THE WORLD PURSUIT

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ABOUT

The World Pursuit is an award winning travel blog run by Natasha and Cameron. Together they have visited over 61 countries across six continents. They founded their blog in 2015 and since then have been able to gain an engaged audience through their visual and vibrant story telling, as well as through the trusted advice they give on their website.

The World Pursuit has been featured on Business Insider, Lonely Planet, Africa Geographic, Skyscanner, Brides Magazine, The Daily Mail, News.Au, New York Times, BBC Travel, and many more.

THE VISITORS

120K	MONTHLY UNIQUE VISITORS
200K	MONTHLY PAGEVIEWS
60%	FEMALE READERS
25-44	PRIMARY AGE GROUP
68%	NORTH AMERICAN AUDIENCE

OVER 1.5 MILLION PEOPLE WILL READ THE WORLD PURSUIT IN 2018

A FEW STATS

- THE WORLD PURSUIT IS VIEWED IN 194 COUNTRIES (EXCLUDING NORTH KOREA)
- OUR READERS HAVE A STRONG INTEREST IN OUTDOOR ADVENTURE
- WE GENERATE OVER $75,000 A MONTH IN SALES OF TRAVEL RELATED ITEMS THROUGH AFFILIATE LINKS.
- WE ARE EXPERTS AT HIGHLIGHTING DESTINATIONS, TOURS, HOTELS, RESORTS, AND LODGES AND HAVE GENERATED OVER TEN MILLION SOCIAL MEDIA ENGAGEMENTS ON SELECT CAMPAIGNS IN THE PAST.
- OUR HIGH-RES PROFESSIONAL PHOTOS AND VIDEO HAVE BEEN SEEN AROUND THE WORLD ON LONELY PLANET, NY TIMES, AFRICA GEOGRAPHIC, AND MORE

SOCIAL MEDIA FOLLOWERS

- 75K FOLLOWERS
- 70K FOLLOWERS
- 14K FOLLOWERS
- 12K SUBSCRIBERS

AVAILABLE FOR

PRESS TRIPS | SOCIAL PROMOTION | DESTINATION MARKETING | BRAND AMBASSADORSHIP | PROPERTY PROMOTION | CONTENT CREATION | PRODUCT SPONSORSHIP | VIDEOGRAPHY AND DRONE SERVICES