

Heart My Backpack

80 COUNTRIES LATER

MY HEART CHOSE NORWAY

Heart My Backpack Media Kit // March 2018



56,500



39,400



22,600



14,300



7,800

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.



NORTH AMERICA

41%

EUROPE (total)

43%

UK

37%

NORWAY

31%

AGE

18 - 24

20%

25 - 34

45%

35 - 44

16%

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.

74% female

26% male

KLOUT 69

DA 44 PA 52

Google Analytics March 2018

Users

134,771

New Users

129,196

Sessions

159,640

Number of Sessions per User

1.18

Pageviews

244,292

Pages / Session

1.53

"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 wouldn't have added it [Norway] to the top of my list if I hadn't found your blog."

"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 love how honest you are, and all the off the beaten path places you shared look amazing! I feel like I only ever hear about the same places in Norway over and over, so this was very refreshing. Now I need to start planning!"

"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 for information on branded content, campaigns, giveaways, reviews, press trips, and more.

<http://heartmybackpack.com>