



*Life In Wanderlust*

April 2017

## **MEDIA KIT**

Kana Imamura - Los Angeles,  
California





# Life In Wanderlust

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## Introduction

### The Girl Behind Life in Wanderlust

Kana is a **Travel Instagrammer & Blogger** born and raised in Tokyo, Japan. Upon graduation, she moved to Washington for her undergraduate studies and has a Bachelor's Degree in Forensic Linguistics and Japanese. Her career has taken her through several industries and cities; 7 cities and 5 states to be exact, currently residing in Los Angeles, California. In the midst of that, she also acquired a Master's in Hospitality Revenue Management & Digital Marketing from the School of Hotel Administration at Cornell University.

After several years of climbing the corporate ladder in the hospitality industry, she found herself commuting 140 miles a day (through L.A!), in a windowless office as a Director of Sales & Marketing feeling out of touch with her friends, family and herself. So in 2015, she closed her office door, chose a *Life in Wanderlust* and never looked back.



*Life In Wanderlust*

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# Social Influence

**4.7k**

Twitter

**19.3k**

Instagram

**52.5k**

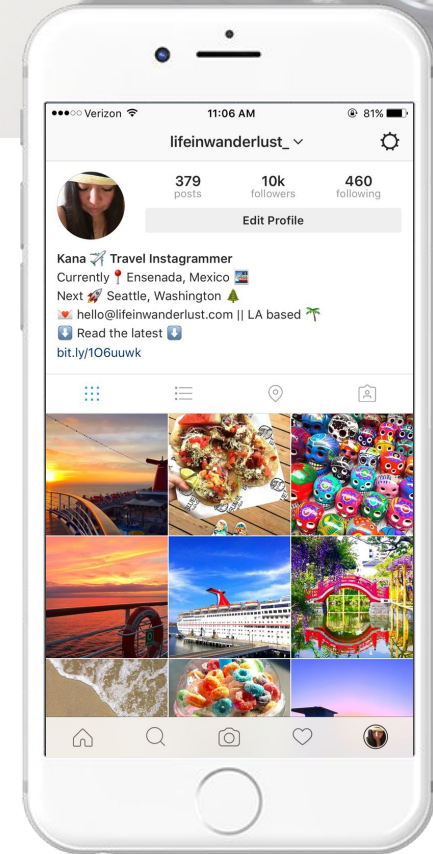
Blog (Views Per Month)



# Life In Wanderlust

## Instagram - @LifeinWanderlust\_

- Instagram is my main platform.
- Started on July 1st, 2015
- **19,302 followers** (April 18th, 2017)
- **1,012 average likes** (April 18th, 2017)
- **6.8% engagement** (Instagram Average: 4.2%)
- All photos taken by my iPhone 6s Plus
- Known for informative and thought-out captions
- Heavy engagement with followers; I respond to 95% of comments.

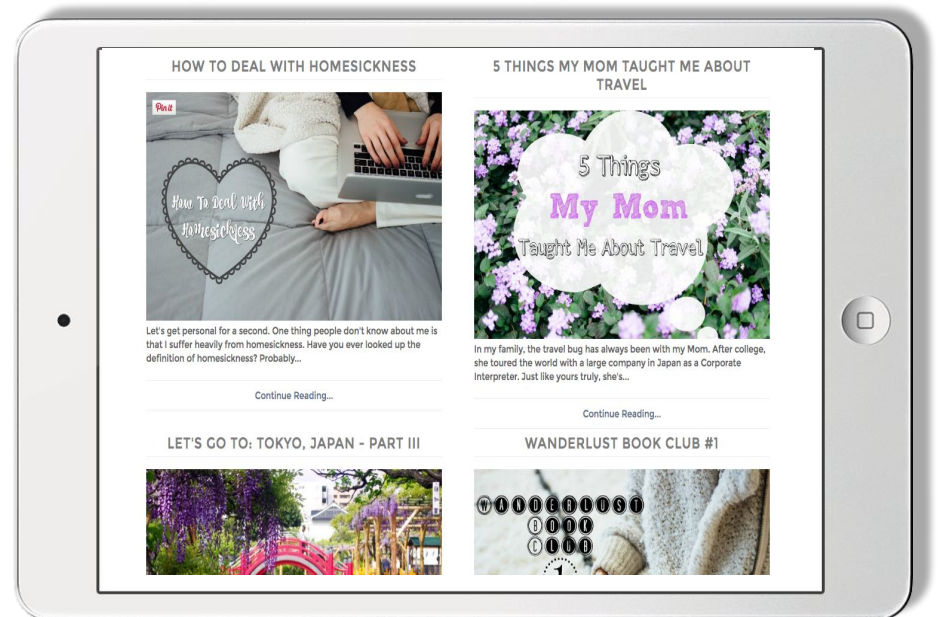




# Life In Wanderlust

## Blog

- Approximately **52,000 views per month** (63% returning, 37% new visitors)
- 85.5% Female / 72% Ages 25-34
- **March 2017 views: 52,791 views**
- Posts about **Travel Destinations, Tips & Los Angeles Area hot-spots.**
- Primarily readers are from the **United States** (63%) in addition to Canada, Japan, Russia, United Kingdom, China, India, Germany, South Korea, Australia & more.

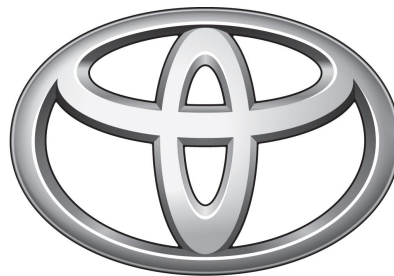
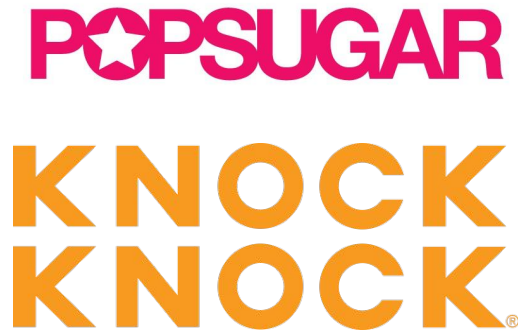






# Life In Wanderlust

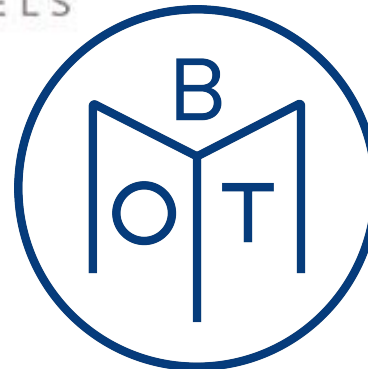
## Past & Current Partners





# Life In Wanderlust

## More Past & Current Partners





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## Contact Me

**Thank you so much** for your time in reviewing my Media Kit. I hope you have a better understanding of my vision and brand. I would love to collaborate with your brand if you feel we would be a fit.

**Call:** 1.360.927.2105

**E-Mail:** [hello@lifeinwanderlust.com](mailto:hello@lifeinwanderlust.com)

I look forward to working with you!