

DREAMING OF DOWN UNDER

Media Kit 2023

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 and videos.

Website Statistics

www.dreamingofdownunder.com

25k Monthly page views

18k Monthly unique visitors

Source: Google Analytics
December 2022



Social Media Statistics

[@dreamingofdownunder](https://www.instagram.com/dreamingofdownunder)

 **45k Monthly views**
2.7k Subscribers

 **62k Monthly views**
2.2k Followers

 **1k Followers**
46% Australia, 19% UK, 7% US

 **800 Subscribers**
48% Open rate*

**industry average: 17.7%*

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Blog Reader Demographics

Gender Breakdown



51%

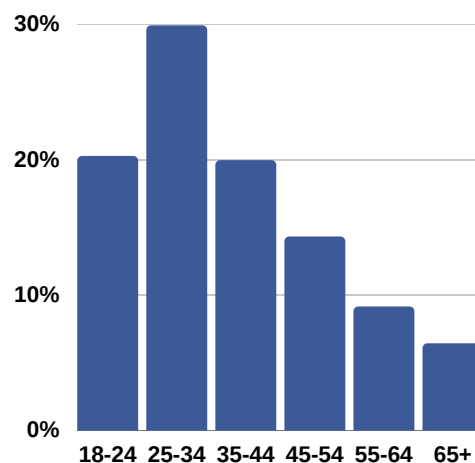


49%

Geographical Breakdown - Top 5

1. Australia	58%
2. US	10%
3. UK	7%
4. New Zealand	2%
5. India	2%

Age Breakdown



Traffic Source

Organic search	84%
Direct	13%
Social	2%

Work With Me

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





YouTube Statistics

Monthly Figures for
December 2022



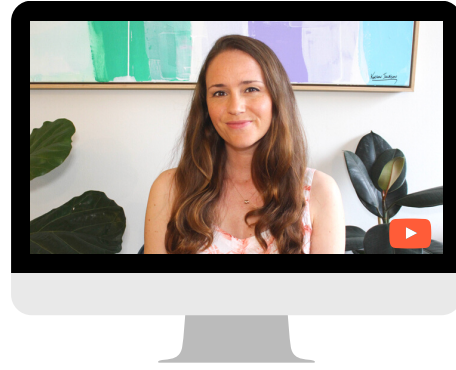
609k Impressions

45k Views

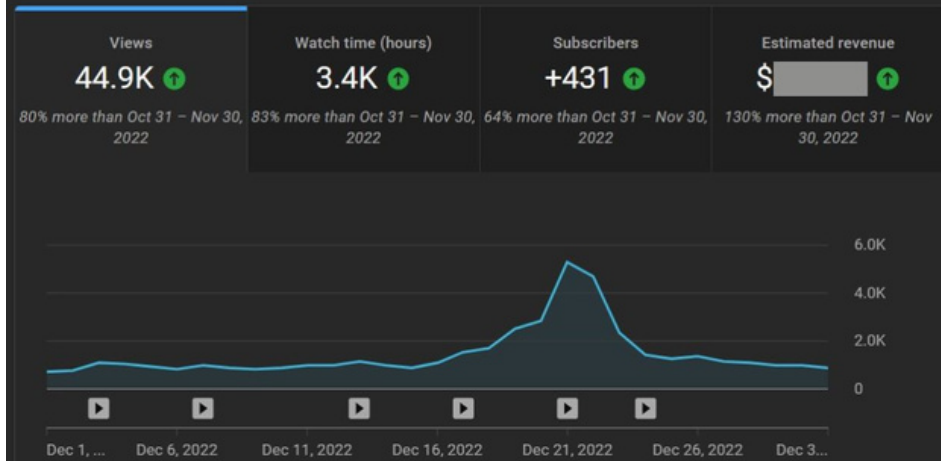
33k Unique viewers

3.4k Hours watched

2.7k Subscribers



In December, people watched your videos 44,901 times



YouTube Viewer Demographics

Gender Breakdown



29%

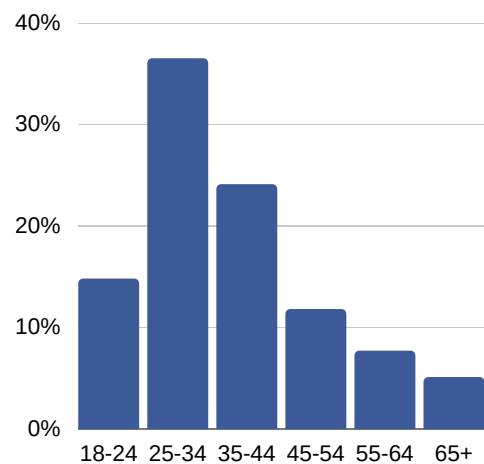


71%

Geographical Breakdown - Top 5

- | | |
|----------------|-----|
| 1. Australia | 47% |
| 2. UK | 6% |
| 3. India | 5% |
| 4. US | 4% |
| 5. New Zealand | 3% |

Age Breakdown



Returning Viewers



4.4k



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

