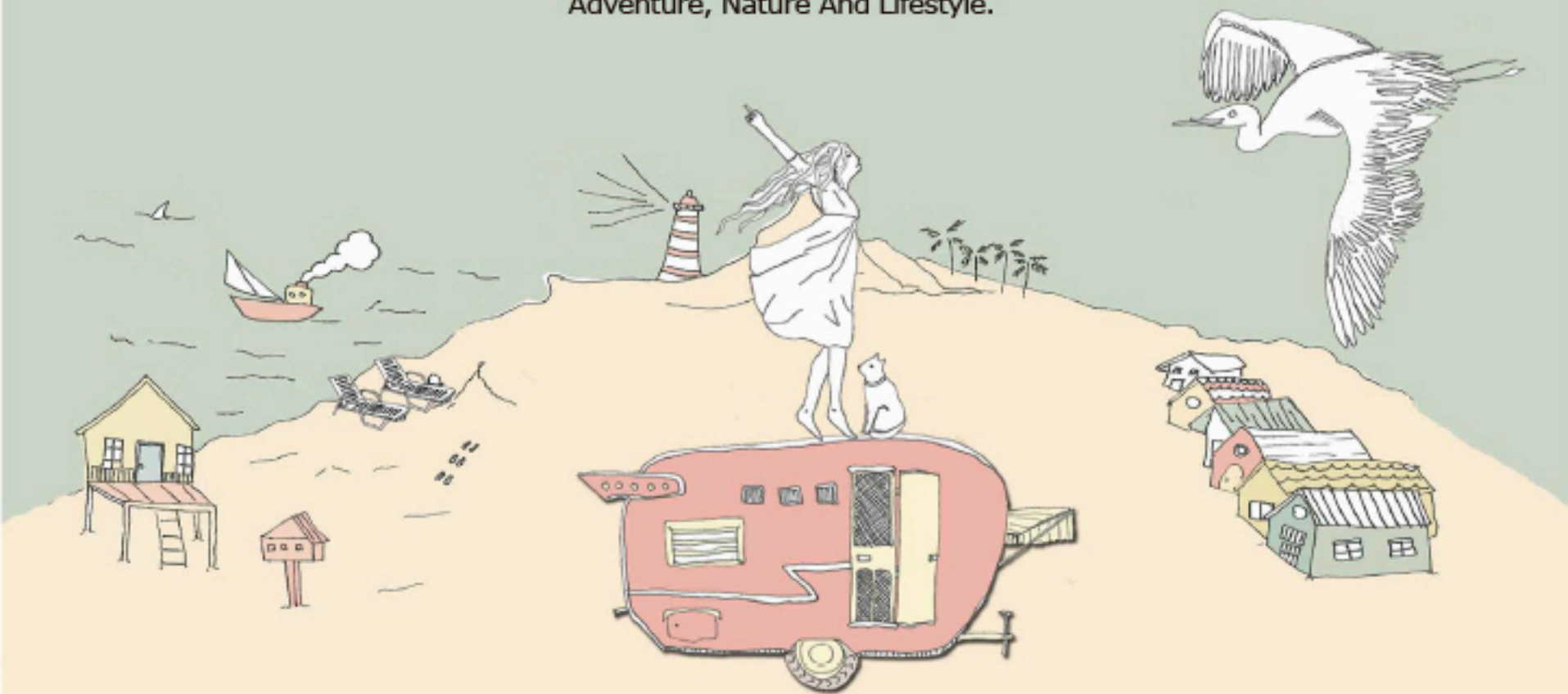


Juyu na Trip

PRESS KIT

A Blog About Family Travel,
Adventure, Nature And Lifestyle.



THE BLOGGERS

GABI TEMER is a journalist who worked for 10 years for the O GLOBO newspaper (the major brazilian newspaper), acts as a columnist for travel issues for several travel magazines, and has won the Popular Jury Award for Best Short Documentary in Rio Film Festival. She is the blogger of "Juju naTrip" along with Rico Sombra.

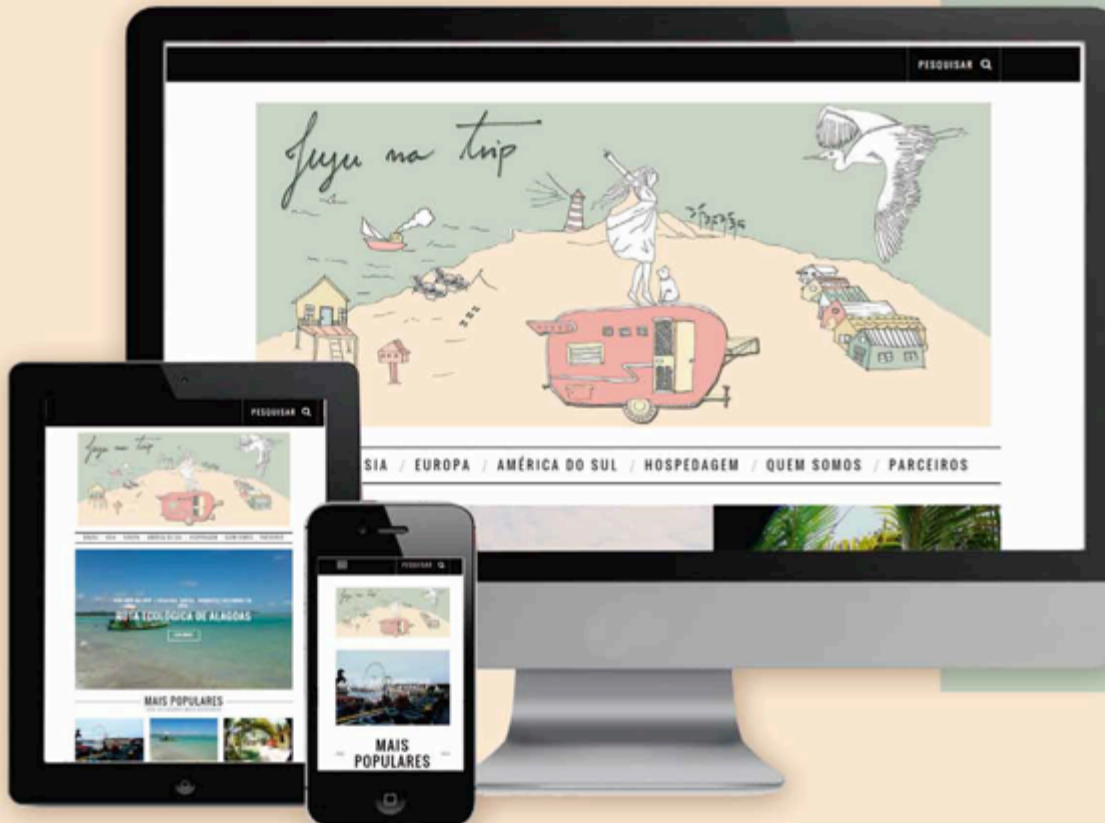
RICO SOMBRA is a nature and underwater photographer, and is releasing his first book, "Rio de Janeiro seen from the sea" , published by Tinta Negra.

JUJU is their daughter. Together, the three are the Juju na Trip team.



THE BLOG

JUJU NA TRIP blog has existed since 2010. Readers are always coming to the blog either to effectively travel, or to pick up information or to share experiences. They are always seeking travel tips, new places to go or even new entertainment or travel options both in Brazil or worldwide. Our audience target is Class A to AAA, from 24 to 50 years, mostly travelling along with children or family.



THE WEBSERIE

We call it #Before18, and it shows all the places you can travel to with kids before they grown up.

The webserie is on our Youtube channel /jujunatrip, and the episodes reaches 20k followers



DATAS AND COMUNICATION

OUR MEDIAS

★ www.jujunatrip.com

★ vejario.abril.com.br/blog/jujunatrip

Total posts: More than 300 posts and 1100 comments

Total traffic: Around 170.000 page view /month.

56k fans on Juju na Trip Facebook oficial page

63k followers on Juju na Trip oficial instagram

AFFILIATED BLOG

We are also a affiliated blog to Viagem e Turismo Magazine, Qual Viagem and Viagem Livre/Catraca Livre, and our posts are shared on their social media:

Facebook Viagem e Turismo: 1,8 mi followers/ Facebook

Twitter Viagem e Turismo: 105k followers

Viagem/Catraca Livre: 1,5 mi followers/Facebook

Qual Viagem: 590 k followers/Facebook

CONTENT GENERATOR

We also generate content to FarmRio's Blog, with almost 2mi followers/- Facebook



THE TRAVEL BOOK GUIDE

Juju na Trip is now a travel book guide! With 164 pages full of fantastic tips, it will be released on September 2017 and it will be sold at the most prestigious Brazilian libraries, as well as in our blog.

The guide will have 35 destinations around the world to travel with families

This will be our second guide book. The first was released on May 2016 and its all about Rio de Janeiro

www.travessa.com.br

www.livrariacultura.com.br



TARGET AUDIENCE

Top Five Countries


- 1 - Brasil
- 2 - EUA
- 3 - France
- 4 - Switzerland
- 5 - Canadá

Top Ten Brazilian cities

- | | |
|-----------------------|----------------------|
| 1 - Rio de Janeiro | 6 - Distrito Federal |
| 2 - São Paulo | 7 - Santa Catarina |
| 3 - Belo Horizonte | 8 - Manaus |
| 4 - Ceará | 9 - Mato Grosso |
| 5 - Rio Grande do Sul | 10 - Bahia |



67,42%



32,58%

*Google Analytics Jujua na Trip

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