

# DREAMING OF DOWN UNDER

# MEDIA KIT

CONTACT@DREAMINGOFDOWNUNDER.COM



## ABOUT

Dreaming of Down Under is an Australian travel and migration blog founded by Lisa Bull, a British expat living in Sydney.

Lisa is passionate about inspiring others to discover the natural beauty and outdoor lifestyle of Australia through photography, storytelling and well-researched articles.

## WEBSITE STATISTICS

WWW.DREAMINGOFDOWNUNDER.COM

**21k** monthly page views

**14k** monthly visitors

Source: Google Analytics  
Average 1 Jan 2021 - 30 Jun 2021



## SOCIAL MEDIA STATISTICS

@DREAMINGOFDOWNUNDER



[Dreaming of Down Under](#)

103k monthly views  
2.2k followers



[@dreamingofdownunder](#)

1k followers  
47% Australia, 19% UK, 9% US



400 subscribers  
44% open rate\*



[Dreaming of Down Under](#)

100 subscribers  
1.7k monthly views

\*industry average: 17.7%

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## AUDIENCE DEMOGRAPHICS

### GENDER BREAKDOWN

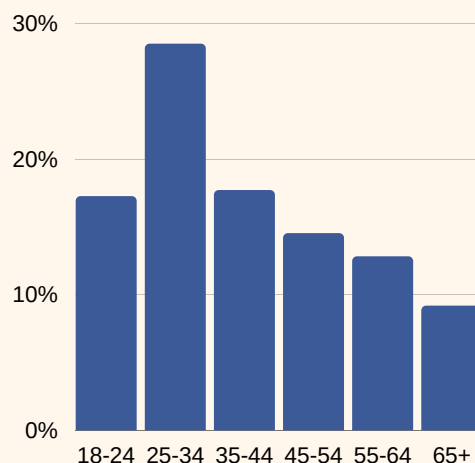


59%



41%

### AGE BREAKDOWN



### GEOGRAPHICAL BREAKDOWN

1. Australia	69%
2. US	10%
3. UK	8%
4. Indonesia	1%
5. Canada	1%
6. New Zealand	1%

### TRAFFIC SOURCE

Organic search	82%
Direct	13%
Social	5%

## WORK WITH ME

- Sponsored posts
- Brand ambassadorships
- Freelance writing
- Destination promotion
- Press trips
- Accommodation/product reviews



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## READER TESTIMONIALS

*"I've done my first house sit after reading your blog, thanks for the inspiration." ~ Emi*

*"Have been reading all of these useful emails you have been sending out and it has persuaded me and my other half to go travel and work in Aus even more." ~ Ben*

*"Thanks so much for making this website and providing so many travel and experience suggestions for all of us. The authenticity really shines through in every article." ~ Brian*

*"I came across your web-blog this evening and have thoroughly enjoyed reading about your experiences." ~ Jacqueline*

*"I just wanted to reach out and say a big thank you for your thorough account of what the quarantine situation was like. We found it really difficult finding measured, balanced straight up information about what to expect." ~ Clare*

*"I just wanted to thank you for putting together such an amazing blog. Everything about it was perfect for my scenario, the way it's laid out, articulated and the activities you did.*

*There are so many travel guides and things out there but they're all either too touristy, full of advertising or have some other problem. Yours was absolutely perfect for my scenario, thank you." ~ Adrian*

