

Explore the world one
experience at a time



MindfulTravel

by Sara

Media Kit



Mindful Travel is a professional travel blog established since 2012, which grows exponentially every day, to help travelers, and establish long-term connections between brands and tourist offices that seek a loyal and committed audience.

Contact

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Mindfultravelbysara.com

TRAFFIC & SOCIAL MEDIA

Datos de Google Analytics – January 2018

Paginas vistas mensuales: **+50,000**

Visitantes únicos mensuales: **+40,000**

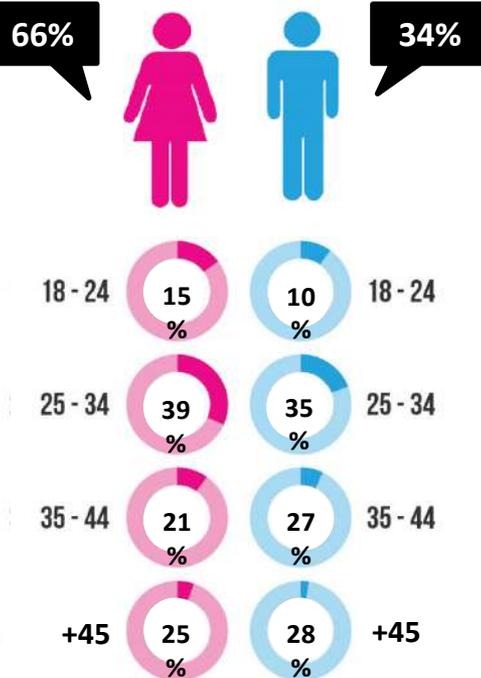
MOZ DA: **35**

MOZ PA: **43**

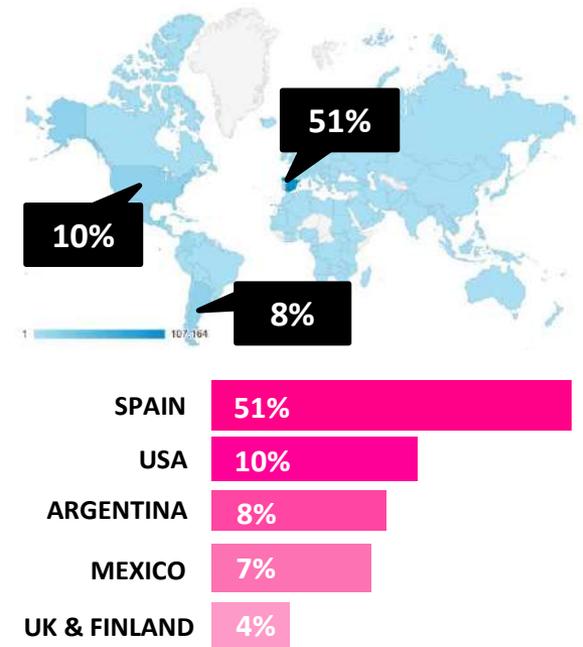
Suscriptores Newsletter: **+3,000**



AUDIENCE



GLOBAL SEARCH



1 of the 25 most read travel blogs in Spain in 2017 by El País



Who am I



I'm passionate about travel and photography since I was a little girl. I visited more than 40 countries as France, Germany, Brazil, Mexico, Argentina, Cuba, United States, Malaysia, Hong Kong, Singapore, Kenya, Tunisia, Maldives, Morocco, Jordan, Cambodia and Thailand.

That's why Mindful Travel was born. A travel blog offering inspiration, itineraries, tips, experiences and information regarding destinations around the world.

Mindful Travel Philosophy

“First its a dream: Imagine a place to go, discover that it exists in the world, find the community online that appreciates it, and the partners who can provide this experience. We recommend traveling and living MINDFULLY, because once you try it, you won't be able to do it in another way”.

“That sense of getting on a plane and feel that for a moment everything is left behind, stress, worries, everyday duties...now just enjoy, learn what the trip has to teach me, cultures, deferent ways of thinking.”



Why Work With Me

My aim is transmitting my passion for traveling, inspire other people and help them to plan their trips and fulfill their dreams. I can partner with you and help promote sights and destinations that wouldn't ordinarily be on every traveler's radar.

- ✓ *I offer a variety of services to meet the specific needs of my clients.*
- ✓ *My writing appears in Viator, where I am regular contributor focusing on cultural and travel experiences around Madrid.*
- ✓ *I wrote Guest Post for International Blogs and Magazines such as Wild Junket Magazine, Global Grasshopper and Go Backpacking.*
- ✓ *I'm fluent in Spanish (my mother language) and English, and I can make myself understood in Portuguese.*
- ✓ *I'm one of the 16 winners of 1st edition of The Big Blog Exchange, World's Largest Blog Contest in history*
- ✓ *I'm feature as Must Read Travel Blogs at "Girl Gone International" online Magazine*

Testimonials



“Sara is "the Blogger"! Both in her writing style and in the way she moves when she is on a blog tour: passionate, fun, concentrated, curious enough to let you discover new things about a place. A true professional and, for me, a nice surprise during our Cesenatico Bellavita Blog tour. Someone to invite always on a blog tour!”

Alessandra Catania (21grammy -Social Media and Digital Press Office)

“We are satisfied for this wonderful experience, that allowed us to see, through your eyes , unexpected and new aspects of Cesenatico.”

Giuseppe Ricci (Cesenatico Bellavita Union CEO)

With a very clean, engaging homepage, balancing the perfect amount of photos and writing, Sara is a blogger with a purpose - mindful travel. She has created a portal for travelers to interact and learn from her experiences, offering a very personal perspective yet making it relevant to the masses.

Big Blog Exchange official Jury

We were so pleased to have Sara visit our HI-USA hostel network this past summer. As one of 16 finalists in the Hostelling International's Big Blog Exchange, Sara was selected for an exchange that brought her to America for a 10 day odyssey. Arriving in Boston and then departing from Los Angeles, along the way she captured a range of experiences so poignantly through her Mindful Travel blog posts, which included a series of incredible images.

Mark Vidalin, Marketing Director HI-USA

How can we Work Together

Mindful Travel is dynamic and fast growing travel blog targeted to First-hand unique experiences, Advice, Photography, Sustainable and Adventure Travel.

- ✓ *Reviews and posts about my experiences visiting a destination and highlight the attractions*
- ✓ *Produce photo essays to promote a destination*
- ✓ *Press Trips*
- ✓ *Provide social media coverage via Facebook, Twitter, Instagram and Google +*
- ✓ *Sponsor Posts & Banners on different sizes and places*

To further discuss partnership opportunities, please contact me at mindfultravelbysara@gmail.com



Stats

Appeals more to women; its audience also tends to consist of childless, highly educated people between the ages of 25 and 44 who browse from home.

PAGE RANK:

 **4**

Alexa Rank

Global Rank [?]

 **348,624**

Rank in Spain [?]

 **15,348**

Domain Authority: 35

Page Authority: 43

Daily Pageviews per Visitor: 1.35

Daily Time on Site: 2.10

Monthly Pageviews: 50,000 +

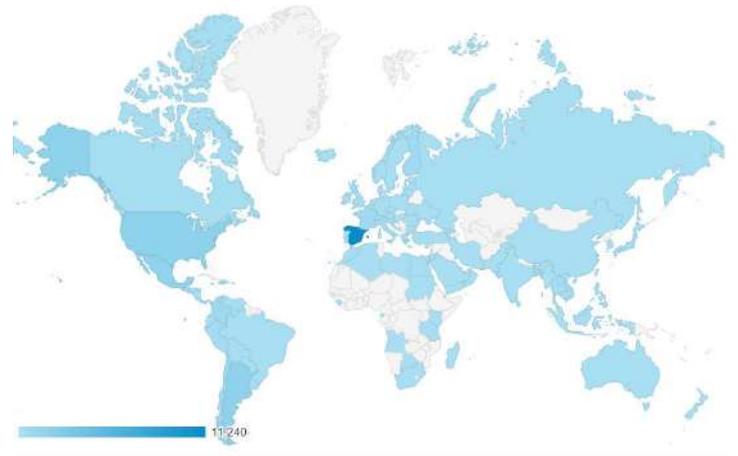
Unique Visitors: 40,000+



Demographic Audience: Spain, United States, Mexico, Argentina, Chile, UK and Finland.

Bounce Rate

64.30%



Social Media +100.000

Klout



33.600



12.600



7.000



49.900



3.790

LINKEDIN:
in 500+
contactos



Brands that Trust mindful Travel



VisitBritain™



Jordan Tourism Board
www.visitjordan.com



IBERIA



Flanders
State of the Art



Member of

iambassador

The world's leading network of professional online influencers in travel.
We offer online content, marketing and consultancy services.



Programa de actividades viajes y turismo
www.paralelo20.com

Programa de viajes de 

Media Kit



Mentions and Awards

- ✓ Top 10 Travel Bloggers on Instagram (I will Travel)
- ✓ Top 11 Bloggers (Edreams)
- ✓ Best Blog: Dogfriendly Travel (Niumba -Tripadvisor-)
- ✓ Must Read Travel Blogs (Girl Gone International)
- ✓ Finalist of 20Blogs Awards 2014
- ✓ Finalist of Hostelworld Awards 2013
- ✓ Cesenatico Bella Vita Ambassador
- ✓ Winner of the 1st Big Blog Exchange (world's largest Blog contest in history)



Case Study: Valencia Interior Blogtrip

Case Study made by Invattur

Read the complete report here: <http://slidesha.re/1sTsoQ2>

2. Posicionamiento en búsquedas de inspiración turística

En lo referente a búsquedas de inspiración turística, el blogtrip también tuvo una importante influencia a la hora de posicionar contenidos en los primeros puestos de Google.

- Lo mejor de la provincia de Valencia (Mindfultravel puesto 1)
- Qué hacer en Bocairent (Vero4Travel puesto 2)
- Visitar Valencia Interior (Comoju puesto 5 y 6)





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