

# 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

**15k** Monthly page views

**10k** Monthly unique visitors

Source: Google Analytics

Averages from 1 Jan 2022 - 31 Mar 2022



## SOCIAL MEDIA STATISTICS

@DREAMINGOFDOWNUNDER

**11k Monthly views**  
**500 Subscribers**

**104k Monthly views**  
**2.2k Followers**

**1k Followers**  
**47% Australia, 19% UK, 9% US**

**450 Subscribers**  
**44% Open rate\***

*\*industry average: 17.7%*

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## BLOG READER DEMOGRAPHICS

### GENDER BREAKDOWN

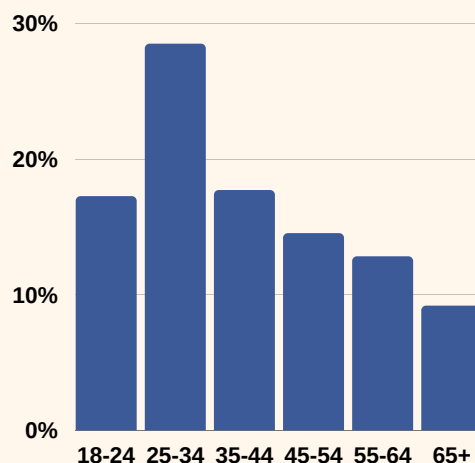


59%



41%

### AGE BREAKDOWN



### GEOGRAPHICAL BREAKDOWN

1. Australia	72%
2. US	9%
3. UK	6%
4. Singapore	2%
5. Canada	1%
6. New Zealand	1%

### TRAFFIC SOURCE

Organic search	81%
Direct	12%
Social	6%

## WORK WITH ME

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



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# YOUTUBE STATISTICS

Monthly Figures for  
March 2022



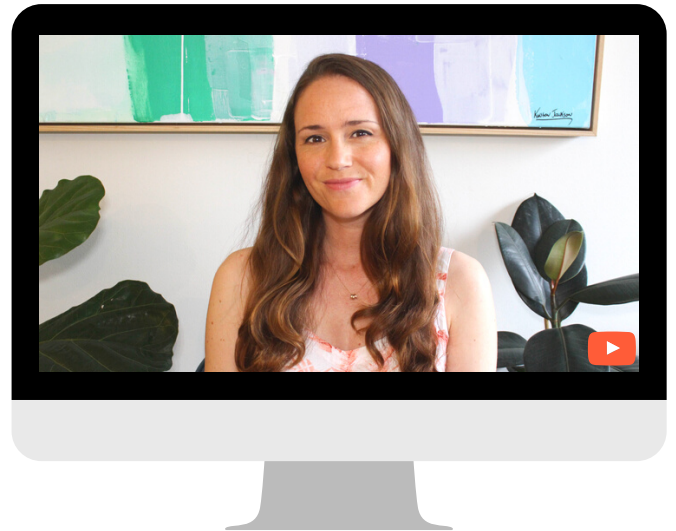
138k IMPRESSIONS

11k VIEWS

8k UNIQUE VIEWERS

685 HOURS WATCHED

500 SUBSCRIBERS



- Sponsored videos
- Brand ambassadorships
- Product reviews
- Destination promotion

## YOUTUBE VIEWER DEMOGRAPHICS

### GENDER BREAKDOWN



34%

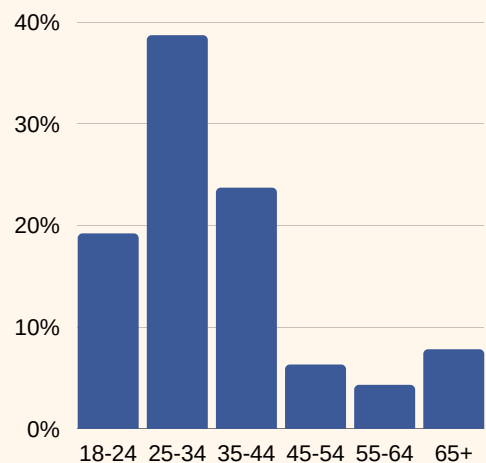


66%

### GEOGRAPHICAL BREAKDOWN

1. Australia	39%
2. UK	7%
3. India	6%
4. US	5%
5. Singapore	3%

### AGE BREAKDOWN



### RETURNING VIEWERS



727





## 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*

*"You are doing great work. There is nothing else like this around yet it feels so helpful and unknown by most people. Your website is fantastic. If you get the right exposure, it will definitely be a success. Thank you!" ~ Marta*

*"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*

