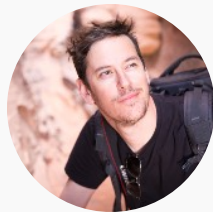


A person stands on a rocky cliff overlooking a vast canyon. The canyon walls are layered with reddish-brown rock, and a river flows in the distance. The sky is a mix of soft pinks and blues, suggesting dawn or dusk. A dark blue circular graphic is overlaid on the right side of the image, containing the text.

# Travel<sup>with</sup> Bender

media kit

sept 2018



# G'day!

I'm Josh, nice to meet you.

I have been travelling continuously around the world since May 2012, and love discovering exciting places. These inspiring experiences are shared on my award-winning travel blog, [travelwithbender.com](https://travelwithbender.com).

In the last 6 years I've explored **70+ countries** (including 40+ US states and 7 Canadian provinces). But my journey is far from over.

Where to next? *Everywhere!*



Josh



Award winning  
Travel Blog

# What I Offer You

Great care is taken to showcase your brand with excellence.



## Exposure

Tap into a base of over 100,000 readers per month



## Influence

Readers trust me and take my advice.



## Quality Message

Engaging, authentic articles & high quality photography.



## Expertise

Over 16 years experience in online marketing.




## Feedback

Optional post-campaign reporting focused on KPIs.

“In addition to being one of the world’s foremost experts on leisure travel, my **technical expertise** sets me apart from other travel bloggers.”

Josh has over 20 years experience in **web design** and 16 years experience in **online marketing, search engine optimisation** and **copywriting**. In addition, Josh combines over a decade of business management and strategic social media management with 6 years of extensive travel writing to deliver a unique, and highly sought after skill-set that is rare amongst travel bloggers.





The vacation  
destination for **1 in 4**  
American families in  
2015 was decided after  
reading a **travel blog**

Source: Statista

Dubrovnik, Croatia



# How To Partner

I offer a variety of solutions to fit your goals and budget. Leverage my proven mediums: website, social media, email newsletter, photography and video.

**Please enquire for pre-set package prices or I can create a personalised quote.**



## Destination Marketing

Highlight your **destination** (country, state, region, city), or **brand** (hotel, tour, attraction, restaurant, travel services) to hundreds of thousands of travellers.



## Competitions

Harness the power of a giveaway, and receive a boost in social media following, social engagement, and most importantly, build an opt-in email list for valuable longer-term promotion.



## Product Reviews

Showcase your travel related product with excellence. An in-depth review highlights the features and benefits and gets readers excited to buy. Tip: combine this campaign with a *Competition* to maximise your results.



## Social Promotion

Tap into tens of thousands of highly relevant, highly engaged social media followers on Instagram, Facebook, Twitter, Pinterest and YouTube. I can also take over your social channels, supplying images and text.



## Copywriting

Need travel-related content for your website or blog? I can help! Whether it be road trips, suggested itineraries, attractions or anything in between, we can craft a unique, engaging piece.



## Photography

Benefit from my award-winning travel photography. My photos can be licensed for use on your website, magazine, online ads, print ads and more.



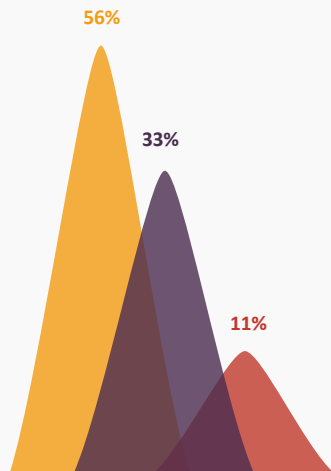


Ottawa, Canada



# Website Stats: Overview

Get to know our audience.



Visits by device:



Mobile



Desktop/Laptop

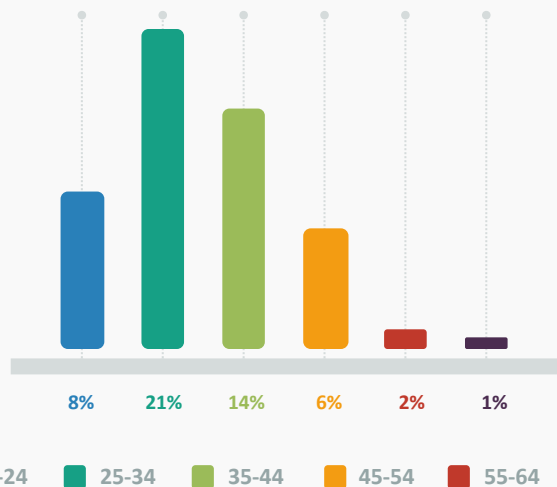


Tablet

Visits by gender:



Visits by age:



Page views per year: **1.47** million

Page views per month: **123k**

Unique visitors per month: **83.6k**

Average visit duration (minutes): **1:39**

Return rate within one month: **10.2%**

Source: Google Analytics, Facebook



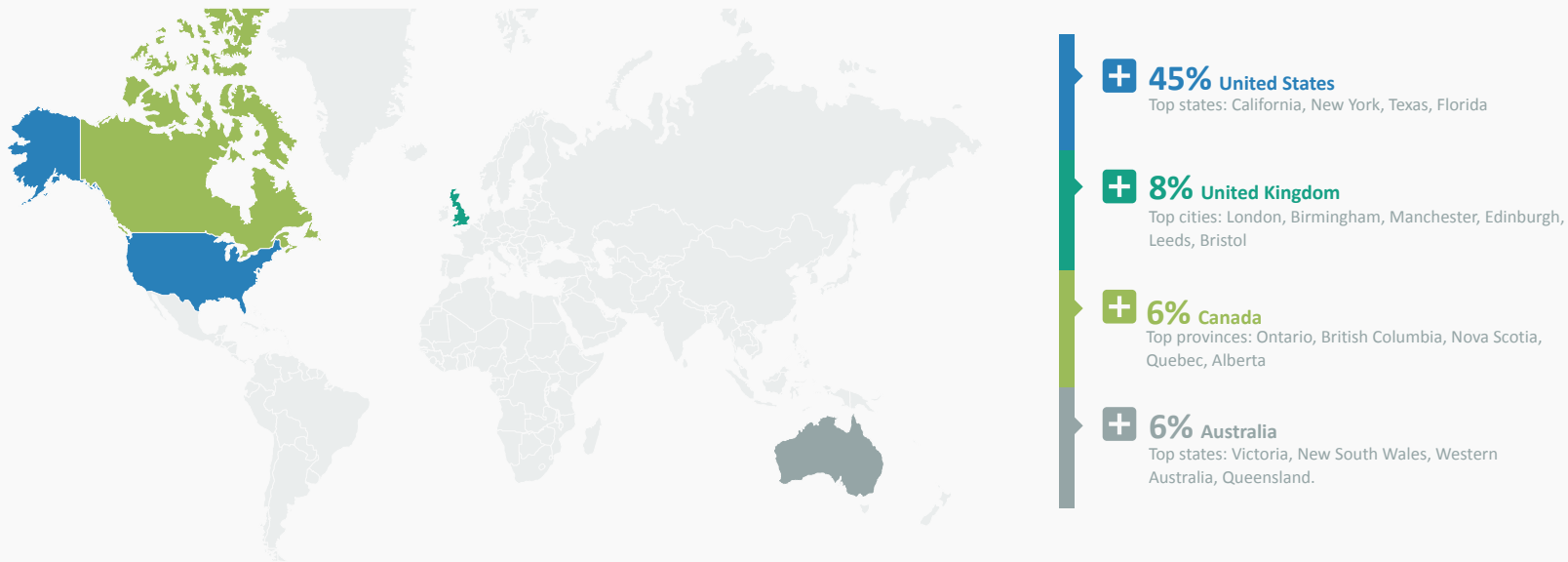


Ios, Greece



# Website Stats: Geo

Website audience by location



I reach the most populous English-speaking countries, with a focus on tertiary educated adults who have a higher disposable income.



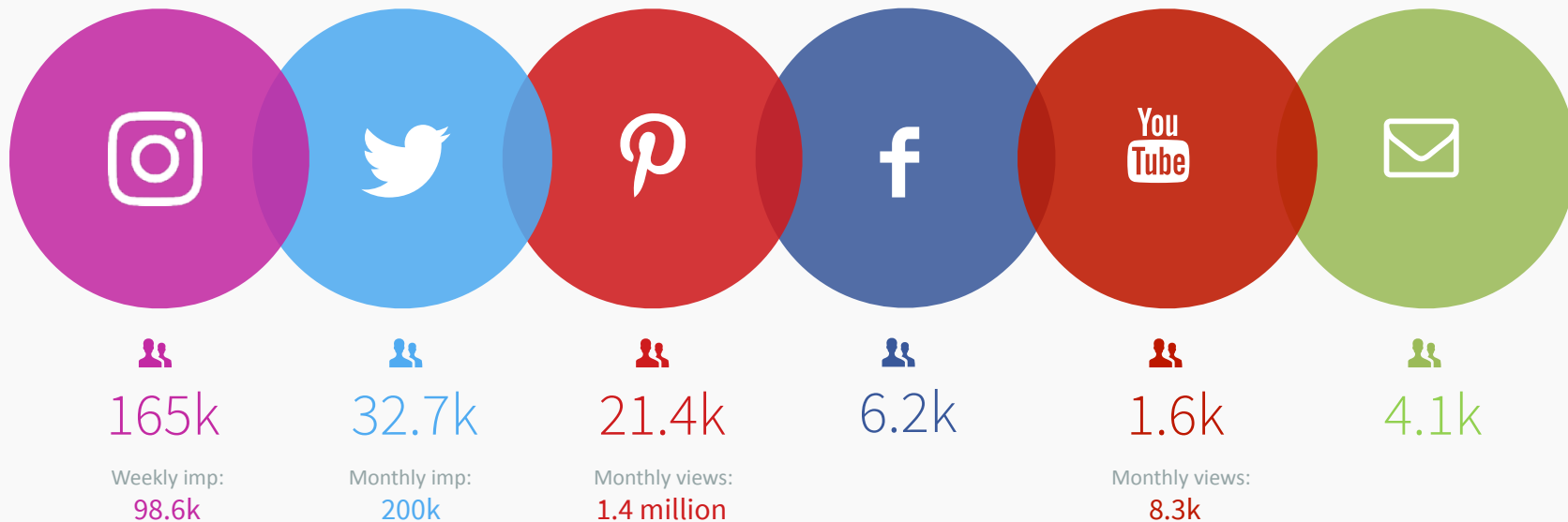
Monument Valley, USA





# Social Media Stats

Get to know our followers



In addition to these primary channels, I also have a presence on: Google+, StumbleUpon, LinkedIn, Tumblr, Flickr & VK



travelocity

# You're In Good Company

A small sample of the many well-known brands I've partnered with:



## As Seen On...

Travel With Bender is regularly featured on leading news and travel outlets.

**Forbes**

**BUSINESS  
INSIDER**

**Bloomberg**

**THE  
HUFFINGTON  
POST**

 **tripadvisor®**

**YAHOO!**

**smh.com.au**  
The Sydney Morning Herald

**Daily Mail**

 NATIONAL  
GEOGRAPHIC

**TRAVELER**

**lonely planet**

**The Sunday Telegraph**

**kidspot**

**stuff.co.nz**

**STYLE**



**720 ABC**  
Perth

**7**  
**todaytonight**

## Industry

Top 10 Travel Blogs by SEO  
*everything-everywhere.com*

## Industry

Past *Professional Travel  
Bloggers Association (PTBA)*  
Board Member

## Industry

*Experts Among Us Voices of  
the Year 2015 & 2016  
honoree*

## Media

Best Blog Post March 2015  
*National Geographic*

## Media

Best Blog Post February 2015  
*Lonely Planet*



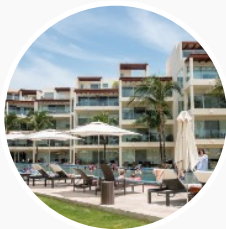
Industry

# Accolades

Travel With Bender is regularly recognised by key members of the industry and media as not only an inspiring professional travel influencer, but also experienced thought leader in the travel industry.

# What My Partners Have To Say

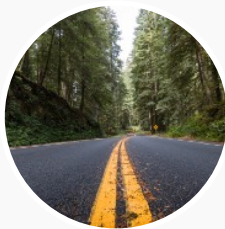
We deliver real results. But don't take our word for it.



## BRIC Vacation Rentals, Playa Del Carmen, Mexico

"We are thankful Travel With Bender was recommended to us to help promote our vacation rentals. They went above and beyond our expectations to assure the success of the promotion. We have worked with many companies and rarely do we see this level of professionalism. We see the long-term value on many levels of business!"

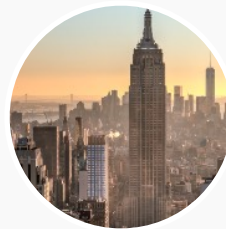
- **Randy** Public Relations



## CarRentals.co.uk

"Thank you so much for all your work with mentioning us. I have been following you on Facebook and Twitter and you've done a fab job on your review of us, we really do appreciate it! :) We'd be more than happy to offer you car hire again in the future, so please get in touch and let's see what we can do..."

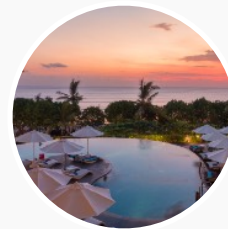
- **Briony** Marketing & Blog Editor



## New York Marriott Downtown

"The Benders went above and beyond to make sure their content for our campaign was absolutely stellar. The Benders are quick to respond, eager to help, and made our client over the moon! If you're looking for content from a family travel perspective, it has to be 'Travel with Bender.'"

- **Tracey** COO, MtoM Consulting



## Sheraton Bali Resort

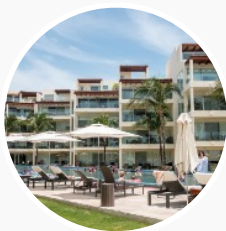
"I am very happy I had the opportunity to work with you and to meet in person. I recommend all travellers to follow your blog and social media accounts and all businesses to work with you. We've certainly seen peaks in engagement while you were posting about our properties! Thanks again and keep up the good work."

- **Marlieke** Marketing Manager



# What My Partners Have To Say

I deliver real results. But don't take my word for it.



## Ibis Hotels

"Thank you so much for sharing it! I think it is incredible, really well written and great pictures... I'm very impressed. Thank you so much and looking forward to work with you in the future. I think you guys are definitely my favourite option!"

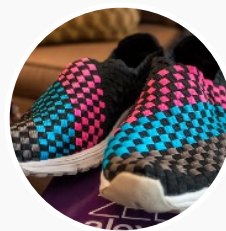
- **Juan** Digital Account Executive



## Eurostar

"Thank you for a fantastic post! I am thrilled to see such great coverage of our services on such an amazing blog. The pictures you took are beautiful, and might I mention how much of a marvellous story teller you are! I am really pleased that your experience with us was so pleasant. I wish you all the best on your future travels. Long live the Benders!"

- **Madeline** Communications



## Zee Alexis Shoes

"Working with Travel with Bender was a seamless experience. They were very accommodating and the blog post was honest and felt very organic, not at all like a gimmicky sales pitch. I know we are going to get a great response from this collaboration and I hope to work with TWB again in the future!"

- **Sarah** Creative Director



## Sykes Cottages

"The post looks great and the staff here really enjoyed reading it so thank you so much for all the hard work that must have gone into writing it! If there is anything we can do for you in the future, please do not hesitate to ask, as mentioned before we would love to work with you again. Hope you and the family are doing well and enjoying your travels."

- **Nicole** Marketing



Las Vegas, USA



# What My Readers Have To Say

Here's an sample of the feedback I receive from readers each week



## Sharon G.

"Just stumbled on your blog and wanted to thank you for the info it contains! We are planning a holiday to Malaysia and Thailand next year with an 11 month old and 2 year old and your blog has been very helpful!! Now to keep working on convincing my husband that we go for longer, like you guys! Thanks!"



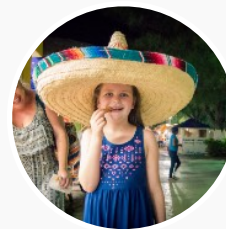
## Maree

"Thanks TWB for this great post. Your blog inspired us to check out Fantasia Lagoon last weekend and we weren't disappointed. We have three kids under 8 and the combination of the indoor amusement centre and outdoor waterpark were perfect for our family. In comparison to similar places in Bangkok, we found Fantasia Lagoon cleaner, safer and better staffed."



## Jennifer M.

"Am following you and your blog (as much as I can) everything sounds great and you are definitely providing some fantastic advice for people with small kids! Certainly makes my job a little easier!"



## Rose

"I love that you traveling families write about experiences like these... I dream of traveling more, but wonder when we are having melt downs at home or on shorter trips, how we would manage on the road. It is encouraging to know that you guys are doing these big things despite dealing with challenges that being a parent brings... Thanks so much for giving us a glimpse into the not so glamorous moments of travel!"





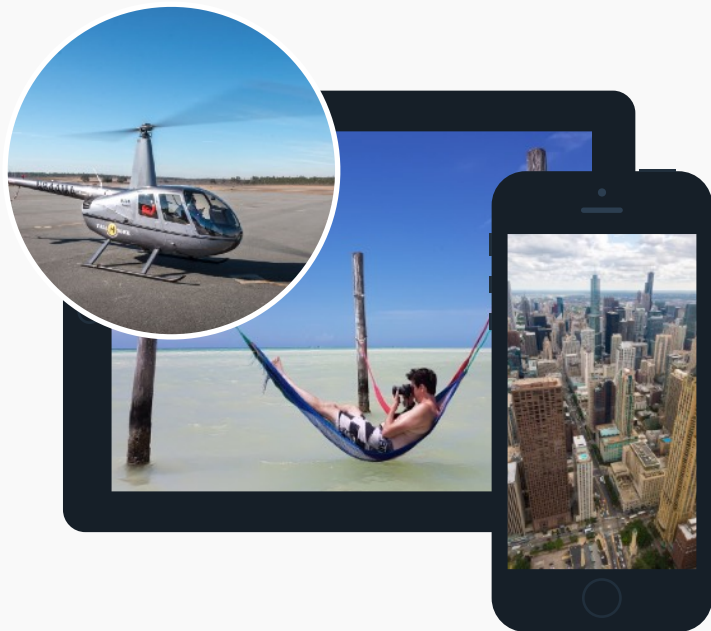
Istanbul, Turkey





# Want More?

Josh is more than your average travel blogger. Take your organisation to the next level with additional services available through our industry-facing business [TravelBloggers.org](https://TravelBloggers.org).



## Keynote Speaking

From small groups to large industry events. Josh's dynamic communication style will get the point home.



## Training & Mentoring

Equip yourself or your team and find out how to unleash the potential of online media.



## Influencer Marketing

Outsource your outreach and project management to folks who have been doing this for years.



## Content Marketing

Reach a wider audience and drive results through the power of organic content.



## Search Engine Optimisation

Josh has over 16 years experience in SEO and hundreds of high-value page #1 rankings.



## Consulting

Gain insight and strategic advice on a wide range of topics from business development to social media to influencer marketing.



# Take the next step.

Contact Josh.

---



[hello@travelwithbender.com](mailto:hello@travelwithbender.com)



Travel With Bender



[@travelwitbender](https://twitter.com/travelwitbender)



[joshbender](https://www.snapchat.com/add/joshbender)



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