



63,600



38,000



7,299



14,200

## 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 visited countries 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

36%

### EUROPE (total)

41%

### UK

17%

### NORWAY

15%

### AGE

**18 - 24**

10%

**25 - 34**

35%

**35 - 44**

30%

Readers are interested in travel, with 80% opting for mid-range to luxury options. Many 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, fashion, & travel off the beaten path.

**61% female**

**38% male**

**DA 47**

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

## Google Analytics January 2026

Users

182,167



Sessions

239,971



Pageviews

318,317



Pages / Session

1.33



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

"Silvia went above and beyond on this project— she excelled in crafting a consistent storyline across all content while highlighting the specific elements that resonated with the target audience. Silvia's photos were stunning and flawlessly captured the magic of this unique destination."

- Corrine Turke, Sparkloft Media

"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 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 [silvia@heartmybackpack.com](mailto:silvia@heartmybackpack.com) for information on branded content, campaigns, giveaways, reviews, press trips, and more.

<https://heartmybackpack.com>