



..... [twobadtourists.com](http://twobadtourists.com)



# MEDIA KIT



Hey there! We're **TWO BAD TOURISTS.**  
Welcome to our....

[BLOG](#)

[NEWSLETTER](#)

[PODCAST](#)

[SOCIAL PRESENCE](#)

Welcome to our story. We're David and Auston, but you can call us **Two Bad Tourists**. In 2012, we sold everything we owned and left our home to travel. We aim to inspire LGBT+ people to explore the world by sharing travel tips, advice and personal experiences from 10 years on the road.

In a world saturated with digital influencers, we stand out from the pack.

We're **professional**. We're authentic. We're **impactful**. You might call us influencers, but we prefer the term **creator**. For over a decade, we've created **engaging** online content which deeply resonates with our audience. We've been doing this so long that the term influencer didn't even exist when we started. Back then, they just called us bloggers, but today we are so much more.





# Reach

Annual Website Visits



500,000

Email Subscribers



45,000

Social Media  
Followers

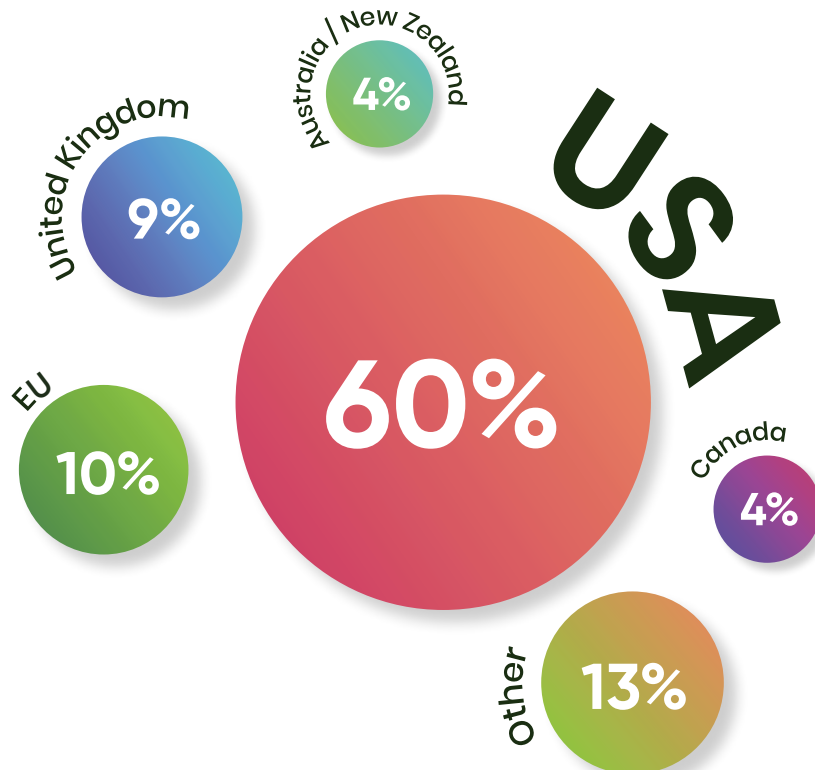


BIWEEKLY  
Podcast

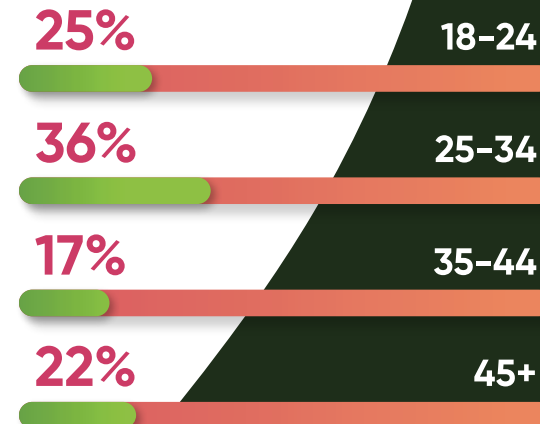


# Audience demographics

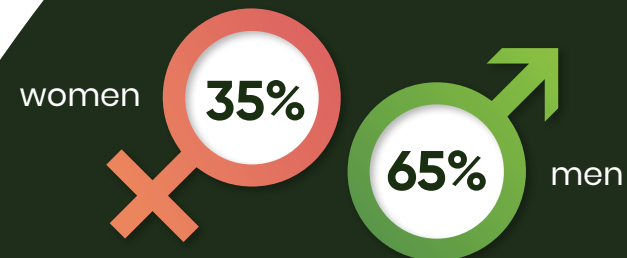
## Region



## Age

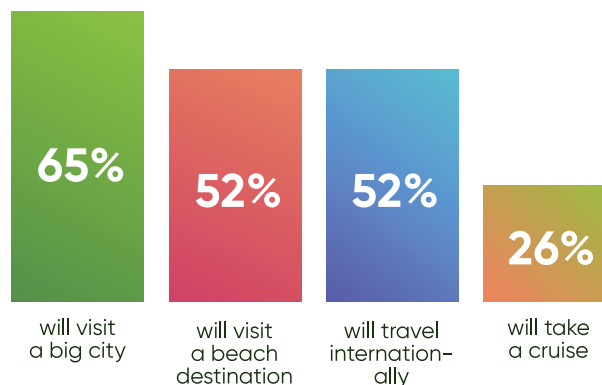
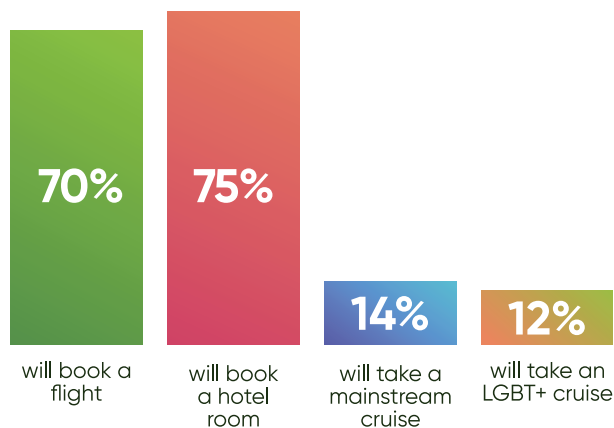


## Gender

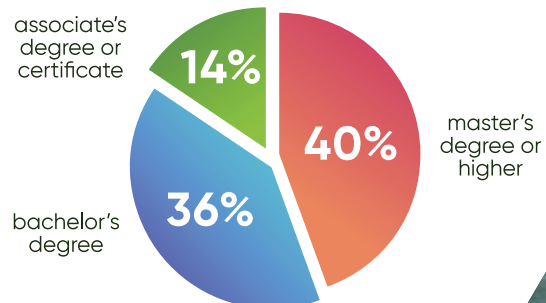


# Audience Demographics

## In the next 6 months



## Education Level



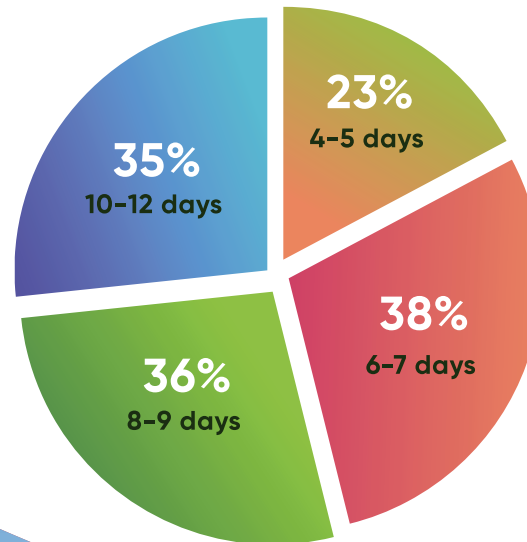


# Audience Demographics

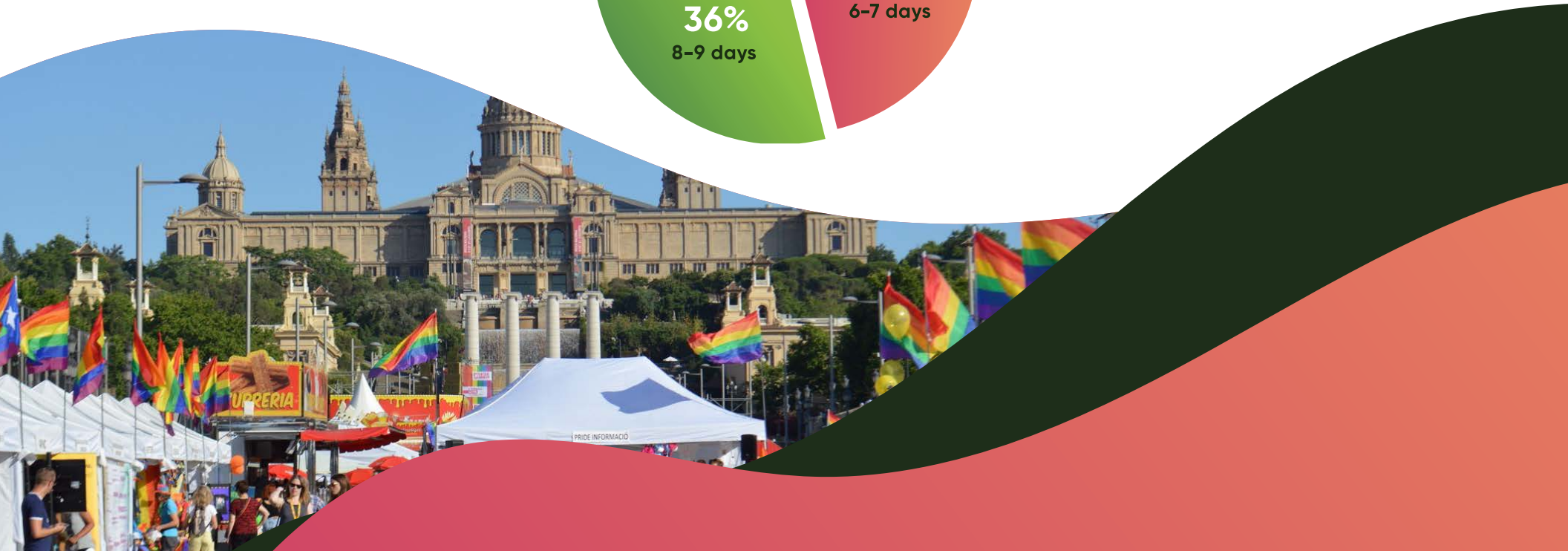
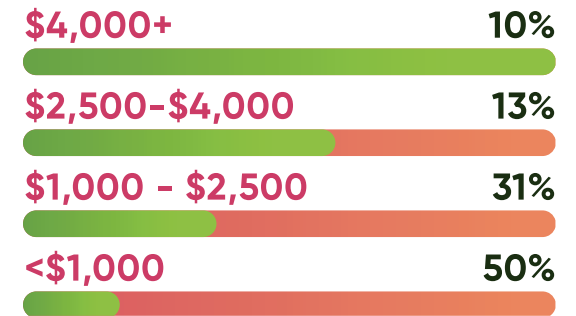
## Income Level



## Length of Trip



## Trip Budget



# ... What?



## Sponsored Content

We'll write an article highlighting your brand or message to be published on our website.



## Podcast

Sponsorship feature or dedicated episode with an interview on our weekly podcast, **Queer Travel Chat**.



## Social Media

Present your brand to our social media followers across Facebook, Twitter and Instagram.



## Email

Weekly email newsletter feature or dedicated email blast to our engaged user database.



## Display

Static or animated display ad units placed on our website or email newsletter.



## Custom Campaigns

Create a custom campaign to be shared across all our online channels. Built from the ground up, these can include ambassadorships, giveaways, consumer promotions or destination/site visits, just to name a few.

**CONNECT WITH OUR AUDIENCE** and feature your brand through our website, email database, social media and podcast. We offer full creative services to develop the messaging and imagery to ensure your content resonates with our audience.



# Why?

## What makes us a good partner?

Hello world. Meet Two Bad Tourists. Traveling since 2012, we're professional creators and experts in online marketing. For 10 years, we've grown and nurtured our audience and understand what makes them tick. We partner with brands who share our values and understand the importance of **authenticity**.

It's no longer enough to say you have a large following. To be an impactful partner, you need to create value and **loyalty**. When brands ask us why they should work with us, the answer is simple. We're authentic. We provide **value**. And people **trust** our advice.

**Partner with us** to help elevate your brand, generate leads or increase your sales.

## PAST CLIENTS





# Contact us now

to see if it's a good fit.

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[info@twobadtourists.com](mailto:info@twobadtourists.com)

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