

MEDIA KIT

FREE ROAM

www.freetworoom.com



Our idea of heaven, a glass of wine, a beautiful day and a perfect backdrop.

Our Story

Hello! We're Simon and Cindy Collins, the **two travelholics** behind **Free Two Roam**.

When we met (many moons ago!), we realised that we shared a love of travel and **a passion for exploring the world**. We've been travelling together ever since, slowly ticking off countries along the way.

We created Free Two Roam in late 2015 and since then, it has grown well beyond our initial expectations.

In 2019, we spent the year **travelling the world full time**, our biggest adventure yet.



Just some of the amazing experiences we had in our first six months of travelling full time.

Our Mission - Why we Roam!

The goal of Free Two Roam is to **show our followers what the world has in store for them**, if they only dare to step outside of their comfort zone for a little while.

Travel is like a little pill with magical powers. It can broaden your horizons, **challenge your prejudices** and change how you view other cultures, all without any side effects (well, except for the hit to your bank account!).

We have a strong focus on **exposing our followers to new countries and cultures**, while encouraging ethical and environmentally friendly travel. We have an extra special interest in **promoting ethical wildlife encounters**.



The scorching heat in Deadvlei, Namibia definitely took us out of our comfort zone. But we loved it!

Key Stats & Demographics

OUR

FOLLOWERS



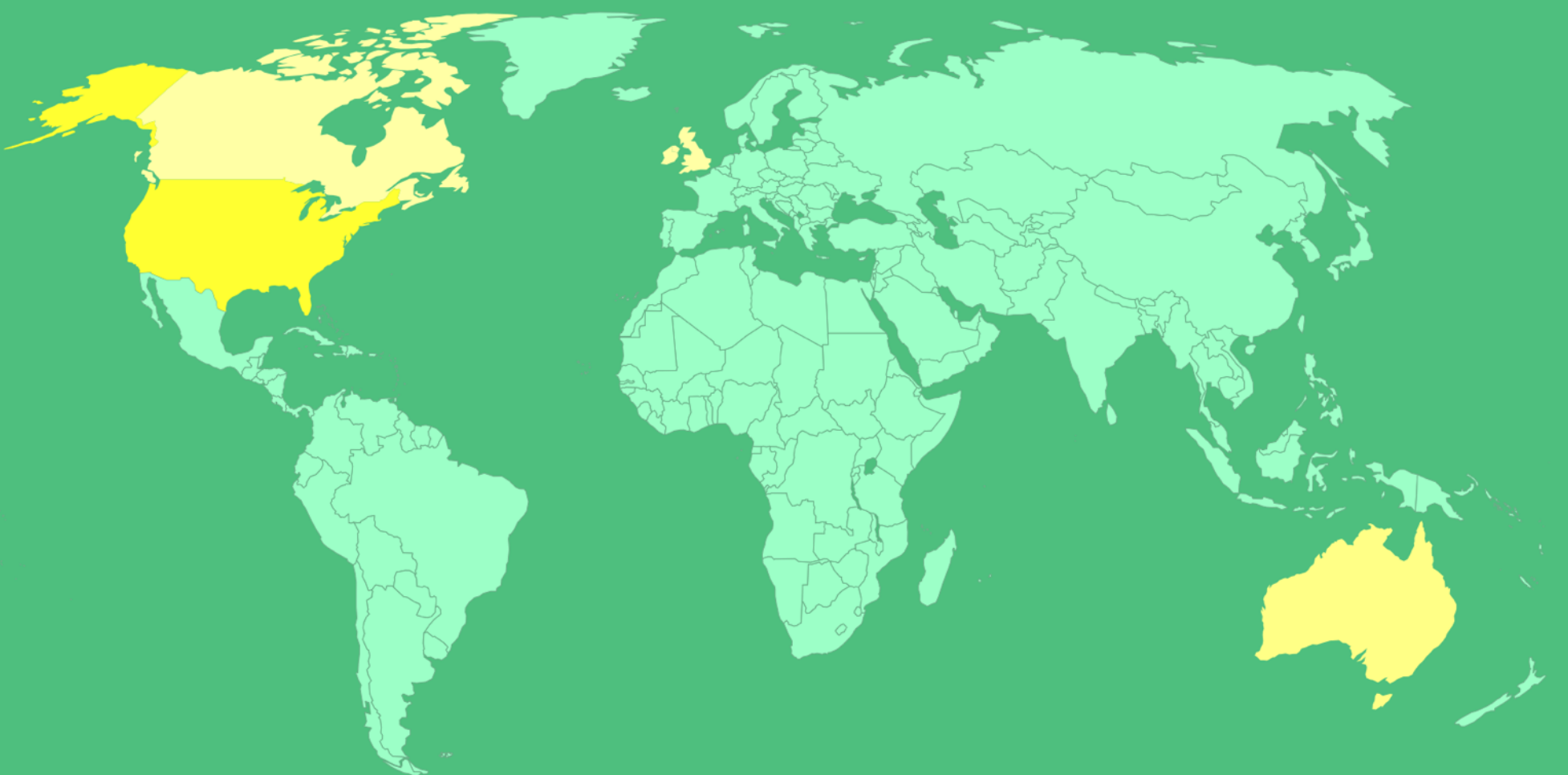
We expose our followers to exciting new experiences, such as hippo watching in the Okavango Delta.

Who listens to us?

Most of our followers are from the **United States** (40%) and **Australia** (20%) with **Canada** and the **United Kingdom** also being well represented (around 5% each).

However, we also have followers in **South East Asia** and the rest of **Europe**.

The bulk of our followers are aged **25 to 45** and over three quarters of our followers are **female**.



Blog & Social Media Statistics

Traffic to our blog has grown dramatically year-on-year and our social media following continues to grow strongly.

While we are active on multiple social media platforms, our strongest ones are **Instagram** (10.2K followers), **Twitter** (8.3K followers), **Pinterest** (9.0K followers) and **Facebook** (1.2K followers).

While much of our traffic is driven organically through search engines, we also receive almost **30% of our traffic** from **Pinterest** (267K unique monthly viewers), whose users are **predominantly female**.

29K

*Social Media
Followers*

18K

*Monthly
Visits*

33

*Domain
Authority*

Pinterest is a huge source of traffic for us. We love it!

How we can Help You
**WORK
WITH US**



We can help promote your business to our followers, just as we did for Sara Resort in Cambodia.

We'll help Promote your Business

We will work with you to help promote your business, whether it's by writing an **authentic review** of your product or service, by **sharing it with our social media followers**, or a combination of the two.

Whether it's testing out and **reviewing your travel product**, doing a **check-in post** for your hotel or promoting your **tour or experience**, there are plenty of ways that we can work with you to generate brand awareness or product buzz for your business.



We love promoting unique experiences, such as the Kuranda Scenic Railway in Queensland.

Who we've Worked with

Over the years we've partnered with a range of businesses to help promote their brands. We especially enjoy working with businesses that offer unique adventure or cultural experiences. We've also helped promote several hotels.

You can see some of the companies that we've worked with below.

If you'd like to work with us, please drop us a line at hello@freetworoam.com and let's see what we can achieve together.

