



# Media Kit 2020

## Statistics

### Blog

160,000 UMV  
200,000 Pageviews  
5:51 Average Time on Page  
Ahrefs DA 61  
MOZ Domain Authority 55

### Social Media

8700 Instagram  
6800 Facebook  
11,000 Twitter

Average of \$50,000 USD in sales of tours, hotels and products purchased monthly by readers through affiliates

## Audience Demographics

### Country

42% USA  
14% UK  
5% Canada  
5% Australia  
34% Rest of the World

### Age

11% 18 - 24  
18% 25 - 34  
42% 35 - 44  
17% 45 - 54  
14% 55 - 64



40%



60%

Our audience are highly educated readers with high income looking for their next independent vacation.

## About

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

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.



*Listen to a show*

## Contact

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