

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.



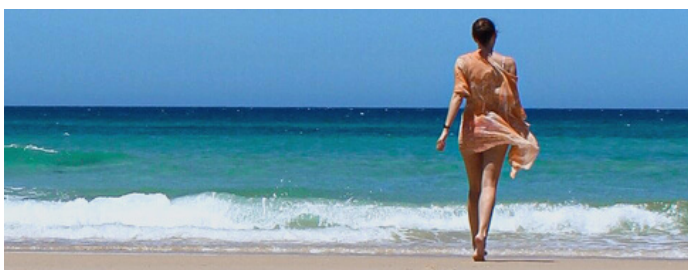
WEBSITE STATISTICS

WWW.DREAMINGOFDOWNUNDER.COM

23k Monthly page views

17k Monthly unique visitors

Source: Google Analytics July 2022



SOCIAL MEDIA STATISTICS

@DREAMINGOFDOWNUNDER

16k Monthly views
1k Subscribers

59k Monthly views
2.2k Followers

1k Followers
47% Australia, 20% UK, 7% US

420 Subscribers
45% Open rate*

**industry average: 17.7%*

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BLOG READER DEMOGRAPHICS

GENDER BREAKDOWN

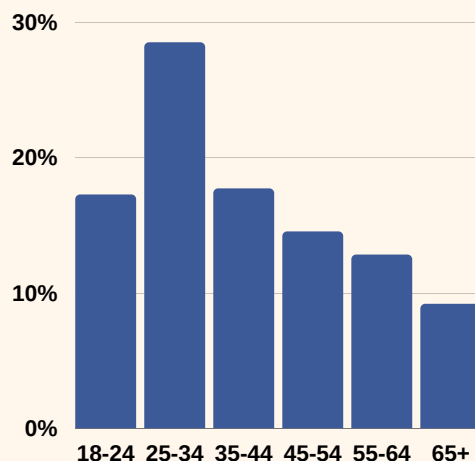


55%



45%

AGE BREAKDOWN



GEOGRAPHICAL BREAKDOWN

1. Australia	74%
2. US	17%
3. UK	8%
4. Singapore	3%
5. New Zealand	2%
6. Canada	2%

TRAFFIC SOURCE

Organic search	83%
Direct	13%
Social	4%

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
July 2022



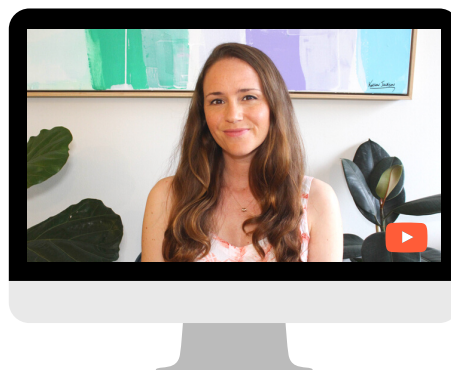
174k IMPRESSIONS

16k VIEWS

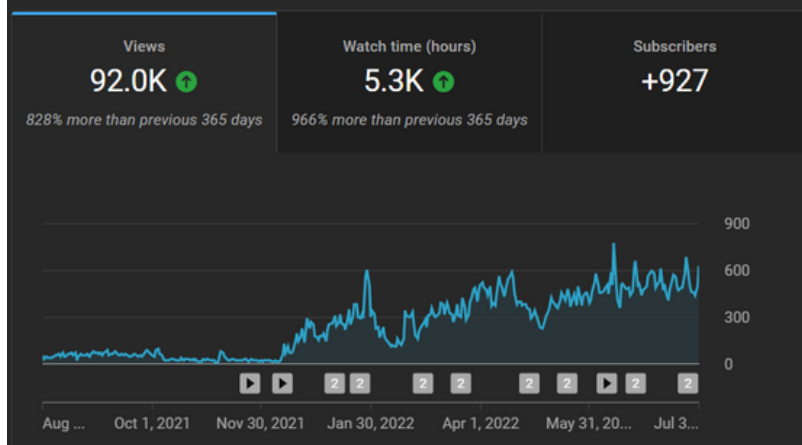
13k UNIQUE VIEWERS

998 HOURS WATCHED

990 SUBSCRIBERS



Your channel got 91,954 views in the last 365 days



YOUTUBE VIEWER DEMOGRAPHICS

GENDER BREAKDOWN

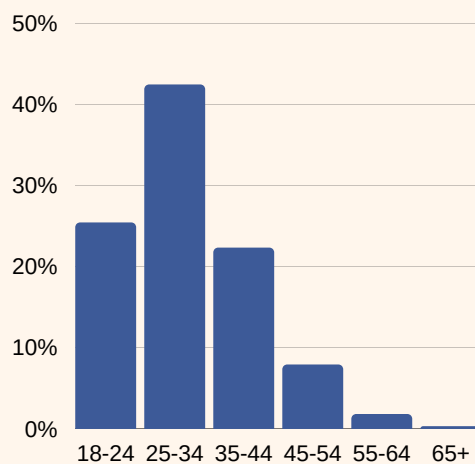


34%



66%

AGE BREAKDOWN



GEOGRAPHICAL BREAKDOWN

1. Australia	32%
2. UK	7%
3. India	7%
4. US	7%
5. New Zealand	4%

RETURNING VIEWERS



1.1k



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

