



## AUDIENCE DEMOGRAPHICS

### MONTHLY VIEWS & UNIQUE READERS

45,000 / 40,000

### SOCIAL MEDIA FOLLOWING

Twitter: 30,600

Instagram: 23,300

Facebook: 6,200

Google+: 3,300

Moovz: 3,300

YouTube: 1,400

### EMAIL SUBSCRIBERS

7,200

### REGION

27%: USA

36%: Europe (other)

12%: United Kingdom

4%: Australia / New Zealand

4%: Canada

### AGE

25%: 18-24

36%: 25-34

17%: 35-44

22%: 45+

### GENDER

65%: Male

35%: Female

### ANNUAL INCOME

\$45K+ average



Updated Sept 1<sup>st</sup>, 2016  
Metrics via Google Analytics,  
Twitter, Wordpress, Facebook  
& Demograpics Pro

## WHAT WE OFFER

**Banner Ads:** We offer a variety of ad sizes, placement options and scheduling.

**Press Trips:** We'll visit your gay-friendly destination and will promote our trip through blog posts and social media.

**Sponsored Posts:** We can host a promotional article featuring your brands or destination and we'll share it with our readers.

**Freelance Writing:** Writing services for travel related articles and publications.

**Product Reviews:** If you have a travel related product and are looking for first-hand reviews for publicity, we can try it out and write about our experience.

**Giveaways:** We'll publicize your promotions for travel-related prizes, trips and events.

**Social Media:** We have more than 68,000 followers who interact with us on a regular basis. All our content is promoted with Facebook Twitter, Instagram and Google+ and we communicate daily to our followers. 75% of our audience has been active on social media for more than 2 years and 70% post at least once per day. We have extremely high engagement rates - a true measure of social media influence with 4% on Twitter, 10% on Facebook and 8% on Instagram.

**Travel Bloggers Bring Value:** Research has shown that 85% of travelers reported having used the Internet to research a trip, 52% of travelers change their travel plans after reading blogs and checking social media, 74% of consumers rely on social media to inform their purchasing decisions, 90% of consumers trust peer recommendations while only 33% trust ads and finally - expert content has the highest impact on purchases above \$1,000.

*Sources available upon request*

# TWO BAD TOURISTS



## WHY WORK WITH US?

**Audience:** Our engaged audience enjoys reading about travel and trusts the advice we provide. As leading LGBT travelers and bloggers, our followers look to us for personal recommendations and travel advice. Our highly concentrated LGBT following typically holds a passport and nearly 30% take at five trips or more per year. Our audience is highly affluent with an average salary of \$45K+ per year and their top interests include travel, gay life, LGBT issues, art/culture, fashion and technology.

**Dedication:** We are dedicated to providing quality content to our readers. We love sharing our stories on all we have done right and wrong during our adventures. We love being on the road, but also enjoy working hard and building strong relationships with our business partners.

 /twobadtourists  @twobadtourists

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