

## Hi, I'm Silvia!

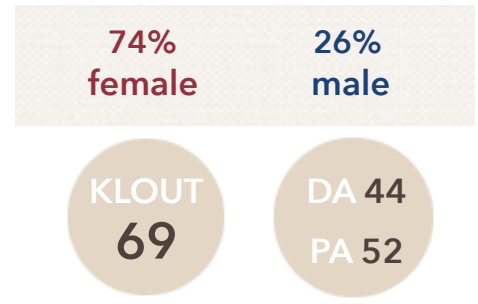
Heart My Backpack chronicles my adventures through **over 80 countries**, first as a full-time nomad, and since 2015 as an expat trying to balance my continued eagerness to explore the world with my desire to make a home in Norway.

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.

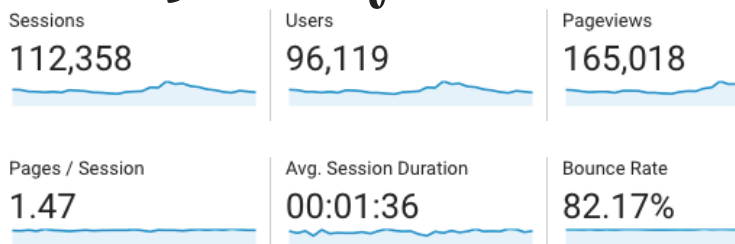


<b>NORTH AMERICA</b> 33%	<b>EUROPE (total)</b> 57%	<b>UK</b> 52%	<b>NORWAY</b> 34%	<b>AGE</b>	<b>18 - 24</b> 26%	<b>25 - 34</b> 47%	<b>35 - 44</b> 14%
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Readers are interested in travel, with 70% opting for mid-range to luxury options. Most identify 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, unique getaways, mountains, city breaks, and travel off the beaten path.



## Google Analytics October 2017



"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."

"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."

"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."

"Silvia is very professional and creates great content with high engagement. The angles and perspectives she pursues in her posts are something different to other influencers we have worked with." - Visit Rauland (Norway)

## Advertising

Please contact Silvia at [heartmybackpack@gmail.com](mailto:heartmybackpack@gmail.com) for information on branded content, campaigns, giveaways, reviews, press trips, and more.

<http://heartmybackpack.com>