



35,000



8,000



21,000



7,700



2,800

Hi, I'm Silvia!

Heart My Backpack chronicles my adventures through **over 70 countries**, first as a full-time nomad, and since 2015 as an expat trying to balance my continued eagerness to explore the world with my desire to make a home in Norway.

My travels tend to stray **off the beaten path**, whether in less popular destinations such as Iran and the "Stans," or simply in less traveled spots in popular destinations. Now that I am settled in **Norway** I focus on incorporating adventure into my everyday life and making the most out of shorter trips.



NORTH AMERICA

39%

EUROPE (total)

42%

UK

16%

NORWAY

10%

AGE

18 - 24

31%

25 - 34

44%

35 - 44

12%

Readers are interested in travel, with 70% opting for mid-range to luxury options. Most identify as "former backpackers" - they're well traveled but now have homes and jobs, so they travel on shorter holidays with bigger budgets. They focus on finding hidden treasures on their travels, and show a particular interest in expat life, Norway, mountains, winter destinations, and travel off the beaten path.

74%
female

26%
male

KLOUT
68

DA 40
PA 50

Google Analytics

October 2016

Sessions

71,719

Users

64,117

Pageviews

102,363

Pages / Session

1.43

Avg. Session Duration

00:01:24

Bounce Rate

84.37%

"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!"

"You are an incredibly honest writer, which I love! It gives your words so much credibility."

"The minute I discovered this blog I added it to my reading list! Most travel blogs read as too much advertising, so I love that yours truly reads as a travel journal with an online community that you can use as resources."

"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."

"I enjoy your authentic, relentlessly optimistic, honest voice and your gorgeous photos! And that you always respond to comments - it really does feel like a community in your comments board."

Advertising

Please contact Silvia at heartmybackpack@gmail.com for information on branded content, campaigns, giveaways, reviews, press trips, and more.

<http://heartmybackpack.com>