



Travel
with
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.

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**

Phuket, Thailand



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.



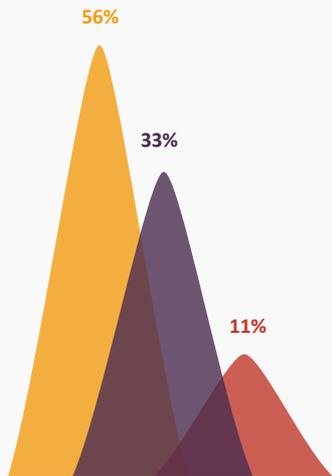
Photography

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



Website Stats: Overview

Get to know our audience.



Visits by device:

 Mobile

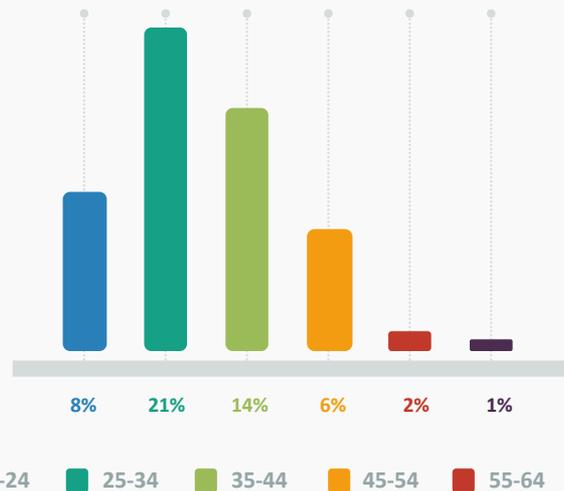
 Desktop/Laptop

 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**

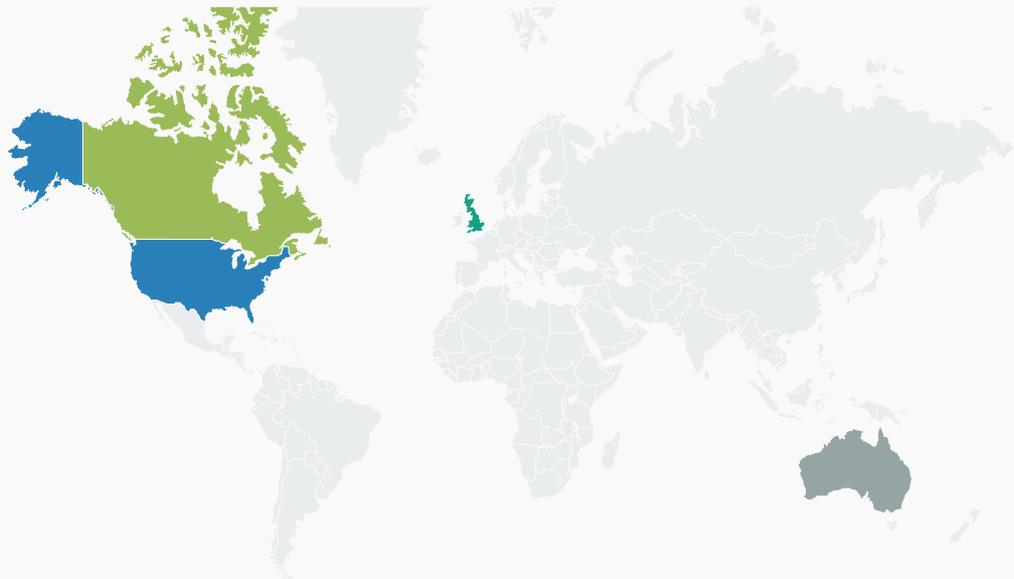
Return rate within one month: **10.2%**



Ios, Greece 

Website Stats: Geo

Website audience by location



- + 45% United States**
Top states: California, New York, Texas, Florida
- + 8% United Kingdom**
Top cities: London, Birmingham, Manchester, Edinburgh, Leeds, Bristol
- + 6% Canada**
Top provinces: Ontario, British Columbia, Nova Scotia, Quebec, Alberta
- + 6% Australia**
Top states: Victoria, New South Wales, Western Australia, Queensland.

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

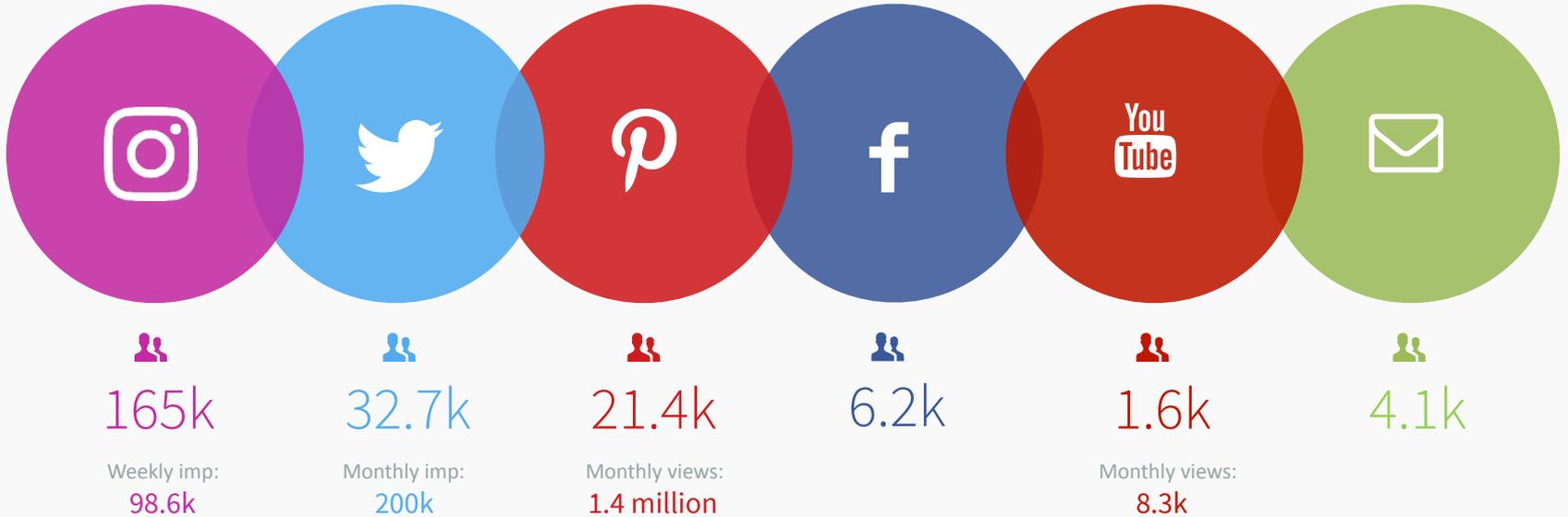


Monument Valley, USA



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

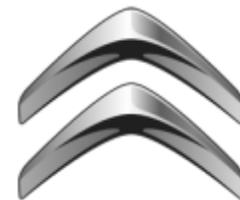
You're In Good Company

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

viator

Carnival

SIXT
rent a car



CITROËN

Holiday Inn Express



Disneyland
RESORT

Le MERIDIEN

EATING
LONDON
-FOOD TOURS-

tep

EuRail



Sheraton

ATLANTIS
THE PALM, DUBAI

Carrentals.co.uk
The car hire comparison search engine

ibis
HOTELS



Hilton



VisitBritain

Radisson
HOTELS & RESORTS

LEGO
LEGOLAND
MALAYSIA

INTERCONTINENTAL
HOTELS & RESORTS

Royal Caribbean
INTERNATIONAL

I amsterdam.

Tourism
WESTERN AUSTRALIA

Rovaniemi
THE OFFICIAL HOMETOWN
OF SANTA CLAUS

MÖVENPICK
Hotels & Resorts

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!"

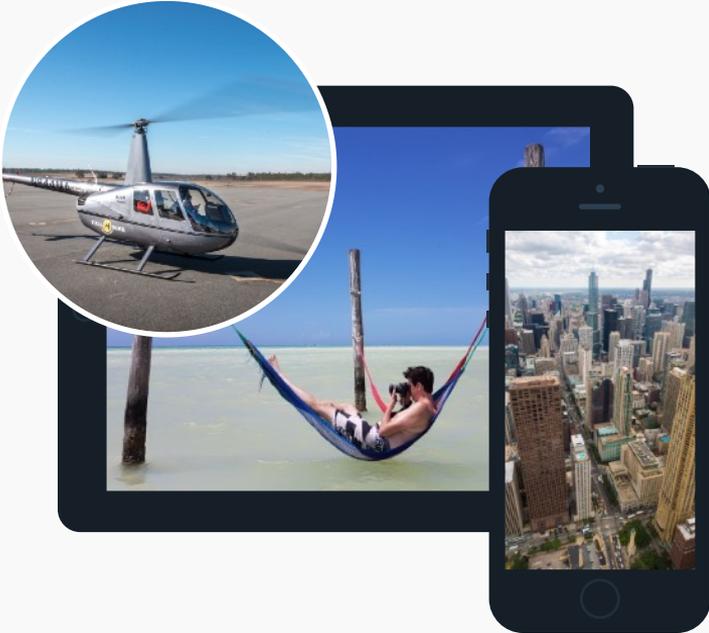


Istanbul, Turkey



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.



Keynote Speaking

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



Content Marketing

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



Training & Mentoring

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



Search Engine Optimisation

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



Influencer Marketing

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



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



Travel With Bender



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



[joshbender](https://soundcloud.com/joshbender)



US: +1 516 734 6476

Australia: +61 8 9467 7494