



# The World Is My Playground

CULTURAL TRAVEL WITH A DASH OF ADVENTURE



I'm Ioana ('Yanna'), a Toronto-based traveler, marketer, photographer, and author of the growing cultural and adventure travel brand, *The World Is My Playground*.

I am on a mission to see the world and share my experiences with fellow wanderlusters through my online platforms. Having traveled since I was a toddler, I've explored 34 countries and looking to make it an even 100.

I aim to inspire my readers/followers to chase their goals, discover new cultures, and explore hidden gems of the world. Along the way, I share tips to help them get the best value for their time and money, take better pictures, travel smarter and live the life they want.

My 10+ years of experience in marketing, strategy, and branding set me apart from other bloggers and influencers. I deliver high-quality, targeted and effective online marketing campaigns that align and enhance your in-house marketing efforts.



## SOCIAL STATS

**441,000+**  
monthly impressions

**5%+**  
engagement rate

**33,800+**  
total followers

**71%**  
female audience

**41% U.S. audience**  
13% Canada | 7% U.K. | 2% Australia

**45% audience aged 25-44**  
27% between 18-25 yrs. old  
26% over 45 yrs. old

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## SERVICES

I love collaborating with brands that have similar goals and finding creative ways of exposing them to my audience.

Here are some of my partnership opportunities:

PRESS TRIPS

SPONSORED POSTS

CONTENT CREATION

BRAND AMBASSADORSHIP  
SOCIAL MEDIA CAMPAIGNS

MARKETING CONSULTING

FREELANCE WRITING

GIVEAWAYS

REVIEWS

## BLOG STATS

TheWorldIsMyPlayground.org is a cultural and adventure travel blog launched in January 2019.

The blog features destination guides, travel advice, packing tips & photography from around the world.



**1.1K+**  
monthly unique visitors

**3.1K+**  
monthly page views

**54%**  
U.S. & Canadian visitors

**25-34**  
average reader age

**800+**  
e-mail subscribers

## CONTACT

I offer a number of packages for content creation and social media sponsorships. Custom packages, rates, and initial client consultations are available upon request.

E-mail me to get started:

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