



**TWO  
BAD**  
TOURISTS



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



**MEDIA KIT**



# Who?

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



70,000

## Social Media Followers



120,000



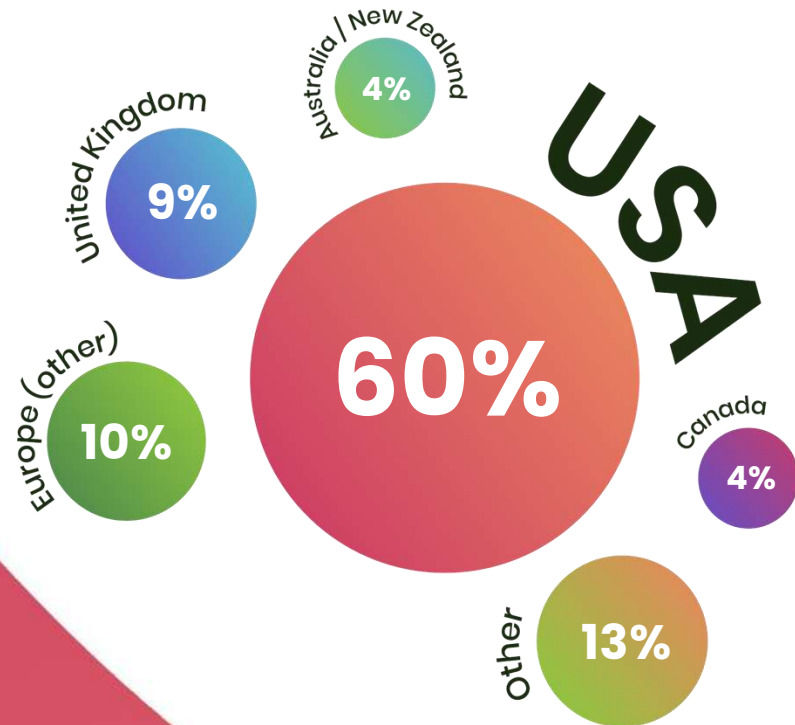
2,500+ Plays  
Per episode



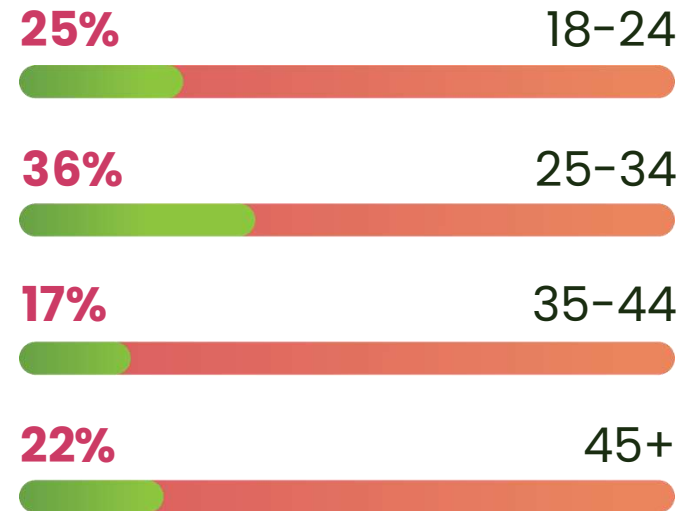


# Audience demographics

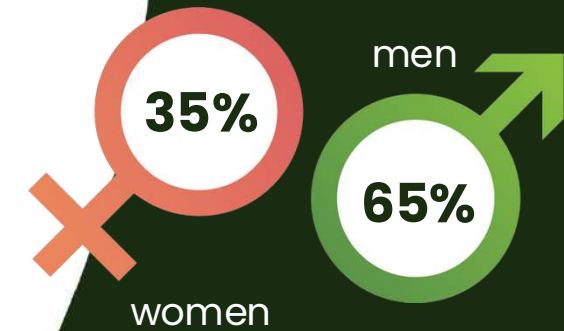
## Region



## Age



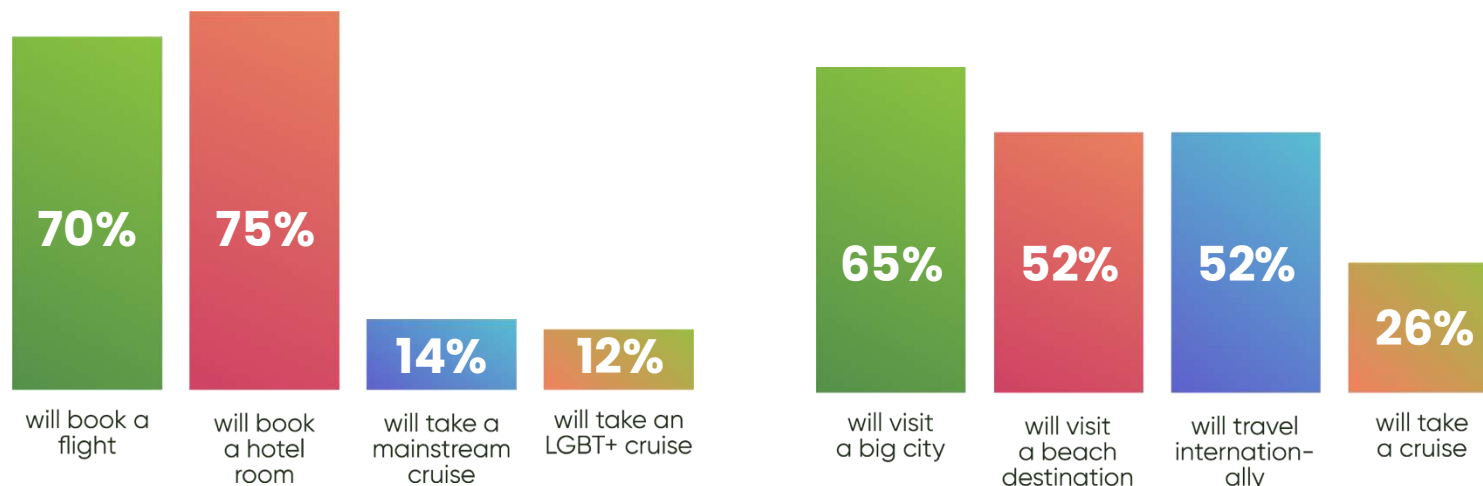
## Gender



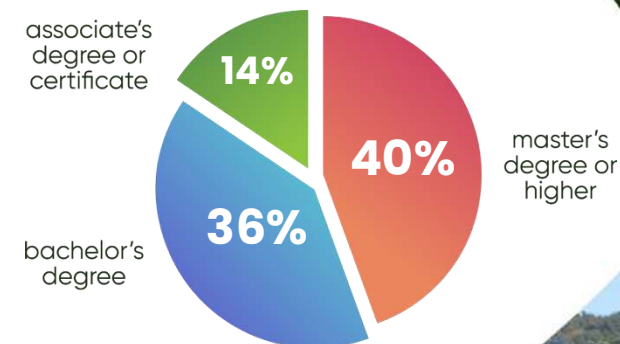


# Audience demographics

## In the next 6 months



## Education Level





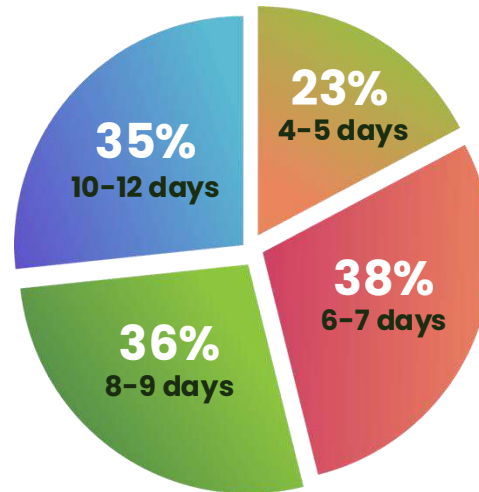


# Audience demographics

## 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.



## 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.



## Email

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

**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

AXEL HOTELS

Brand *g*

Booking.com

Callin

*differio*

EVERYTHING  
TO SEA

The Florida Keys  
& Key West  
...come as you are®

Gay Wine Weekend  
2022

GET  
YOUR  
GUIDE

HE TRAVEL

IGLTA

J.J. MALIBU

*local gay guide*

Los Angeles

Malta  
Gozo & Comino

MIAMI  
GREATER MIAMI  
CONVENTION &  
VISITORS BUREAU

mister  
b&b

OMW

ORBITZ

OUT  
ADVENTURES

OUT  
in Colombia

PINK  
ICELAND

PINK  
media object

quiky

SOURCE  
JOURNEYS

South Africa  
Inspiring new ways

amazing  
THAILAND

Tripadvisor

viator

Vien Peru  
Asignatures

Virgin  
VOYAGES

Stockholm  
The Capital of Scandinavia

WINTER PARTY  
FESTIVAL

WYNDHAM  
HOTELS & RESORTS



# Featured In

attitude

HUFFPOST

lonely planet

M

MATADOR  
network

msn

NOMADIC MATT

PINK TICKET

QUEERTY\*

SFGATE

The New York Times

THE TELEGRAPH

Tripadvisor

USA  
TODAY

Vacationer

Vox



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# Contact Us Now

to see if it's a good fit.