



# *Luxe Adventure Traveler*

Media Kit 2015

# About Luxe Adventure Traveler

Luxe Adventure Traveler is an award winning travel website for independent adventure and luxury travelers.

Started in 2012 under the brand Jdomb's Travels, Jennifer and Tim re-branded the website as Luxe Adventure Traveler in 2015 to better align with their brand's mission to introduce our target readers to heart pumping adventures, world-class accommodations and luxury experiences through their personal experiences and engaging storytelling.

Luxe Adventure Traveler has been published and/or featured in National Geographic, Travel Channel, BuzzFeed, Travel + Leisure, Yahoo Travel, WICU TV 12 and more.



*Luxe  
Adventure  
Traveler*



*Adventure Travel with a Glass of Wine*

# Who We Target

Who are our readers?

Adventure travelers

Luxury travelers



Adventure

Luxury

Wine

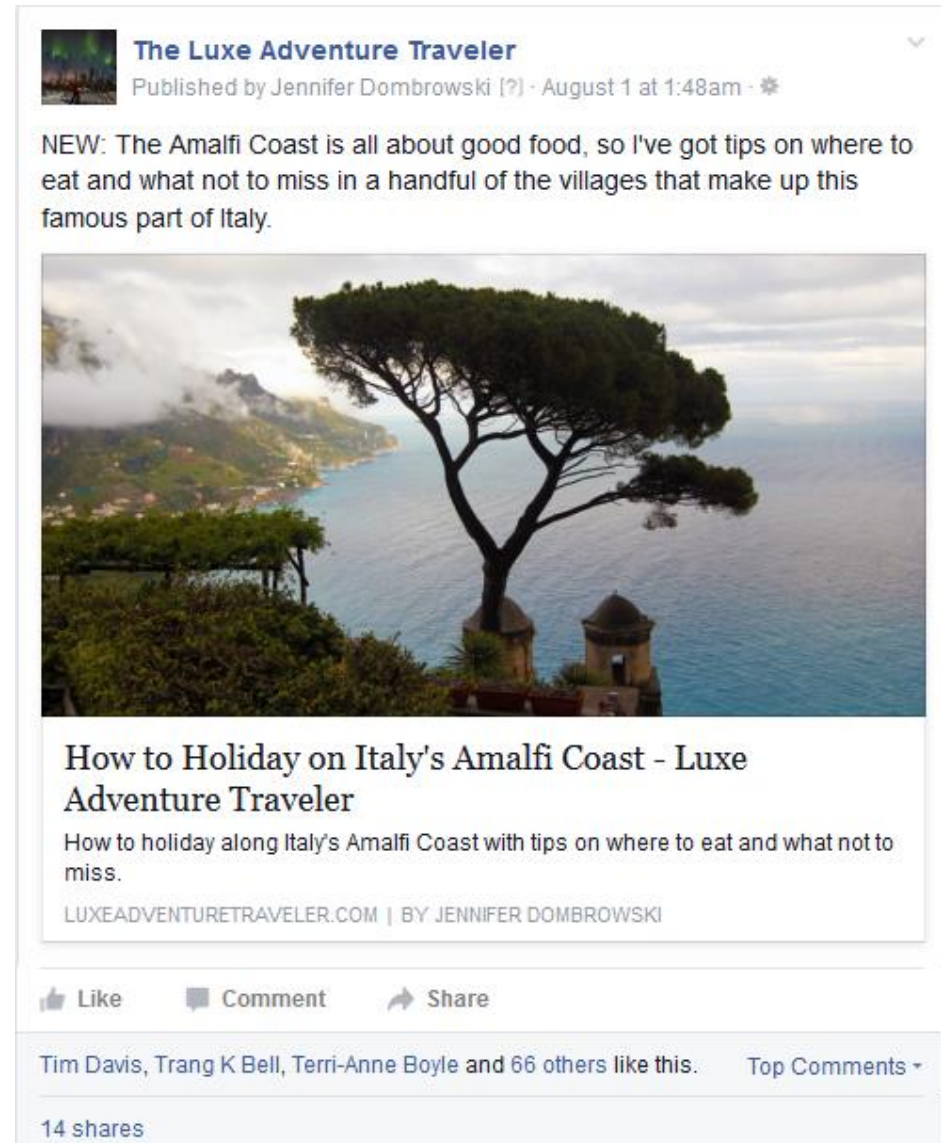
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# How You Can Benefit


Using Luxe Adventure Traveler's social media platforms, your brand can be introduced to our community of adventure and luxury travelers:

- Our [Facebook](#) page has over 4500 fans and is a community engaged in discussion
- We have a [Twitter](#) community of 11,000+ followers and have recently started the #travelandwine Twitter chat
- Our [Instagram](#) community is quickly growing with over 4400 followers engaged with our high-quality photos



The Luxe Adventure Traveler  
Published by Jennifer Dombrowski (?) · August 1 at 1:48am · 🌟

NEW: The Amalfi Coast is all about good food, so I've got tips on where to eat and what not to miss in a handful of the villages that make up this famous part of Italy.



How to Holiday on Italy's Amalfi Coast - Luxe Adventure Traveler  
How to holiday along Italy's Amalfi Coast with tips on where to eat and what not to miss.  
LUXEADVENTURETRAVELER.COM | BY JENNIFER DOMBROWSKI

👍 Like    💬 Comment    ➦ Share

Tim Davis, Trang K Bell, Terri-Anne Boyle and 66 others like this.    Top Comments ▾

14 shares



# Why Work With Us



- **We're pros.** We go on custom press trips and campaigns all over the world. Tourism boards, PR firms and travel and lifestyle businesses choose to work with us because we deliver quality content quickly, accurately and professionally.
- **We're storytellers.** We create compelling, shareable stories through our personal experiences of your destination, tour or product by blogging and live social media coverage.
- **Our readers trust us.** By building a highly resourceful website and communicating frequently, both online and in person, with our readers, we have developed a trusting relationship with them. Our readers look to us as travel experts and regularly book based upon our recommendations.
- **We're experts.** Standing out from the chatter can be difficult on social media! Jennifer has over 10 years of social media management experience so knows how to reach and engage with a target audience. She is available for consulting on how to move your brand forward through social media.
- **We deliver results.** Thanks to our stamp of approval, our readers regularly follow in our footsteps from visiting the same destinations to purchasing products we recommend. We have brought business to businesses around the world through our storytelling and social media mentions.



# Travel Correspondents

We're also correspondents on the satellite radio show *On Travel*, broadcast to 2.5 million listeners in 180 countries on the American Forces Network. The show is 25 minutes long and we discuss our travels with hosts Paul Lasley and Elizabeth Harryman in two 12-minute long segments.



Podcast: Jennifer talks about hiking Stromboli on *On Travel* on the American Forces Radio Network



# Demographics and Site Analytics

According to our Google analytics, our readership consists of both highly educated men and women who are typically between the ages of 25 – 55.

We have readers from all over the world; however more than 40% come from the United States.

Pageviews: 75,000+

Unique Monthly Visitors: 50,000+

Average Time on Site: 3:51

2014  
VS  
2015



+41% Unique Monthly  
Visitors

+35% Monthly  
Pageviews

+9% Average Time on  
Site



# Reader Testimonials

After attending a reader meet-up, we booked our room for Bled Days and Bled Night in Slovenia instantly. It was so amazing to walk around the lake and view the town from different angles. The candles being lit and the fireworks overhead were just stunning and our trip planning was made easier by you. – *Stephanie, Oklahoma*

I just wanted to thank you for recommending Casa di Bacco. We went there last night for my birthday dinner. It was wonderful and the folks were so so nice. I'm definitely going there again! – *Thora, Iceland*

Thank you for the recommendation on your site about the castle in Strove. Gabriella is so nice and helpful, she even gave us a bottle of wine for our anniversary! We are off to the food and wine classes in Siena today! – *Amanda, Kentucky*

My husband and I just finished a week around the Ring Road and used your post on Iceland for all our tips for planning. We LOVED it! We can't wait to go back! Our highlights were snorkeling in Silfra, and hiking the Solheimajokull glacier. Thanks again for all of your helpful info! – *Joeylyn, California*

Your Iceland and Ring Road itinerary was great. Iceland is a magical country and how I first learned of your site. I Goggled Iceland Road Trips and your was one of the top posts; been hooked ever since! – *Mary, Delaware*





# Client Testimonials



I've had great experiences working with Jennifer, she is a brilliant & very creative person! Jennifer is truly a pleasure to collaborate with, as she is always willing to go the extra mile creating win-win campaigns for both parties and always giving valuable content to her readers and social media followers. She is professional and genuine in her work. Keep on the great job & inspiring the world! – *Sara Romero, GowithOh*



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the great adventure people

We worked with Jennifer on a recent blogger trip to Russia. She was the ultimate professional; communicative, detailed and delivered on all she said she would. She also gave constructive feedback on the trip she undertook. Jennifer is a pleasure to work with and I would recommend working with her on similar projects. Her work is of a high quality and she is a strong and connected member of the travel blogging community. – *Casey Mead, G Adventures*



I have had the pleasure to work with Jennifer on a trip to Norway. As a result she wrote a series of interesting and engaging travel stories. I would highly recommend anybody to work with Jennifer. – *Harald Hansen, Innovation Norway*

# Contact Us

We're always happy to discuss campaigns, partnerships, sponsorships and other ideas with potential clients and advertisers. Our goal is always to put together a collaboration that is mutually beneficial.



**Jennifer Dombrowski & Tim Davis**

Luxe Adventure Traveler

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