

# The Everywhere Connection Travel Network Media Kit

## What is the Everywhere Connection Travel Network?

The Everywhere Connection Network is comprised of two full time travelers and bloggers, Michael Tieso and Stephanie Yoder, and our various individual and shared websites.

Stephanie is a girl who can't sit still. She has been traveling on and off for the past 6 years, through Europe, Asia, Australia and South America. She started Twenty-Something Travel 2½ years ago as a way to convince other young adults to get out and see the world.

In 2009 Michael left a profitable job in the corporate world to pursue a dream of traveling and working abroad. Since then he has traveled four different continents and done everything from work in hostels in Peru to teach English in China. Along the way he has built Art of Backpacking into a profitable and influential travel blog.

After meeting at a travel blogger convention in New York City several years ago we decided to join forces and explore the world together. We love experiencing new things to share with our readers while at the same time providing advice, information and inspiration.



Together we believe we can find a mutually beneficial way to work with your organization to help promote tourism and inform readers.

## Why Work With Us?

- Increasingly people are looking to the internet to plan and book their travels. We are in a unique position to promote your brand or destination to independent travelers. Our readers trust us and we strive to give them honest and helpful information.
- We are an easy and convenient direct connection for reaching out to career breakers, gap year travelers, backpackers and first time travelers. Many of our

readers are budget travelers but we are also influential to young professionals with larger budgets.

- When you partner with us you get two travel bloggers for the price of one. That's coverage on two separate websites and social media spheres.
- We have top notch photography and video gear which we often use to create a multi-media experience and to tell a complete story.
- We are seasoned professionals who have been blogging for a combined total of over 5 years. We have experience working with brands, PR reps, tour companies and more.

Some companies we have worked with include:

- The Mexican Tourism Board (Ogilvy PR)
- Carpe DM Travel Agency
- Intrepid Travel

## Our Portfolio

### Art of Backpacking

Art of Backpacking's motto is "It's cutting travel costs, but not cutting the exciting elements of adventure."

Founded in 2008, AOB targets backpackers, independent travelers, gap-year students, career breakers, adventurous travelers, frequent flyers, and most obviously – passionate travelers. Our readers are always seeking off the beaten track destinations as well as a different approach to even the most well known places.

Art of Backpacking focuses on inspiring and motivating others to travel by providing cultural knowledge from around the world. Some of our most popular topics are food, inspirational, how-to's, and destination specific articles.



Readers of AOB are from all over the world however 75% of the audience is reading from North America. AOB has a strong readership in Europe, Australia, and New Zealand as well. 71% of our readers are between 18-34. Although AOB targets all genders, our readers are 58% female / 42% male.

Art of Backpacking has been featured on Forbes.com, The Australian, Gadling and dozens of other publications and websites.

### Stats:

Google Page Rank: 4

Monthly Page Views: 425,514 (3 month avg.)

Alexa Ranking: <41,000

RSS Subscribers: ~2,700

Email Subscribers: ~800

## Social Media:

Twitter Followers: 11,000+  
Facebook Page Likes: 5,700+  
Klout Ranking: 59

## Speaking:

Michael Tieso has spoken at one of the world's most popular blogging conferences, BlogWorld in 2011 in Los Angeles. He spoke about the business of blogging and the different models of creating income. He was also invited to Sussex County Community College in New Jersey to speak about his travels and inspire others to do the same. You can also find him on This Week in Travel podcast with Gary Arndt and Chris Christensen.

## Photography & Film:

Michael carries a variety of high-tech equipment with him on all of his travels. He enjoys creating videos to showcase destinations, culture, and people. Photography and film has become an important part of Art of Backpacking and is frequently used in articles. For examples of his photography, see his [SmugMug gallery](#).

## Twenty-Something Travel

Twenty-Something Travel is a blog about travel for young people: the why, where and how. It primarily follows the travels of Stephanie Yoder but also features content from around the world. Along the way we cover everything from basic travel tips to destination features. The goal of Twenty-Something Travel is to encourage young adults to travel as much as possible.



Readers visit TST from around the globe but 64.6% of readers hail from the United States and Canada. The United Kingdom and Australia are also popular.

Anecdotally most visitors are under 35 and college educated. TST's primary audience is twenty-somethings who are currently planning or thinking about a trip. Our audience is very involved and vocal in the comments section, as well as through social media.

Twenty-Something Travel has been featured on dozens of sites, including the front page of Lonely Planet, Yahoo News, the BBC and has been mentioned by Matador, Gadling, This Week in Travel and more. Off Track Planet listed Twenty-Something Travel as the most successful blog of 2010.

## Stats:

Google Page Rank: 4  
Monthly Page Views: 37,134 (3 month avg.)  
Monthly Visits: 19,916 (3 month avg.)  
Alexa Ranking: <60,000  
Alexa Ranking US: <60,000

[Top 100 Independent Travel Blogs: #24](#)

[Top Travel Blogs: #20](#)

[Compete Rating: 193.789](#)

### **Social Media:**

Klout Rank: 56

Subscribers: 1687

[Twitter Followers: 8,000+](#)

[Facebook Page Likes: 2,600+](#)

Select posts are syndicated on Lonely Planet (via Blogsherpa), Brazen Careerist, the Twenty-Something Bloggers Forum and Travel Blog Exchange.

### **Other:**

Stephanie also does a variety of freelance writing and has worked with National Geographic Publishing, BootsNAll, World Nomads and many other publications. She was a speaker at 2010's Meet Plan Go conference in DC and has appeared several times on This Week in Travel and the Amateur Traveler podcast.

### **Other Sites:**

Above are our two main sites, but we also have several other projects in varying stages of development. These include:

[Everywhere Connection](#)- A video documentary project on travel and technology.

[Travel Talk with Mike and Stephanie](#)- A short video series featuring travel advice.

[Art of Travel Blogging](#)- A community site for travel bloggers to learn and network.

[Eat the World](#)- an upcoming iphone app showcasing local delicacies around the world.

## How Can We Work Together?

Now More than ever the internet, and specifically travel blogging are a great way to gain visibility for your brand or destination. We are committed to providing the best travel information and experiences for our readers and would love to discuss ways that we might work together to further both of our goals.

We are open to invitations for press trips or special events either jointly or individually. We are interested in partnering with PR boards, brands and companies and are always open to new and innovative ways to work together.

We also happily provide honest reviews on travel products, destinations and services.

To further discuss partnership opportunities, please contact either of us at [Steph@Twenty-SomethingTravel.com](mailto:Steph@Twenty-SomethingTravel.com) or [Contact@ArtofBackpacking.com](mailto:Contact@ArtofBackpacking.com).