

↑↑
YOU COULD
Travel
Media Kit '22

Help our readers carve the trail to
your destination



240,000

monthly unique visitors

470,000

monthly page views

Audience Profile

55% female

85% ABC1*

50% (25-34)

30% (35 - 44)

40% USA | 25% UK | 10% Canada

Traffic By Platform

60% Mobile | 37% Desktop

03:08 Avg Session Duration

Social Following

Instagram 60k

Facebook 2.8k

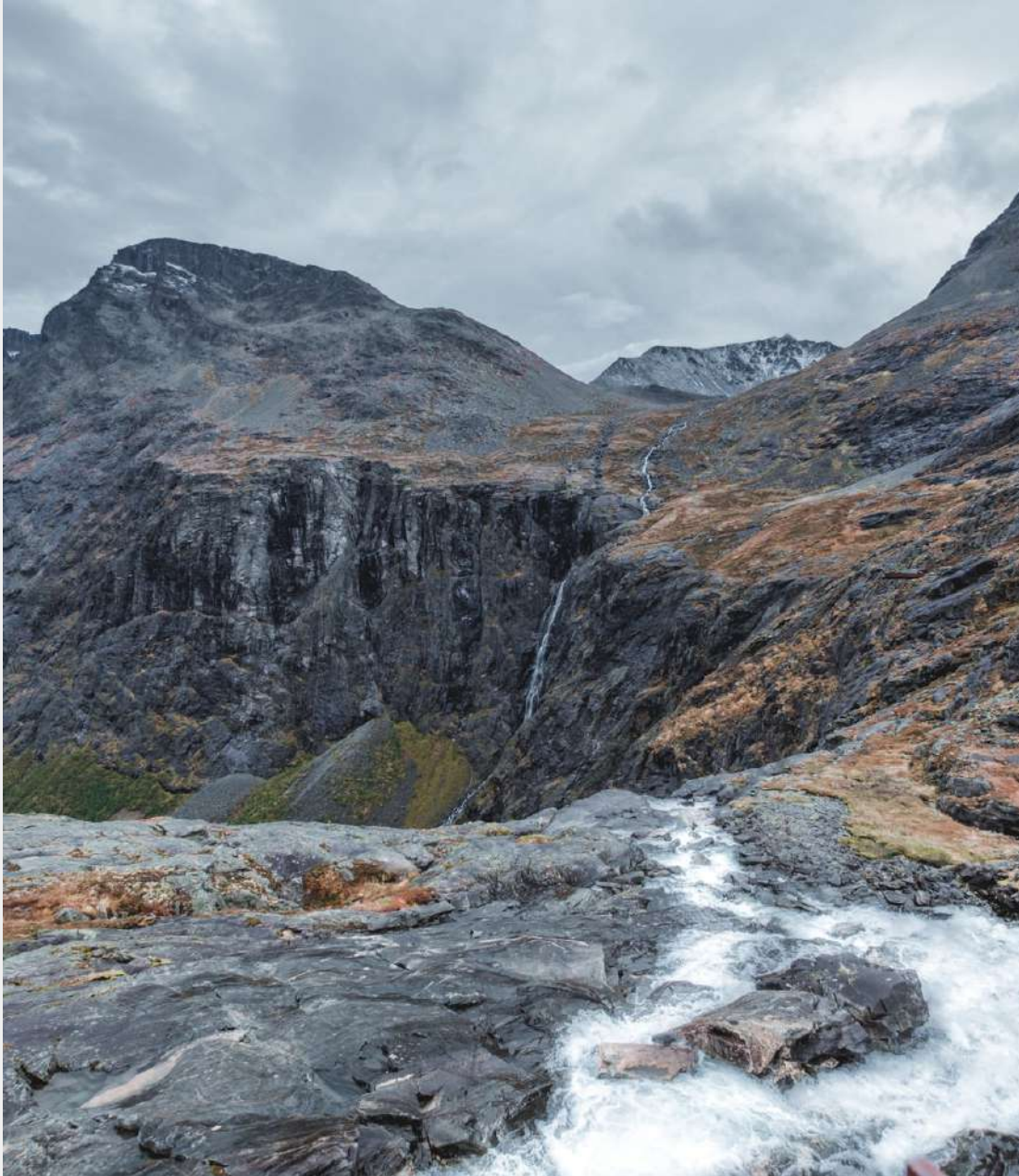
Twitter 13k

Pinterest 17k

Social Monthly Impressions: 3.5+ million

*NRS social grade: college-educated professionals with incomes between £30,000 - £100,000





You Could Travel readers are...

Dynamic

50% are between 25-34

Wealthy

85% earn over £2500 a month

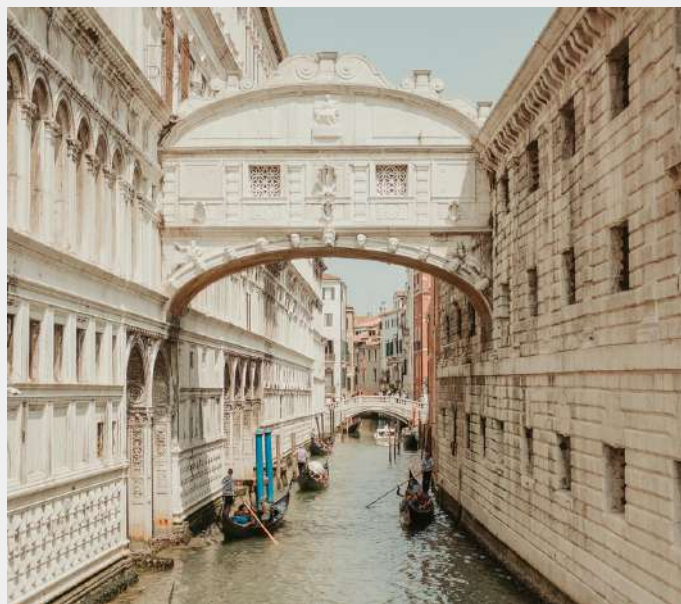
High class

85% are university educated

Promoters

92% share their travel plans and
outcomes with family and friends





About You Could Travel

You Could Travel reaches and resonates with **millions of readers every year**. We've stayed true to our mission to pursue and celebrate exploration, education and sustainability. Our readers value freedom and are always on the hunt for their next travel experience. At You Could Travel, we value the journey just as much as the destination.

You Could Travel's mantra is "*Made by explorers for explorers*".

You Could Travel is a well-established player in the travel market. Contributing to its success are the strategic partnerships that inspire its readers to dream, explore and discover. **Our social media organic impressions exceed 42 million a year.**

Distinctions & Accolades

Finalist - Best Travel Story
Navigator

Finalists Best Travel Blogs 2019
UK Blog Award

Top Instagram '17
Lonely Planet

Top Travel Blogs
TheSmartLad

Top 30 Travel Blogs
Savepedia

Finalists Best Travel Blogs 2021
TravMedia

Best Photography Travel Blog
UK Blog Award

Top 10 UK Travel Blogs 2021
Vuelio

10 Best Travel Blogs
FeedSpot

Best Travel Blogs 2018
CreditDonkey

Sponsored Trips

You Could Travel offers creative ways to promote your destination through digital storytelling, advertorial shots, video and social campaigns.

Sponsored Articles

Premium content written by You Could Travel to promote your destination, brand or product to our large audience.

Social Campaigns

Social-only packages to boost your marketing efforts. Gain access to You Could Travel's ever-growing social media followers.

Photography

Striking, visually immersive shots that entice our readers to visit your destination or purchase your product.

Brand Ambassadorships

Increase brand awareness and regularly promote your destination or product via You Could Travel.

Videography

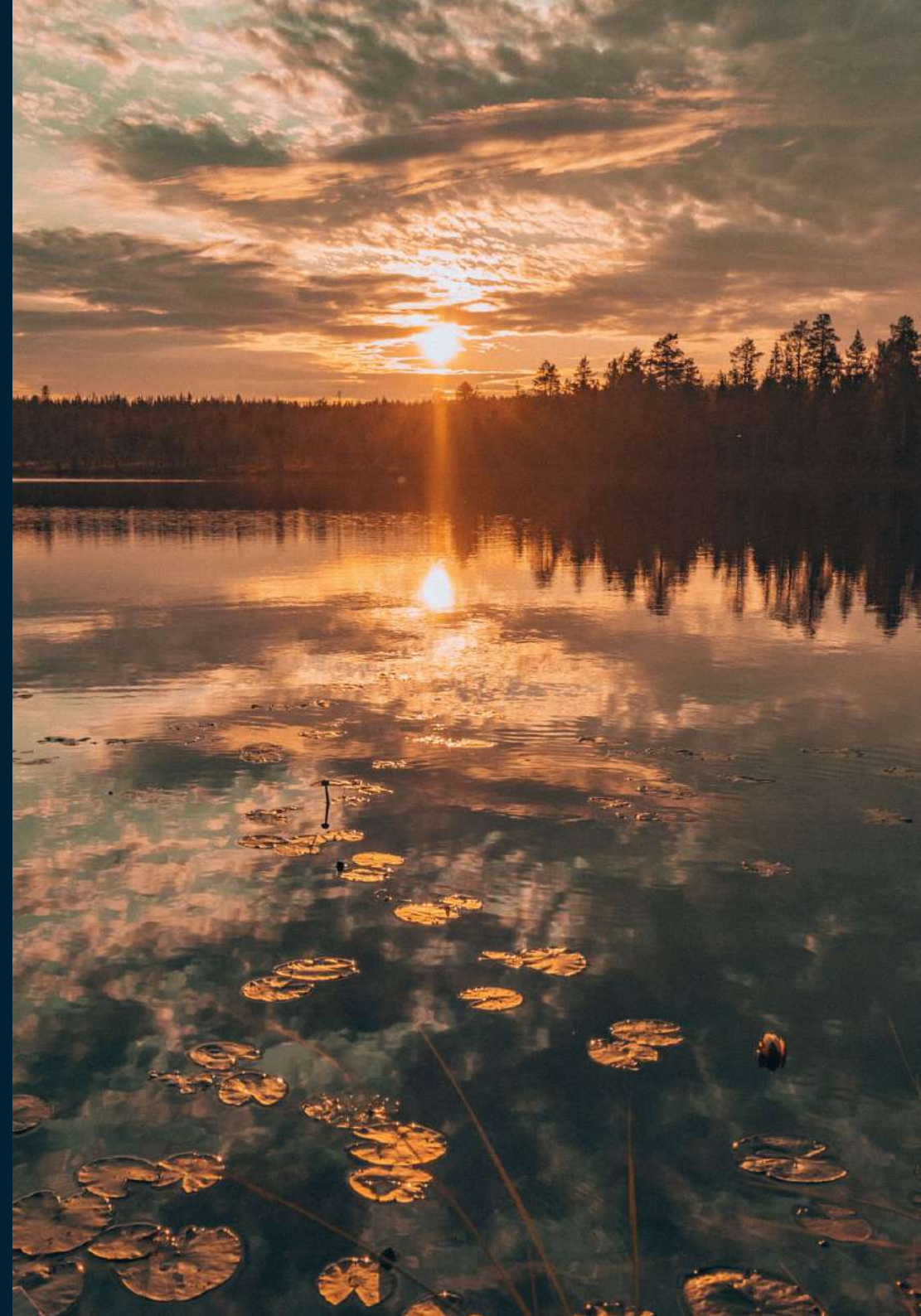
Tell your story with engaging video content and reach new audiences and form brand loyalty.

Speaking Engagements

Our team is available to deliver engaging talks on topics such as travel, ecotourism, online entrepreneurship, marketing, SEO and social media.

Bespoke Partnerships

We work with you to create a custom campaign, that integrates into your marketing strategy.



Client References

AliExpress
Amsterdam Tourism Board
Antwerp Tourism Board
Avalon Waterways
BBC
Beauty of Japan
Bookatable
Booking.com
Bratislava Tourism Board
Bristol Tourism Board
Brussels Tourism Board
Bucharest Tourism Board
Budapest Tourism Board
Cabin Zero
Circus Hotel Berlin
Destination Canada
DK Travel
Dresden Tourism Board

Emirates
Expedia
Friedrichstadt-Palast
Göteborg City
Hamburg Tourism Board
Helly Hansen
InterContinental
Japan RailPass
Kotor Tourism Board
Lonely Planet
Luxembourg Tourism Board
Madeira Food on Foot
MagicTrips (Japan)
MatadorNetwork
Michelin
Momondo
MyHelsinki
Nepal Tourism Board

Obagi Skreencare
Orange
OverBoard
Princess Cruises
Raddison Blu
Skyscanner
Thule Sweden
Tobu Railways
Unique Hideaways
Universal Studios
Utrecht Tourism Board
Vienna Tourism Board
Visit Berlin
Visit Greece
Visit Ranua
Visit Rovaniemi
Visit Skåne
Yorkshire Coast

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