



MEDIA KIT

TRAVELLING SOLO

The market place is inundated with millions of marketing messages all vying for attention. It's imperative that your marketing spend provides the best ROI. Travelling Solo is an online publication that inspires travel with original and unique content. Driven through an online community backed with a strong social media presence, Travelling Solo is an active community of subscribers and unique visitors.

About Travelling Solo

Travelling Solo comprises of its website www.travellingsolo.com.au Our mission is to produce relevant and interesting content that our readers find entertaining and unique. In addition to news, features and product reviews, Travelling Solo has a dedicated travel team to bring readers the best travel deals around the globe. Travelling Solo engages with readers through the website and across social media daily. Travelling Solo also hosts giveaways and competitions regularly.

Website Advertising

The Travelling Solo website is a popular source of information for the consumer, containing content such as news, reviews, photos, videos, travel deals and features, which in addition appear on the newsletter. The newsletter drives traffic to the website, meaning it should also be a vital part of the online strategy of any company wanting to promote to the consumer. The website is mobile responsive with 65% of users viewing on their mobile phones or tablets.

Unique Monthly Visitors	6941
Pages/Sessions	1.96
Sessions	6070

Social

Instagram	#GoTravelSolo	2452 Followers
Twitter	@GoTravelSolo	2441 Followers
Facebook	/GoTravelSolo	4835 Followers

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Package Rates

Travelling Solo can work with you to put together a package that will give you maximum return on income. Below are the special package rates. Book your advertising now as there are limited spaces on offer.

Website / Newsletter Rates

Ad Type	1 month	6 months
Leaderboard Ad 728px x 90px	550	2750
MREC TILE (all pages) 300px x 250px	300	1500
Product Review 1000w x 200h px	200	1000
Travel Deal 600px x 500px	200	1000
Featured Article Content + 3 Images	600	3500
Social Media Feature Content + Image	200	1000

All charges are in \$AUD and are exclusive of GST.

Payments are due at time of booking.

Advertising Enquiries

Kate Webster

Director and Sales Manager

M: 0414 187 737

E: hello@travellingsolo.com.au
