

@WANDERTOWHEREVER

Wander to Wherever



FARAH HOSNY

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- MEDIA KIT 2021 -



ABOUT

To briefly introduce myself, I'm Farah Hosny, an Egyptian-Canadian travel and lifestyle blogger who is perennially trying to get her husband to be in her photos, eats more pizza for breakfast than she cares to admit, and finds nothing to be more exhilarating than travel. Except when my cat gives me attention.

Aside from wandering the world, I love fashion, yoga, all things interior design, and, let's be honest, wine.

I spent the better part of my career working as a journalist, writer, and editor, until I tripped and fell into blogging about a year and a half ago.

My Instagram blog, titled @wandertowherever, is where I document my travels (or given the situation in 2020, lack thereof) and share various aspects of my life. I aim to portray my journeys - or just my day-to-day existence - with beautiful imagery, creative concepts, and a touch of wittiness and sarcasm, because I try not to take myself too seriously.

CONNECT

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40k
followers

1.2m
monthly impressions

3%
engagement rate

INSTAGRAM AUDIENCE

62% female

38% male

18-24 | 33%

25-34 | 47%

35-44 | 11%

Top Countries:

Egypt

Brazil

USA

UAE

UK



@BEAUSOLEIL.DEGYPTE



@WOODWATCH



@XURUSTAYS_

BRAND PARTNERSHIPS & COLLABORATIONS

"It was a pleasure working with Farah as an ambassador. She exceeded expectations in terms of both exposure and results, and brought the brand to life with her approachable and honest style."

- KEVIN VEER,
CO-FOUNDER, WOODWATCH



@FSALEXANDRIA



@ANANTARASIRBANIYAS

"You could say that social media is an ocean filled with creators of all kinds, so choosing who to work with can be hard when you're looking for quality, creativity, and commitment. You want to find amazing people who will become your partners. Having said that, Farah (and her husband Timmy!) were the perfect choice for that. We loved their content, professionalism, and great company!"

- SARAH NABIL,
DIRECTOR OF PUBLIC RELATIONS,
FOUR SEASONS ALEXANDRIA