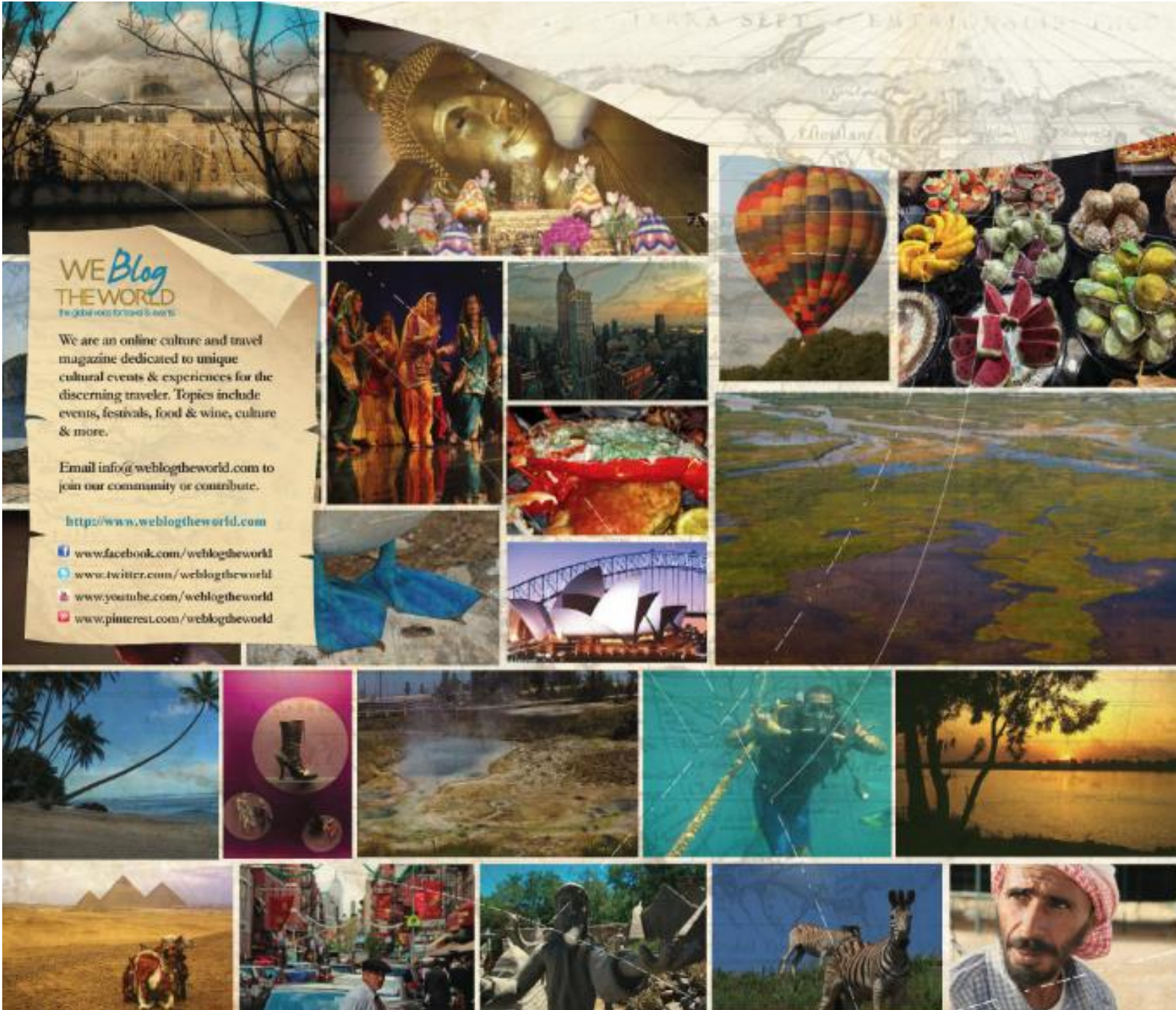


WE *Blog* THE WORLD

the global voice for travel & events

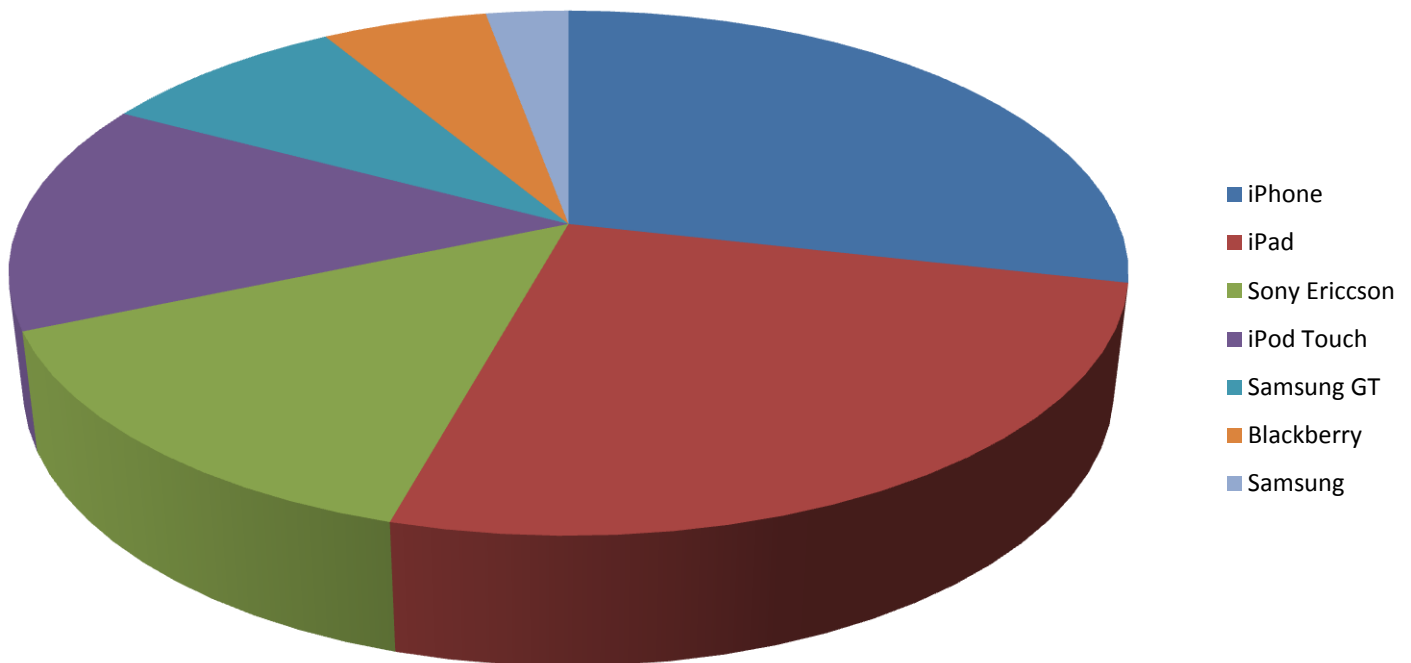
Media Kit & Sponsorship Opportunities



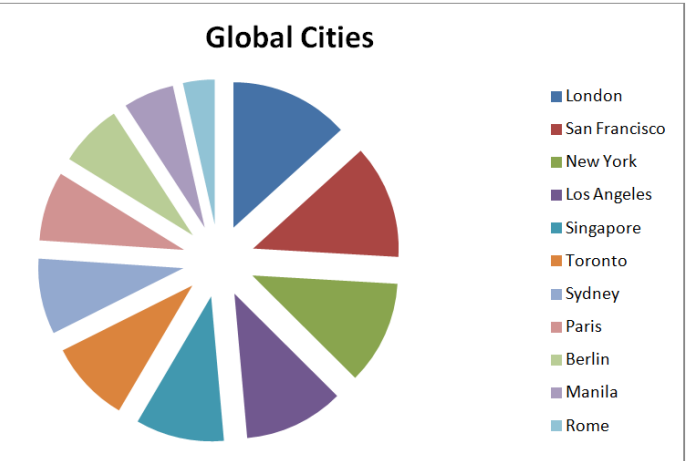
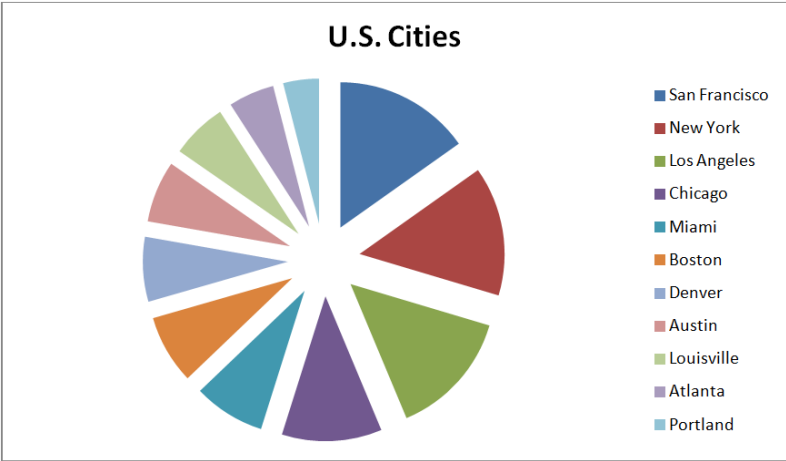
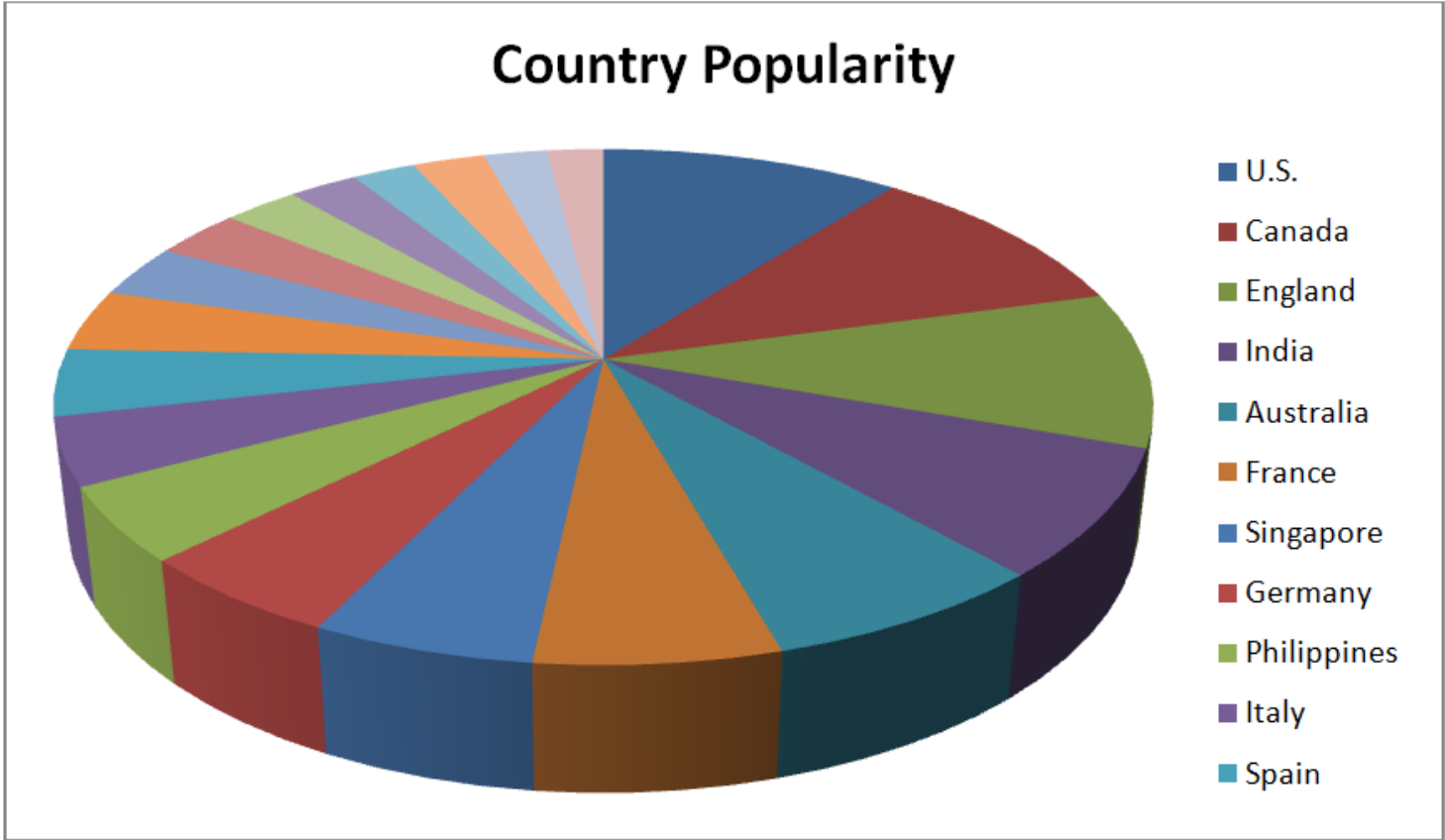
We Blog the World Demographics

- *Age:* We Blog the World (WBTW) readers are seasoned travelers between 28-58 years of age.
- *Income:* middle-to-upper class with higher than average income. They are more likely to stay in a unique 4 or 5 star resort than in a budget hotel or national chain.
- *Education:* they are well educated with a bachelor's degree, a graduate degree and/or some college, with a hunger for unique knowledge, ideas and adventures.
- *Type of Traveler:* when traveling to new destinations, they prefer off-the-beaten path excursions, knowledge-rich experiences and adventure. They attend cultural events in the areas of arts, entertainment, music and food/wine.
- *Social Media & Technology Savvy:* our audience is technology and social media savvy. We see most of our traffic coming through Twitter, Facebook, Pinterest and other social media outlets, which indicates that a large percentage of our readers are heavy digital users.
- *Mobile Savvy:* WBTW readers carry one or two mobile devices. They are owners of the following mobile devices in order of how often someone clicks through to the site: iPhone, iPad, Sony Ericsson LT15i, Apple iPod Touch, Samsung GT-19100, Blackberry 9300, 9780 and 9800 Touch, Samsung GT-N7000 Galaxy note.

Mobile Devices



Geographic Breakdown

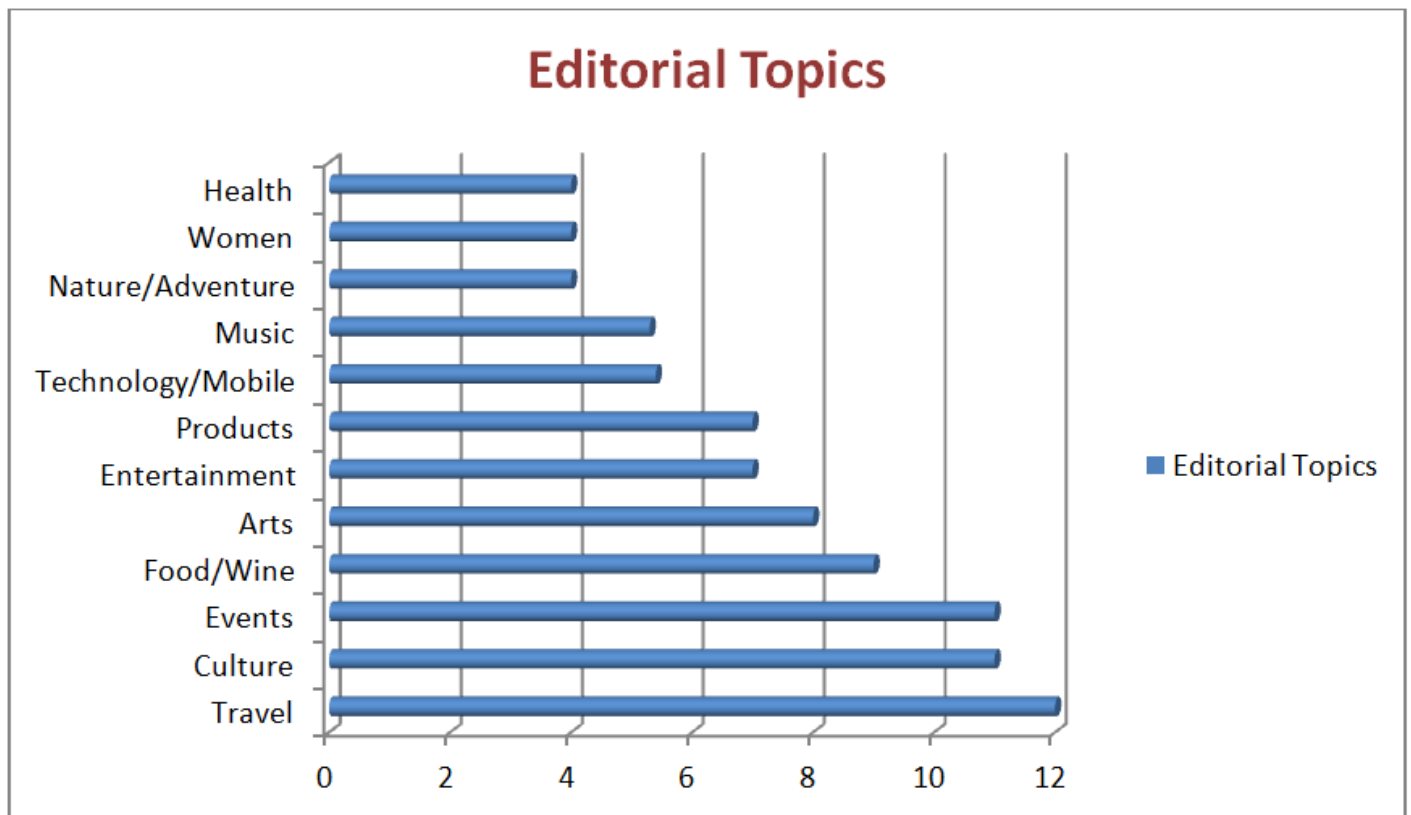


We cover every continent in the world. While the above countries make up our top readers, we'd love to work with countries, regions and cities where we don't have as much readership, to drive more traffic and interest to that content and more travelers to the region.

Editorial Topics

While **We Blog the World** has content on over 25 categories and topics, our core focus and interest areas are centered around:

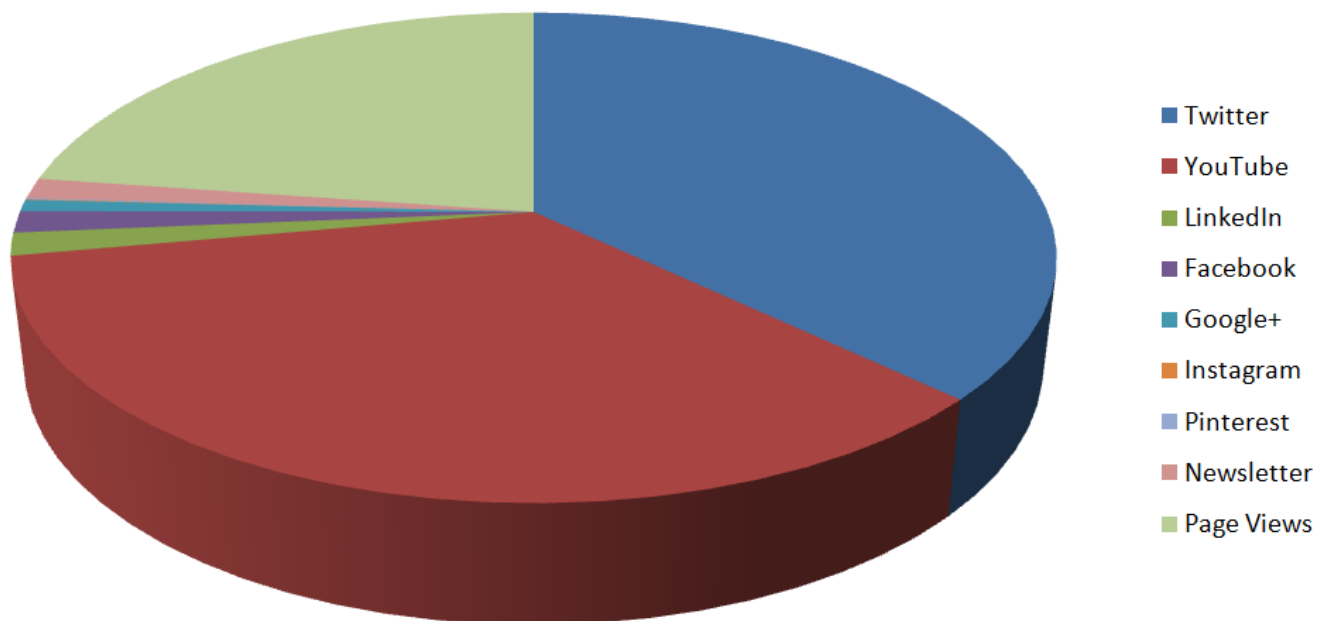
- **Events:** Arts, Culture, Music, Entertainment, Food/Wine, Green and Technology.
- **Festivals:** Arts, Culture, Dance, Music, Entertainment, Food/Wine, Beer/Whiskey/Spirits.
- **Products:** We do in-depth reviews as well as ‘finds’ on interesting products we think may be useful to travelers. Because our audience is well-educated, well-traveled, and technology and mobile savvy, we cover products that travelers can use on and off-the-road.
- **Lodging & Spas/Retreats:** We are increasing our coverage of lodging, unique places to stay and spas/retreats for the savvy, discerning traveler.
- **LIFE:** We cover inspirational human interest stories and articles about people working on projects for positive social change in a particular culture. Feature articles, human interest and people profiles are covered in the LIFE section of the blog.
- **Women:** We highlight women doing remarkable things across cultures.
- **Reviews:** We do reviews of restaurants, resorts, hotels, spas and other lodging options. We tend to cover spas and resorts from a human perspective and often with a sustainability angle.
- **Green:** We encourage and support sustainability, as it pertains to lifestyle, architecture, restaurants, hotels and others which strive for green and eco-friendly practices.



Social Media Stats @ A Glance

- **Google Page Rank:** 5.
- **Twitter:** We Blog the World is ranked the #14 most influential in travel and the #9 most influential in culture. Founder is ranked the #12 most influential in branding, the #43 most influential in marketing and #74 most influential in social media. We Blog the World has nearly 300,000 followers and is growing organically every day.
- **Google+:** Founder is in over 8,200 circles.
- **Facebook:** We Blog the World has over nearly 4,300 Facebook fans and is growing organically every week. Founder's Facebook numbers exceed 5,200, making it a total of nearly 10K followers/fans & views.
- **YouTube:** 405,000+ Views.
- **Pinterest:** 26 Boards on Places, Cities, Food, Lodging, Style, Products & More and nearly 1K pins.
- **Foursquare:** Founder has 71 badges and 44 mayorships, including a major Hyatt, Hawaii Four Seasons, L'Orsay in Paris, an airport in Fiji and Buda Castle.
- **Klout:** 73
- **Kred:** 870 with 8 out of 10 reach.
- **PeerIndex:** 73.

Social Media Breakdown











We Blog the World cross posts content to its Twitter, Facebook, Google+, LinkedIn and Pinterest accounts. Twitter, Facebook and Google+ and LinkedIn Reach = **500,000+**.

Distribution: Statistically Speaking

Facebook	Twitter	Klout	Rank/WeFollow	Kred	PeerIndex	Google+	YouTube	LinkedIn
<i>Facebook</i> 15,580 (combined)	<i>Twitter</i> 419,098	<i>Klout</i> 73	<i>Top 15 for Travel</i> & <i>Top 10 for</i> <i>Culture</i>	<i>Kred</i> 870 w/8 out of 10 reach	<i>PeerIndex</i> 74	<i>Google+</i> 8,400 circles	<i>YouTube</i> 405,550 Views	<i>LinkedIn</i> Reach 20,960,551

Note on Klout Scores: the number goes down when we're on the road & actually reporting. It goes up when we're at an event. It is how their algorithm works & we think a flaw in measuring 'real influence'. That said, our numbers are consistently in the seventies or high sixties.

Social Media Presence

 WBTW Founder Ranked #12 Top Social Media Influencer on Forbes Top 50 List	 WBTW Twitter Followers: 300,000+ WBTW Founder Followers: 102,850
 Combined Fans & Followers: 15,580	 405,550+ Views
 Over 8,500 Circles	 5 Page Rank out of 10
 Klout: 73 Kred: 870 with 8 out of 10 reach PeerIndex: 74	 25+ boards on products, resorts, food, restaurants, countries & cities with over 1K pins.

Advertising

We offer banner advertising and text links, as well as sponsored posts. You can place ads on the following pages and sections of the site: [Arts](#), [Entertainment](#), [Events](#), [Festivals](#), [Food/Wine](#), [Green](#), [Music](#), [Products](#), [Lodging](#), [Spas/Retreats](#), and the [Home Page](#). The following banner sizes are available:

- 125x125 (box)
- 260x125 / 125x260 (vertical & horizontal)
- 300x250 (square)
- 480x60 (long vertical)

All sizes are subject to the advertiser being in rotation for that size with two other advertisers. If you are interested in a buy-out (aka a blockade), please contact us for special pricing. Please download our [MEDIA KIT](#) for an in-depth look at our demographics, social media stats, geographic audience and opportunities by category.

Also be sure to look at the [Work with Us](#) page for creative sponsorship ideas, on-the-ground event and/or project work, PR, marketing and social media coaching and consulting, evangelism opportunities and more.

How We Can Work Together

Advertising:

Talk to us about banner ads and text ads. Check out our [advertising section](#) for specific sizes we offer, which can be placed on the home page, or on specific category pages such as: Arts, Entertainment, Events, Festivals, Food/Wine, Lodging, Music, Green and Products.

Sponsored Posts:

Propose a post, idea, contest, or initiative you'd like to sponsor and let's talk. We are open to working with products, services and countries as long as they are in alignment with the blog and our audience.

Hire Us:

Hire us to write articles, corporate materials or for our photography. Refer to [Magic Sauce Photography](#) for samples of Renee's work; we also work with photographers in various parts of the U.S., Europe and Africa.

Social Media Consulting:

Consider a roundtable event, a seminar, a specific project or a social media "pow-wow" with your management team. *We Blog the World* founder Renee Blodgett is ranked #12 *Social Media Influencer* on the [Top 100 list by Forbes](#) and has been included in two renowned books on social media and "new influencers".

Marketing, PR & Events:

We Blog the World founder Renee Blodgett has 25 years of experience in PR, marketing, promotions, social media and branding. Need help with social media and branding? Want a partner to help you launch a product or service into the marketplace? Renee has launched products and services from 14 different countries across the world, some of which made a debut in the U.S. Her personal blog is listed in the top 50 marketing and PR blogs and she has been blogging for 16 years. Check out her consultancy [Magic Sauce Media](#) for services and experience.

Cross Promotions & Contests:

We ran a successful travel photo contest with partners Hyatt, Cheesecake Factory and P.F. Changs and are interested in doing more. Consider working with us on a contest you're considering and running sponsored posts, ads and cross promotional ideas in conjunction with a contest.

Sponsored Trips & Blogging Tours:

We are open to working with corporations, executives, brands, tourism boards and country commerce & business arms, i.e., those responsible for cross-promotion and collaboration between countries or cities, in a way that will accelerate business investment to the area. We have run four blogging trips through our sister blog organization [Traveling Geeks](#), where you can find out more about what we accomplished in South Africa, England, France and Israel. We'd love to do something similar for cities and other countries looking to gain more attention and generate more business, in the U.S. and beyond.

Spokesperson & Evangelist:

We won't endorse or evangelize anything that comes past our desk, but if you approach us with a product or service that we genuinely believe in, find useful, or is relevant to our audience, let's talk. Hire us to be your spokesperson on the ground at events or as an evangelist in the digital world and blogosphere. Having worked with dozens and dozens of companies around the globe, our 25+ years of experience in event organization, PR, branding, social media, marketing and product evangelism, can help get your program, company or product to the next level.

Become a Corporate Partner:

Sponsor a trip, an event at a destination or host us on-the-ground. Note: everything we write about will include disclosure if we are sponsored for a trip. Most obvious partners include: conference, event and festival organizers, tourism boards, airlines, hotels and resorts, product and/or service companies, government organizations trying to promote business and commerce from one country to another or those trying to accelerate growth in the U.S. market.

Become a Media Partner:

Have an upcoming event, festival or conference? Talk to us about media partner and other sponsorship opportunities.

About the Founder

Renee Blodgett
Founder, We Blog the World



Renee Blodgett is the founder of **We Blog the World**. She started the site in 2008 prior to a blogging tour she co-produced and led to South Africa.

Since its launch, the site has grown organically and now has nearly 100 contributors from around the world. A global blog network that is primarily focused on travel, events, culture and products, the site also covers festivals, food/wine, music, entertainment, arts, technology and human interest stories in a section called LIFE.

Renee has lived in ten countries and traveled to nearly 80, giving her a unique understanding of the importance of cultural nuances and how they can effect brand and product perception. She understands grassroots media, what they look for and how they think. As one of the first female bloggers in the industry, Renee has been blogging for

16 years. She represented and worked with leading blog software developers and RSS tools when they first launched in the nineties.

She is ranked **#12 Social Media Influencer** by **Forbes** on a top 50 list and was referenced in two renowned social media books as a marketing heavyweight and “new media” influencer. Her personal blog **Down the Avenue** is listed on the AdAge Top 100 List for top marketing & branding blogs, has won first place in a global PRSA contest, up against some of the top blogs and agencies in the world and in 2012, was listed in the **Top 50 marketing and PR blogs in the industry** by **Cision**.

As the founder of **Magic Sauce Media**, a leading branding, PR, social media and marketing consultancy, she has worked with companies from over ten countries on their social media and marketing strategies, from launches and rebranding to corporate positioning and viral digital campaigns. She has launched companies, services and products from South Africa, the U.S., Australia, Ireland, Holland, Scotland, India, England, Belgium, Germany, Israel, and France.

Passionate about photography, Renee also created **Magic Sauce Photography**, a visual and creative extension of her work, where she has a goal of producing photo books from every continent. She has published five photo books – *Ecuador*, *Galapagos Islands*, *Rome*, *London*, *South Africa* -- and has two more on the way.

She is also co-founder of **Traveling Geeks**, a network that collaborates with global technology innovators and influencers and organizes blogging tours to support business, technology, education and social media initiatives of a specific country or city. The goal is to cross pollinate ideas and mentor organizations and individuals, and then share that knowledge through blogging, video, podcasts, social media tools and meet-ups.

Additionally, Renee has worked with renowned authors and celebrities, including Tony Bennett, Ray Kurzweil, Richard Dreyfuss, Dorothy Hamil, Debbie Reynolds and others.

Renee has held advisory board positions on **b5 Media**, a global new media network, **Cozmo Media**, a digital video solution that customizes content to vertical markets, **Toktumi**, a virtual home office VoIP phone solution, **BlogHer**, the first conference and site dedicated to women bloggers, now the largest blog network in the world for women, **Radus**, a dynamic media rich social network and content aggregator and **PopTech**, an event on innovation, whose goal is to accelerate the positive impact of world changing people and ideas. She is also co-curator of **TEDx Berkeley**, an independently organized TED event held at **Berkeley University** every Spring.

She blogs on her personal blog and We Blog the World and also has columns on travel, technology, social media and food on **Huffington Post** <http://huff.to/KSbHEP> and **BlogHer**: <http://bit.ly/Lcm6ov>.

Testimonials for Social Media, PR & Marketing Consulting

Blodgett's ability to achieve the right exposure for her customers is unique in the industry.

Werner Vogels, CTO, Amazon

Blodgett is one of the most connected people I know. Her tenacity and ability to develop and implement smart, creative programs mobilizes influencers and early adopters both on and offline.

Don Levy, Senior VP, Sony Pictures Digital Productions

Blodgett is effective at creating an engaging message, turning it into a unique voice and delivering it an audience.

Craig Newmark, Founder, Craig's List

Blodgett has an ability to understand the needs of different media & gain trust that leads to partnerships and success.

Jim Louderback, CEO, Revision3

Blodgett works with some of the most powerful people in the world.

Chris Brogan, Author & Social Media Strategist

Blodgett is everywhere. Israel, Europe, California. She connects me to interesting cool people & companies.

Robert Scoble, Author, Thought Leader, Blogger

I've watched Blodgett coach executives and get companies from zero to sixty quickly.

Chris Tolles, CEO, Topix

Blodgett knows her way around the influential blogosphere & social network scene. Apt at connecting with old and new influencer leaders, her programs cut through the noise to build buzz and mindshare that lead to rapid success.

Ray Kurzweil, Inventor, Entrepreneur, Author, Futurist

Blodgett's passion for her clients is something that most pros talk about, but few truly embrace and practice.

John McKinley, Former CTO & President, AOL Technologies at AOL

Blodgett is a strategic advisor & thinker who helps companies make the most of \$\$\$. She's a great find if you can get her.

David Sifry, Founder & Former CEO Technorati & CEO of Offbeat Guides

Blodgett has extraordinary energy, creativity and productivity; she brought a lot of artistic talent to the table.

Richard Dreyfuss, Actor

I've never met a pro who is everywhere & knows everyone. She has unlimited access to leaders, gatekeepers & trailblazers.

Elisa Camahort Page, Co-Founder of BlogHer

For well over a decade, I have seen Blodgett promote and guide companies to great success.

Scott Cutler, Former CTO of Compaq / HP

Blodgett is one of the most committed & passionate people in the social media scene.

Jeremy Wright, Former CEO of b5 Media & Author of Blog Marketing

Blodgett is one of the most talented and respected pros in the industry. She is highly connected in the U.S. and

Worldwide – no one has a better network of influencer relationships.

Gail Scibelli, Former VP Marketing Organic

One of the highest compliments you can receive is being singled out as someone who 'gets it.' Blodgett navigates the chaotic world of social media, networking, product and personal branding in a way that yields exposure and benefits for clients.

Doug Free, Director of PR, Microsoft

Blodgett's global experience in Europe, Africa and Australia were a tremendous asset when our UK-based company launched in the states. And, she knows nearly everyone on the planet.

Robert Aiudi, Former US GM, Spoken Translation & Founder, The Language Chef