

MEDIA KIT
2016



ABOUT US

We Blog the World (WBTW) was founded with a goal to cross pollinate ideas and stories across the globe with the hope of providing a deeper understanding of cultures foreign to our own. We believe that increased awareness not only helps us develop empathy and compassion for other people's worlds, but can enlighten us in ways we never imagined and ultimately transform our lives.

We Blog the World's Founder and Managing Editor Renee Blodgett, has always been a global storyteller. From living in ten countries and traveling to nearly 90, she has learned that the most rewarding travel experiences are those which transform who we are as individuals, how we view the world and more importantly our place in it.

Unique to what you'll find on the web, We Blog the World combines luxury, adventure and travel with best practices, services and products around life balance and mindfulness. This magical blend of content means that wellness travel and nature is an integral part of the site. While much of our content will appeal to health aficionados, we also appreciate the finer things in life, from high end adventure travel and luxury getaways to fine dining.

We Blog the World's tagline Transformative Travel is about that individual journey for each and every one of us. We hope to take you on one transformative experience after another, from life changing adventures to magic moments which awaken your senses like cruises, spas, safaris, farm-to-table events, wine tastings, glamping, yoga retreats, wellness workshops and more.

You will also find guides on health and fitness, food and travel, learn about the latest in technology innovation and be introduced to great stuff we try out, whether that be fashion, useful gear or lifestyle products that make your life a little easier or simply more fun.

Through a creative selection process, Renee has curated some of the most passionate travel voices on the web so you can read them all under one roof. The site's content draws from a talented and interesting group of writers you'll most certainly enjoy getting to know.

We aspire to connect you to a world of rich experiences with the goal of ultimately transforming how you view the world and yourself, the best possible result from a journey away from home.

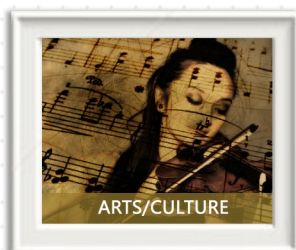
More than an online lifestyle travel magazine, WBTW's voices & images will forever change who you are & how you travel.

OUR CONTENT

We target the luxury minded adventure traveler, those striving to be healthy and fit, the food and wine aficionado, the wanderer who thinks both practical and fashionable clothes and gear should be in their luggage and those seeking extraordinary events, cultural activities and passionate people who lead with purpose and contribution as part of their daily lives. Topics we cover? Take a look!



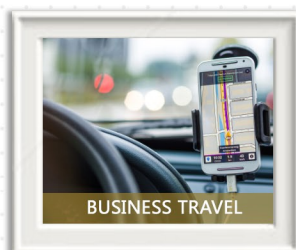
ADVENTURE TRAVEL



ARTS/CULTURE



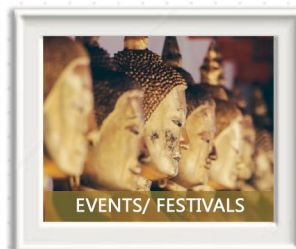
BEAUTY



BUSINESS TRAVEL



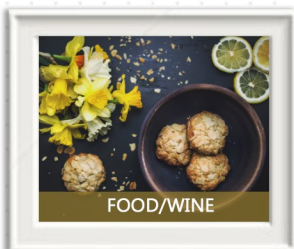
CRUISES



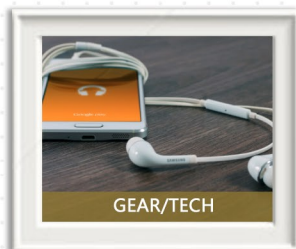
EVENTS/ FESTIVALS



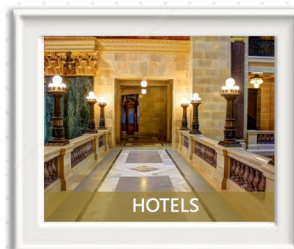
FAMILY TRAVEL



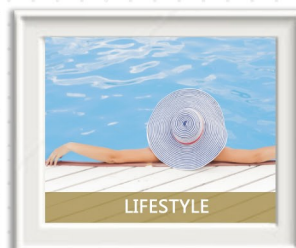
FOOD/WINE



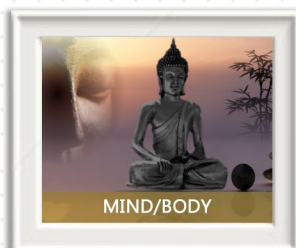
GEAR/TECH



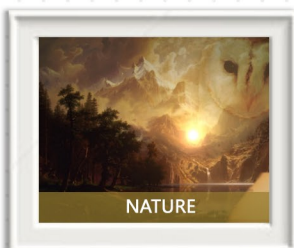
HOTELS



LIFESTYLE



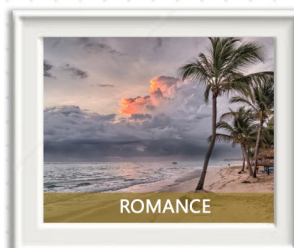
MIND/BODY



NATURE



PHOTOGRAPHY



ROMANCE



SAFARIS



SPAS/RETREATS



STYLE/WEAR



WELLNESS



WOMEN

Let Us Awaken Your Senses.

ABOUT RENEE



Renee Blodgett is the founder and managing editor of We Blog the World where she is responsible for driving the editorial direction, reviews and operations for the site. She has curated a savvy and passionate group of travel and lifestyle writers from around the world, to bring you a wealth of inspiring content across every continent. Having lived in 10 countries and traveled to nearly 90, she is a master at storytelling and thrives on sharing how the imprints from rich cultural and natural experiences can transform your life.

She was ranked 12th Social Media Influencer by **Forbes** for two years in a row, 6th most influential woman in social media also by Forbes, selected as a top Digital Influencer by the **United Nations**, named a Top 10 Social Media Mentor by Women Online Magazine, one of the Most Powerful Women in social media by CEO World Magazine, was a **Shorty Awards** Business

Influencer Finalist and has served as a **Smitty Awards Judge** for **Travel & Leisure** Magazine. She is also listed as a top 150 Business and Technology Journalist by AlwaysOn.

Known for her global and organic approach to entrepreneurship, launches, branding and PR strategy as founder of Magic Sauce Media, a global communications consultancy, Renee helps companies around the world navigate digital waters and identity branding. She specializes in the lifestyle, travel, technology and wellness industries – from full campaigns and strategic consulting to branded content and social media. For We Blog the World, she does selected press tours, destination and tour company FAMs and gear, technology, fashion, hotel, spa, event, art and restaurant reviews that are in line with the site.

Renee can help you set up or drive social media campaigns, get better aligned with your brand through viral marketing, sponsored posts, advertising, hosted Twitter chats, customized content for a launch, contests and more. Always looking at the bigger picture, she works with companies to create winning communications and PR strategies and programs.

She is also the co-founder of Traveling Geeks, an initiative that collaborates with global innovators and thought leaders and organizes programs and tours with influencers to accelerate travel or technology initiatives at a destination or company.

Passionate about photography, Renee has published six photo books to-date: The Galapagos Islands, Faces of London, Post Apartheid Kids, Ecuador's Faces & Walls, Color Me Rome, and Through an Urban Lens.

Additionally, she is co-curator of TEDxBerkeley, one of the largest TEDx events in the country. Renee also spearheaded content and social media for TEDxUNPlaza, the only TEDx event held at the United Nations. She has a personal blog and columns on both Huffington Post and BlogHer where she writes about travel, technology, social media, adventure, health and food.

You can follow her on Twitter @weblogtheworld and @magicsaucemedia as well as on @weblogtheworld

OUR STATS & KUDOS



1.04 M



45,000+



44,000+



125,000+



65,000+



3,800+



662,000+

READERS

36,000+



5,500+



5



KUDOS

TOP 15 SOCIAL MEDIA INFLUENCER LIST BY FORBES

TOP DIGITAL LEADER BY UNITED NATIONS

TOP 10 SOCIAL MEDIA BY WOMEN ONLINE MAGAZINE

MOST POWERFUL WOMEN IN SOCIAL MEDIA BY CEO WORLD

SHORTY AWARDS BUSINESS INFLUENCER FINALIST

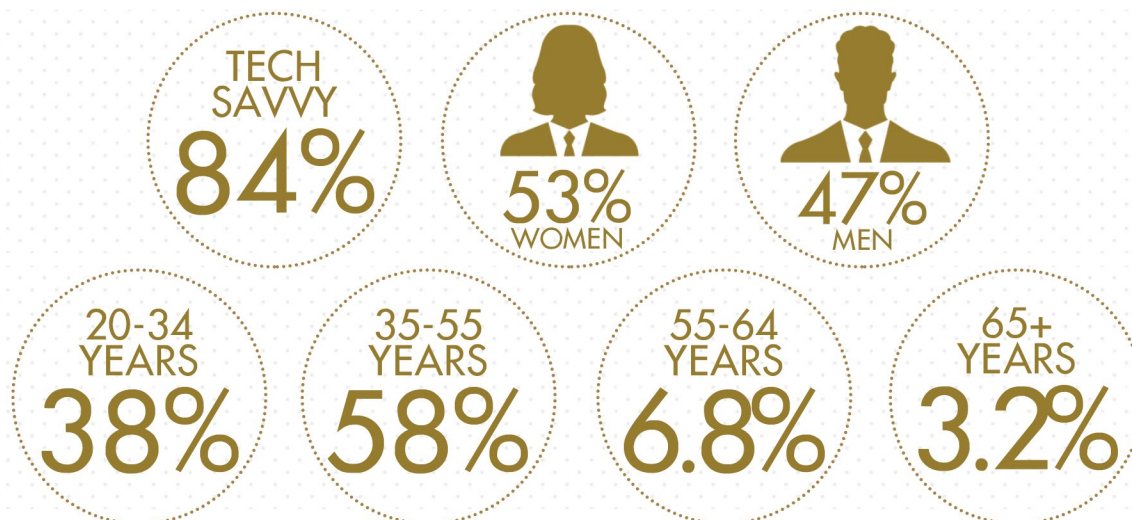
SMITTY AWARDS JUDGE FOR TRAVEL & LEISURE

TOP ALWAYS ON 150 BUSINESS & TECHNOLOGY JOURNALIST

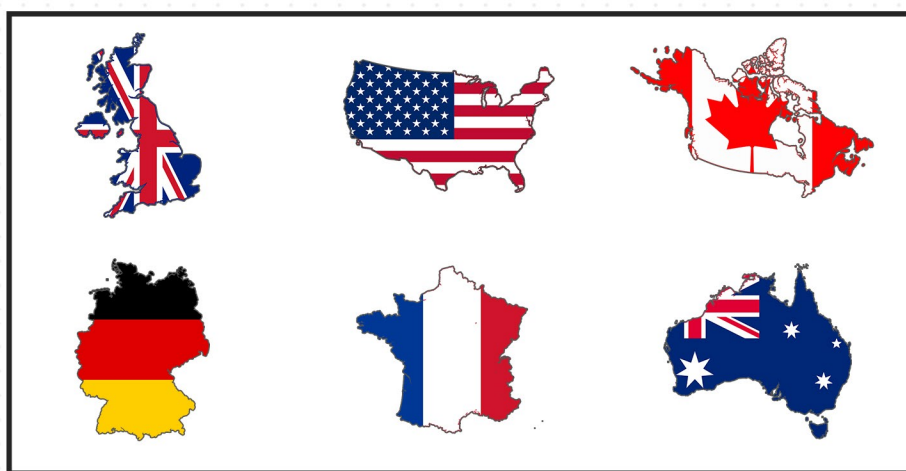
AS SEEN ON/IN...



OUR AUDIENCE



Where They're From



Top Countries

USA
UK
Canada
Germany
France
Australia
Singapore
India
Philippines

Top Cities

New York City
San Francisco
London
Los Angeles
Paris
Berlin
Melbourne
Toronto
Sydney

AUDIENCE INTERESTS



Travel & Lifestyle

LUXURY ADVENTURE / NATURE	33%
WELLNESS / HEALTH	30%
CULINARY & WINE	26%
CULTURE ACTIVITIES/ARTS	11%
CRUISES/TOURS	

Shopping

LIFESTYLE PRODUCTS	26.1%
WELLNESS PRODUCTS	25.2%
STYLE/WEAR	24.6%
GEAR & TECH	20.8%
BEAUTY	3.8%



BRAND COLLABORATION (partial)



HOST COLLABORATION (partial)



Want to team up, partner, collaborate or advertise?

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READERS



Google
PageRank