



ABOUT US

At Minimalist Journeys, we promote living and travel that enriches us and our planet. Our articles and resources are not your white-washed, cookie-cutter type content. Our readers come to our website to find proven, actionable tips on how to

- create a more intentional and balanced life, and
- travel in a more authentic and respectful way.

WHAT CAN WE DO FOR YOU?

We work with organisations whose values are aligned with our own. When partnering with us you can expect:

- honest and professional appraisals of your products and services
- thoroughly researched and well-written content on our website and other online publications
- access to a mindful, more mature audience that might be a target market for you.

WEBSITE STATISTICS

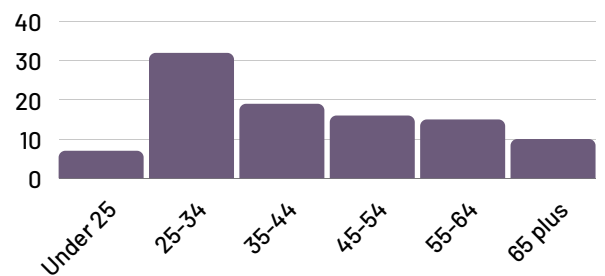
Unique Visitors: 7.0K/month (21% returning)

Page Views: 9.7k/month

Domain Authority: 20

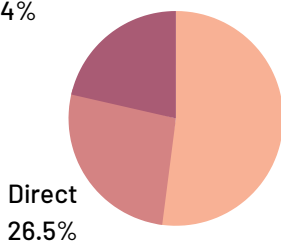
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READERSHIP BY AGE GROUP



ACQUISITION CHANNELS

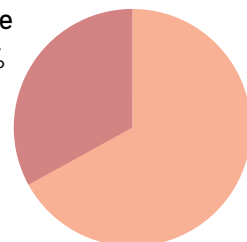
Social Media
21.4%



Organic Search
52%

READERSHIP BY GENDER

Male
33%



Female
67%

Well-written, genuine content on our website and other online publications

Our articles promote a more sustainable approach to travel, encouraging purchasing decisions that - ensure funds stay in the local community and have a broader economic benefit; and - limit visitors' environmental footprint.



READERSHIP BY COUNTRY

United States of America	37%
New Zealand	27%
Australia	10%
Canada	6%
United Kingdom	6%
The Rest of the World	14%



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