



## **2017 Media Kit**

Andi Perullo de Ledesma of *My Beautiful Adventures*

Founding Member of the [Professional Travel Bloggers Association](#)

## What is *My Beautiful Adventures*?

- [MyBeautifulAdventures.com](http://MyBeautifulAdventures.com) is an award-winning lifestyle blog that inspires people through feature stories, informational articles, in-depth reviews, and professional photography from destinations all over the world. Its niche is family and luxury travel.
- Andi is a true explorer having visited over fifty countries on six continents. Over the last decade, she has worked globally with brands, hotels and resorts, magazines, and tourism boards.
- Her photography has been seen in and on the cover of magazines and she regularly photographs top bloggers and even some celebrities.
- Along with being a Travel Photojournalist, she is also a Chinese Medicine Doctor and owns a successful Wellness Center where she practices Acupuncture. She completed her Master of Science at the Pacific College of Oriental Medicine (PCOM), one of the most well respected Chinese Medical Universities, as well as becoming Board Certified in Acupuncture by the National Certification Commission for Acupuncture & Oriental Medicine (NCCAOM).

# How Can You Benefit?

Using *My Beautiful Adventures*' large social media platform with its impressive amount of loyal followers, Andi will promote your brand, product, and/or destination to hundreds of thousands of people.

- The internet is the leading tool for researching, planning, and booking travel, thus My Beautiful Adventures is positioned to meet consumers needs. The blog is optimized for mobile browsing and its content places high in all search engines.
- Its readership is highly engaged, offering partners access to an audience that will actively talk and socialize about your brand, product, and/or destination.
- The digital market harnesses a longevity that other media platforms cannot sustain. Using researched keywords paired with professional writing and photography, the content on *My Beautiful Adventures* will be found in search engines for the foreseeable future.
- Andi has years of experience working with sponsors and advertisers. She knows what you want and how to develop strategies that will help you reach your goals.

# Statistics

*My Beautiful Adventures* on average receives more than **10,000 unique visitors** and **100,000 page views** per month (source: Google Analytics).

**Google Page Rank: 4**

**Monthly Page Views: 101,177**

**Unique Page Views: 10,917**

**Facebook Friends: 4,586**

**Facebook Fans: 9,810**

**Twitter Followers: 33,526**

**Instagram Followers: 16,000**

**Pinterest Followers: 2,268**

**Klout: 63**

# Press & Media

## Partnerships:

- Jetsetter
- Toyota
- Trafalgar Tours
- Low Cost Holidays
- Clever Girls Collective
- Kiwi Collection
- Hyatt
- Swire Group
- Mandarin Oriental
- Madigan Pratt & Associates
- Rosewood Hotels & Resorts
- MGM Group
- Uber
- Chic Retreats
- Chobani
- Personal Planner
- Casetify
- Wanderlust Leather
- Reed's
- Angara
- Bon Appétit Box
- Jessica Robertson
- Capitol One
- Maxwell Scott
- popSLATE
- myCharge
- MyPublisher
- RoxBox

- Instantly Framed
- TravelPop
- Tep Wireless
- Try The World
- Cozy Wall Art
- World Around Me
- Shutterfly
- Roomorama
- Yellow Pages
- T Spheres
- LottyB Mustique
- Borelli
- Footzyrolls
- Novica
- UNICEF
- Space Bag To Go
- Picaboo
- Mr. Clean
- Framebridge
- Minted
- The Biltmore Estate
- The Babby Cubby
- Gresso Miami
- Brkn Label
- Amara
- Babyswatch
- Sugru
- Ecuadane
- Makers Mark
- Pixter
- One Tribe Apparel
- UniverSoul Circus
- SCOUT
- CHOPT
- GREENIES

- BioFreeze
- Hotels By Day
- UV Vodka
- Le Meridian Charlotte
- Delta
- Carrigan Farms
- Cheesecake Factory
- Bump Club and Beyond
- Crest
- Blue Cross Blue Shield
- Springfree Trampoline
- **Boards of Tourism:** Macau Tourism Board, Discover Dominica, Dominican Republic Tourism Board, Atlanta Convention & Visitors Bureau, Bermuda Board of Tourism, Turks and Caicos Board of Tourism, Cabarrus County Convention & Visitors Bureau, South Dakota Board of Tourism, Wilmington and Beachs CVB, Washington Tourism

#### **Magazines:**

- Budget Travel
- Queen City Exclusive
- Madero First
- TravelHost
- Today Charlotte Women
- Real Simple

#### **Hotel Reviews:**

- For a detailed and up-to-date list please visit: <http://mybeautifuladventures.com/about/andis-picks/>

## **Opportunities: Press Trips, Partnerships, and Advertising**

- Andi is currently available for press trips and sponsored hotel stays. Comprehensive social media coverage before, during, and after the trip will facilitate excitement about your brand amongst *My Beautiful Adventures* readers. She guarantees to write about her experiences in a timely manner upon return. Her current residence is in Charlotte, North Carolina. The main airport is Charlotte Douglas International and it offers easy access to any destination in the world.
- Other forms of advertising include:

<b>Sidebar Advertisement</b>	A great and simple way to get noticed. Sidebar ads have consistent click through rates. Sidebar ads can be buttons, widgets, and/or text links.
<b>Product Reviews</b>	Send Andi your product and she will write a detailed review including professional photos. Her readers value her opinions highly.
<b>Sponsored Content</b>	Editorials are an excellent way to use unique content to appeal to a specific market. Let Andi help you create the best article that for your targeted audience.
<b>In Article Advertisements</b>	This is an excellent way to build brand recognition.

Please email Andi at [AndiPerullo@aol.com](mailto:AndiPerullo@aol.com) for pricing details.

## Contact





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