MEDIA KIT

Where Travel & Culture Meet Consciousness & a Connected World







Transformative Travel

Soulful Journeys
Authentic Perspectives
Cultural Depth

WE BLOG THE WORLD

ABOUT

WE BLOG THE WORLD

We Blog the World is a global travel and lifestyle platform and magazine built around the idea that travel transforms not just the way we see the world but how we show up in it. The internal transformation is always more powerful than an external one.

Founded by global storyteller, writer, retreat leader and longtime media entrepreneur Renee Blodgett, We Blog the World grew from a desire to move beyond traditional destination coverage and explore the people, cultures, spiritual traditions, rituals, experiences and ideas that make travel meaningful. Having lived in ten countries and traveled to 95, Renee has seen firsthand that the most memorable journeys are often the ones that shift our perspective and our soul's journey long after we return home.

At the intersection of conscious living, adventure, culture, luxury and wellness, We Blog the World curates experiences for curious travelers who want more than a checklist of places to see. Our coverage spans immersive destinations, boutique and luxury stays, culinary experiences, cruises, safaris and adventure alongside wellness retreats, spas, mindfulness, consciousness, nature, technology, style and thoughtfully selected products that enhance the way we travel and live.

We don't simply inspire people to go somewhere new. We invite them to transform through their experiences and share those connections with others. Together, we build a better, more united world.





OUR

CONTENT

We cover inspiring destinations, immersive experiences and the people, cultures and ideas that make travel meaningful. Our editorial lens spans conscious living, luxury, adventure, wellness, food, culture and nature - always with a focus on authenticity, discovery and transformation.

From hidden gems to iconic places, we curate stories, guides and insider perspectives for travelers who want more than a checklist of places to see.



ADVENTURE TRAVEL



ARTS & CULTURE



CRUISES



EVENTS & FESTIVALS



FAMILY TRAVEL



FOOD & WINE



GEAR & TECH



HOTELS



LIFESTYLE



MIND & BODY



NATURE



SAFARIS

Let Us Awaken Your Senses.

ABOUT

RENEE BLODGETT

Global Traveler | Journalist | Photographer
Media Founder | Entrepreneur
Award-Winning Author | Retreat Leader



Renee Blodgett is a global traveler, writer, photographer, media founder, strategist and communications architect who has spent decades exploring the intersection of travel, culture, consciousness, people, nature and the stories that connect us to the world.

As founder and managing editor of **We Blog the World**, Renee has built an online global travel and lifestyle magazine and platform around transformative travel. She believes that travel does far more than take us somewhere new—it transforms how we see, think and experience the world and ourselves.

Having lived in 10 countries and traveled to 95, Renee brings an unusually deep cultural perspective to her work. Her travels have taken her across continents and into some of the world's most extraordinary destinations, where she has written about adventure, people, consciousness, food, hotels, wellness, wine, technology and culture. Her approach to travel is curious and immersive, with a particular interest in the experiences and human stories that exist within rituals, lineages and customs.

Through We Blog the World, Renee has cultivated a global community of writers and contributors and worked with destinations, tourism boards, hotels, tour companies, airlines, restaurants, cultural organizations and travel brands. She has participated in and organized international press trips, destination and tour-company FAMs, and curated travel experiences spanning luxury, adventure, spirituality, wellness, food, culture, technology and the arts.

Her work in travel has also extended into the evolving relationships between travel, innovation and human connection. She is co-founder of **Traveling Geeks**, an initiative that brings together global innovators, thought leaders, entrepreneurs and influencers to explore how technology, ideas and people can accelerate new initiatives within destinations and companies. She also directed content for **TEDxUN**, the only TEDx event held at the **United Nations**.

Photography has been another defining dimension of Renee's relationship with travel and place. She has published six photography books, including *The Galapagos Islands*, *Faces of London*, *Post Apartheid Kids*, *Ecuador's Faces & Walls*, *Color Me Rome* and *Through an Urban Lens*. Her photography reflects her fascination with a place's character—its textures, architecture, landscapes and emotional moments.

Over the years, Renee's travel and media work has earned international recognition. Forbes recognized her as a leading social media influencer and among its most influential women; the **United Nations** selected her as a digital influencer; *Women Online Magazine* named her a top social media mentor; and media and business organizations have recognized her for her influence in digital storytelling and communications. She served as a Smitty Awards judge for Travel & Leisure, and her voice has appeared on or in major media outlets, including CNN, BBC, NPR, *Wall Street Journal*, *USA Today*, Good Morning America, ABC News, *Entertainment Weekly*, *Boston Globe* and many others. She has also served as a producer and co-curator of **TEDxBerkeley** for 15 years.

Her influence within the broader travel and ideas ecosystem has also led her to present and participate in conversations at institutions and gatherings in Oxford, Cambridge, London, Paris, Munich, Dublin, Johannesburg, Tel Aviv and across the United States. We Blog the World has served as a media partner for organizations and gatherings including the Travel & Adventure Show, Wisdom 2.0, the Institute of Noetic Sciences (IONS), Bioneers, Purpose Summit and the New York Times Travel Show, among others.

For three decades, as founder of **Magic Sauce Media**, she also led award-winning campaigns launching start-ups, Fortune 500 companies, artists and entrepreneurs—branding, social media, communications, go-to-market strategy, strategic marketing and speaker and media coaching. She has worked with Emmy and Grammy Award winners, and some of the most powerful people in technology and travel.

Renee was a columnist at *Huffington Post* for several years, writing about technology, travel and food/wine. While travel remains at the heart of Renee's work, her perspective has continued to evolve. After decades of crossing borders and cultures, she became increasingly interested in a deeper question: How do the places we inhabit—and the ways we move through the world—shape who we become? Allow us to step into our soul's journey and live with purpose and consciousness.

That exploration is now an important part of her work.

Today, she is also the founder of **Blue Soul Earth**, where she teaches about consciousness through the year-long **Blue Soul Alchemy** Wisdom School Program, leads retreats, speaks at conferences and expos and runs workshops and darshans. She is also the founder of **Blue Soul Media**, which focuses on launching books for authors who want to retain their rights, coaching entrepreneurs and individuals who want to step onto high-profile stages, such as TED and others. She also helps brands reshape their message or launch a service, product or their voice into the world, using a process that brings them back into alignment with what legacy they're here to leave behind, especially in an AI-dominated world.

As founder of the **Blue Soul CHATS** podcast, she has interviewed over a hundred visionaries making a dent in consciousness across industries—available on audio and on their Blue Soul Earth YouTube channel. She is the bestselling author of ***Magdalene's Journey***, which has garnered 14 awards, and the creator of the **Magdalene Collection**, a jewelry line dedicated to women's unsung voices.

She loves exploring the relationship between timeless wisdom, consciousness, nature, human potential, intentional living and the spaces we create around us. Her work brings together ancient wisdom traditions, contemporary perspectives, nature, design, awareness and transformational leadership to explore how we might create lives—and spaces—that genuinely nourish the soul.

Her latest work builds naturally on the curiosity that has defined her travel career: an enduring fascination with how people live, what they believe, the environments they create, and what happens when we step outside familiar territory.

REACH + RECOGNITION

GLOBAL REACH. MEANINGFUL CONNECTION.

For two decades, **We Blog the World** has connected a global audience with places, people and experiences that invite discovery. Our readers are drawn to travel that goes beyond the destination - experiences that offer culture, connection, perspective and transformation.

Our audience values both destination as well as the connection and meaning the experience brings.

GLOBAL REACH • CULTURAL INSIGHT • PROLIFIC STORYTELLING

X		f
384.9K	47.7K	20K
X / TWITTER	INSTAGRAM	FACEBOOK
45	20K+	95
DOMAIN AUTHORITY	**ARTICLES** PUBLISHED	**COUNTRIES TRAVELED** LIVED IN 10

Audience and platform figures shown as provided in the media-kit source graphic.

AUDIENCE GEOGRAPHY

WHERE THEY'RE FROM

LEADING AUDIENCE MARKETS


USA


United Kingdom


Canada


Germany


France


Australia

TOP COUNTRIES

01		USA
02		UK
03		Canada
04		Germany
05		France
06		Australia
07		Singapore
08		India
09		Philippines

TOP CITIES

01	New York City
02	San Francisco
03	London
04	Los Angeles
05	Paris
06	Berlin
07	Melbourne
08	Toronto
09	Sydney

WE BLOG THE WORLD

BRAND COLLABORATIONS (PARTIAL)



HOST COLLABORATIONS (PARTIAL)



COLLABORATE

WAYS TO WORK TOGETHER

We partner with destinations, hotels, travel, lifestyle and wellness brands, yoga and retreat centers, visionaries and aligned organizations to create compelling and authentic storytelling, elevated visibility and meaningful audience connection.

Whether you are launching a new experience, amplifying a destination or reaching a conscious, curious travel audience, our collaborations are designed to be aligned, heart-felt, beautifully presented and editorially credible.



HOSTED TRAVEL + PRESS TRIPS

Destination visits, immersive itineraries, on-location storytelling, photography and curated editorial coverage.



SPONSORED EDITORIAL

Beautifully written features that align with our editorial voice while highlighting your brand, place or experience.



HOTEL + RETREAT PARTNERSHIPS

Boutique hotels, luxury stays, wellness retreats and experience-led hospitality collaborations.



SOCIAL + CONTENT CAMPAIGNS

Cross-platform storytelling that may include social media, newsletters and branded content support.



BRAND STORYTELLING + PRODUCT FEATURES

Selective collaborations for travel, wellness, lifestyle and conscious-living brands with an aligned, purpose-driven audience.



EVENTS, SPEAKING + MODERATION

Coverage, interviews, panels, hosted conversations and thoughtfully curated event participation.

Available for aligned partnerships and collaborations worldwide.