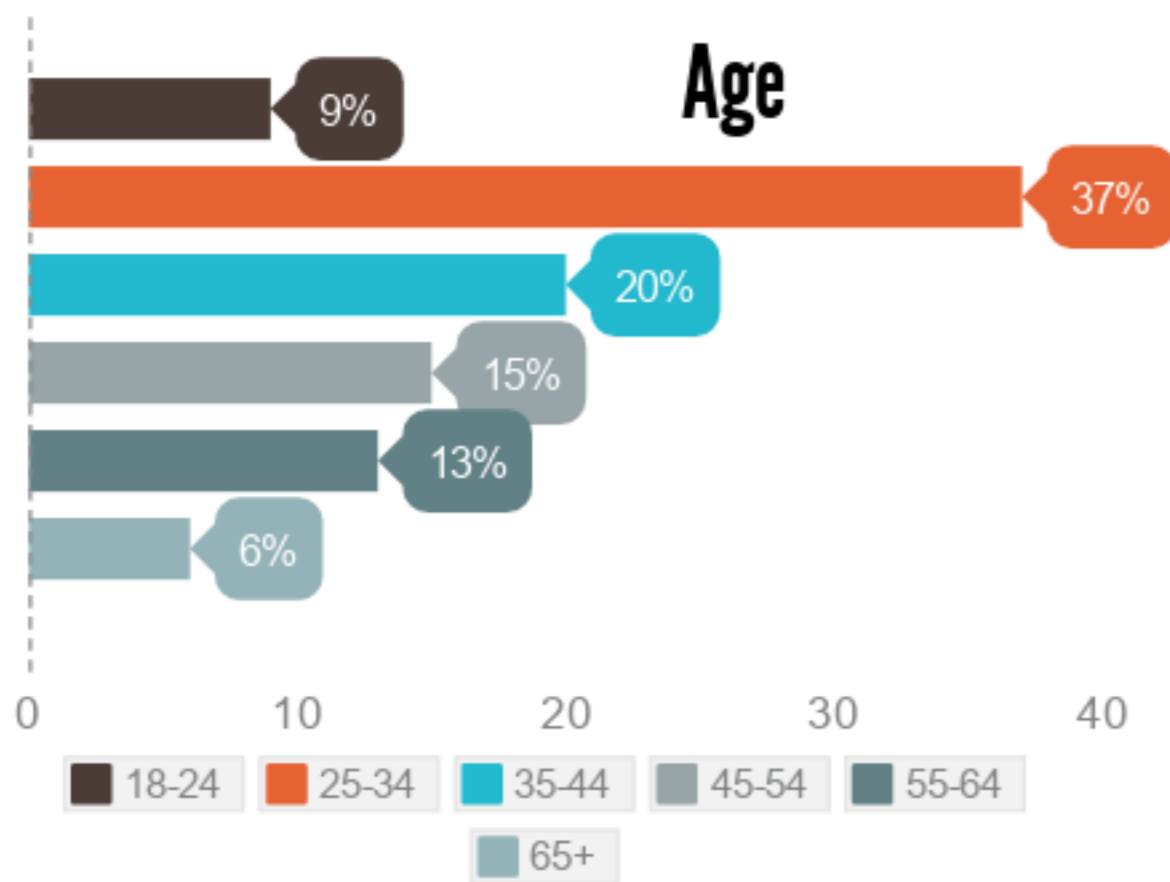


20,418 Followers
830,000 Reach



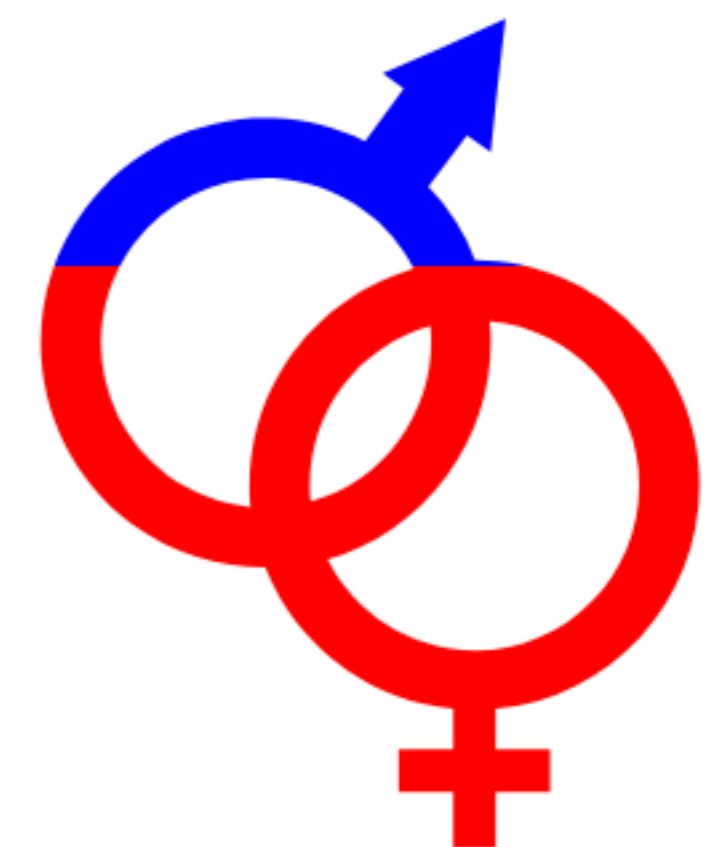
23,737 Followers

Social Media



Target Audience

USA 74%
Canada 4%
UK 5%
OTHERS 17%



Gender

Female (70%) Male (30%)

Advertising

Product/Brand Reviews

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

Social Media Outreach

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

Targeted Advertising

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

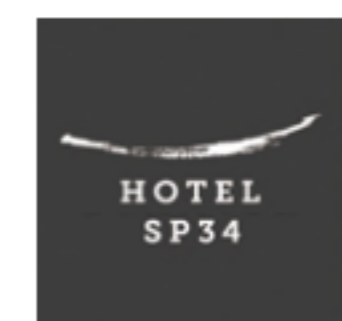
Front Page Website Highlighting

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



Partnerships:

HOUSTON
VisitHouston.com



stayArlington
National History. Local Flavor.

