

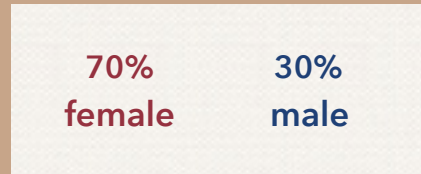


MY BACKPACK

Hi, I'm Silvia Lawrence!

Heart My Backpack chronicles my adventures across the globe, both solo and with friends. So far **I've traveled to over 70 countries and lived in 7**. Originally from the U.S., I've lived abroad for the past six years, and as of 2015 Rauland, Norway is my new home base!

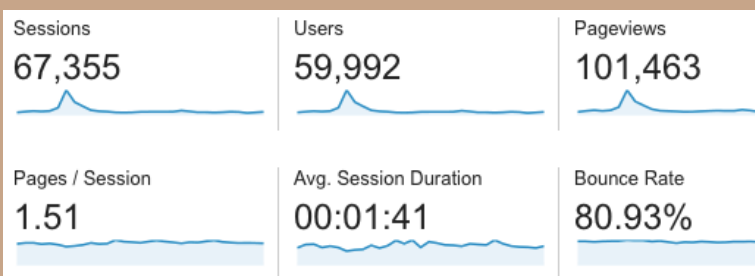
My travels tend to focus on less popular tourist destinations such as Iran and the "Stans" of Central Asia, or less traveled spots in more popular destinations. Now that I am settled in Norway I focus on incorporating travel and adventure into my everyday life.



NORTH AMERICA 37%	NORWAY 22%	UK 12%	AGE	18 - 24 24%	25 - 34 41%	35 - 44 16%
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Readers are interested in travel, ranging from budget to luxury, as well as life in Norway. Most identify as "former backpackers" - they're well traveled but now have jobs, so travel on shorter holidays with bigger budgets. They focus on finding hidden treasures on their travels.

GOOGLE ANALYTICS July 2016



"This is one of the most refreshing blogs I've read in ages."

"I'm seriously going to get a European road atlas and go through your site with a fluorescent pen!"

"I have always loved your writing, since you seem so unafraid to be self aware and honest. This is something I think lacks from so many blogs that I read."

"I've been to lots of places in Norway - Oslo, Bergen, Tromso, Stokmarknes to name a few - but I don't remember any of them looking as adorable as your photos make Trondheim look."

ADVERTISING

Please contact Silvia at heartmybackpack@gmail.com for information on branded content, campaigns, giveaways, reviews, banner ads, and more. <http://heartmybackpack.com>