

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

32k Monthly page views

23k Monthly unique visitors

Source: Google Analytics September 2022



SOCIAL MEDIA STATISTICS

@DREAMINGOFDOWNUNDER

42k Monthly views
1.7k Subscribers

57k Monthly views
2.2k Followers

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

5 Subscribers
46% Open rate*

**industry average: 17.7%*

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BLOG READER DEMOGRAPHICS

GENDER BREAKDOWN



52%

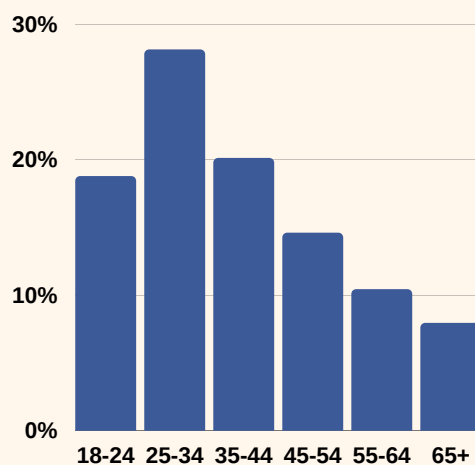


48%

GEOGRAPHICAL BREAKDOWN - TOP 5

1. Australia	57%
2. US	13%
3. UK	7%
4. Singapore	2%
5. New Zealand	2%

AGE BREAKDOWN



TRAFFIC SOURCE

Organic search	82%
Direct	16%
Social	2%

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
September 2022



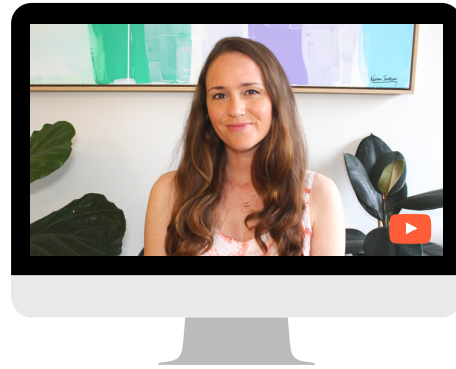
579k IMPRESSIONS

42k VIEWS

31k UNIQUE VIEWERS

2.9k HOURS WATCHED

1.7k SUBSCRIBERS



In September, people watched your videos 42,424 times



YOUTUBE VIEWER DEMOGRAPHICS

GENDER BREAKDOWN

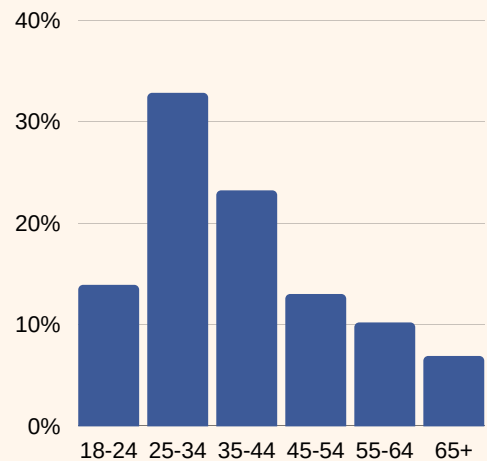


29%



71%

AGE BREAKDOWN



GEOGRAPHICAL BREAKDOWN

- | | |
|----------------|-----|
| 1. Australia | 44% |
| 2. India | 7% |
| 3. UK | 4% |
| 4. US | 4% |
| 5. Philippines | 3% |

RETURNING VIEWERS



2.9k



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

