ATLAS & BOOTS OUTDOOR TRAVEL BLOG

Atlas & Boots is an OUTDOOR travel blog covering THRILLING ACTIVITIES in FAR-FLUNG PLACES be it swimming with whales in the South Pacific or trekking the great ranges of Asia. With a mixture of QUALITY PHOTOGRAPHY and ENGAGING EDITORIAL, A&B encourages readers to TRAVEL widely, to throw off ordinary lives and to go – arms wide open, caution to the wind – from COAST TO COUNTRYSIDE and everywhere in between.



BRAND AMBASSADORS



Atlas & Boots has a long working relationship with Lonely Planet. In 2017, founders Kia Abdullah and Peter Watson were enlisted as Lonely Planet brand ambassadors through its Trailblazers program.

PUBLISHING









ADVERTISING











Media brands the founders worked with prior to Atlas & Boots:









READER PROFILE

- Outdoor enthusiasts who enjoy nature and adventure but also a touch of luxury at day's end
- Boutique travellers seeking authentic adventures
- Exploration junkies obsessed with maps, great expeditions and legends of yore

A&B readers are educated professionals with a high disposable income and a substantial travel budget (over \$15,000 per year). They prefer far-flung destinations like Fiji, Cambodia, Zanzibar and Peru. They enjoy adventure and have an acute awareness of brands that reflect their self-image. They are ecoaware, discerning, gregarious and always open to new experiences.



- Age: 25-45
- Location: 31% US, 28% UK, 15% AUS, 26% ROW
- Education: To degree level
- Socio-Economic Group: ABC1



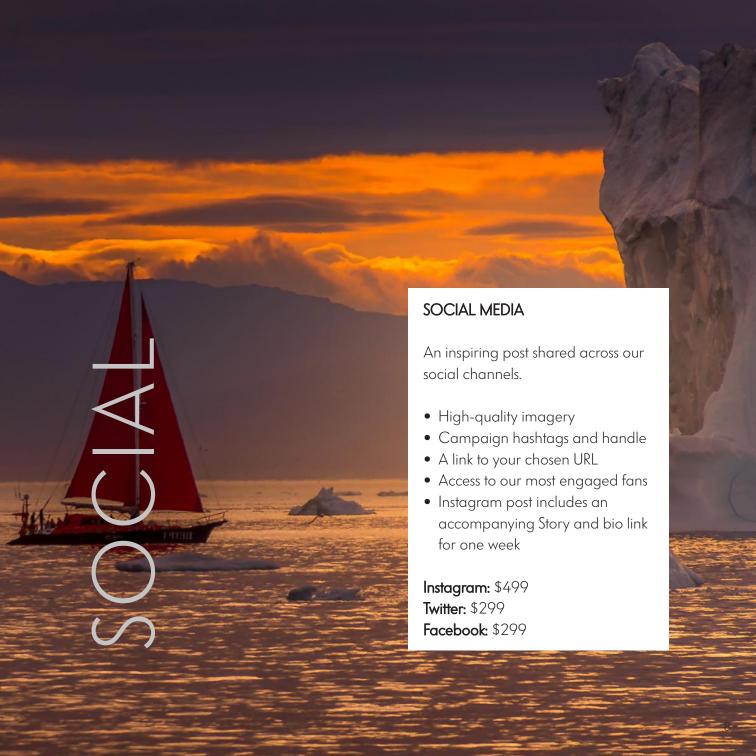


ADVERTORIAL

A tailored article designed to engage, inform and inspire our readers while showcasing the value your brand can offer them.

- Written in-house to ensure cohesion with A&B tone and style
- Includes professional photography
- Promotion to over 70,000 followers across social media
- In-depth keyword research ensures high rank in search
- Periodic re-promotion of posts brings new traffic to older pieces

Cost: \$999









G ADVENTURES

CONTENT

"The content Peter and Kia produce is always very high quality, not only do we love seeing coverage on their channels, but we enjoy hosting their beautifully produced content on our own."

PROFESSIONALISM

"These guys are the epitome of professional when it comes to working with bloggers and influencers. Deliverables are always cleared defined, and they provide regular updates on timing. Their professionalism should be the benchmark!"

RETURN ON INVESTMENT

"Atlas & Boots always exceed expectations and their deliverables/campaigns always surpass our aims. Working with influencers is predominantly a 'top of funnel' exercise, but we certainly see their audience engaging with our brand, and with them. 11 out of 10 – we will absolutely work with them again!"

Casey Mead

Global PR Lead, G Adventures

