ATLAS & BOOTS

OUTDOOR TRAVEL BLOG

atlasandboots.com

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.

PROFILE

Adventure 40%

Photography 5%

Luxury 10%

Gear & Tech 15%

Cuisine 5%

Nature 25%

CLIENTS

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:

READERSHIP

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 eco-aware, discerning, gregarious and always open to new experiences.

- **Gender:** 56% male, 44% female
- **Age:** 25-45
- **Location:** 31% US, 28% UK, 15% AUS, 26% ROW
- **Education:** To degree level
- **Socio-Economic Group:** ABC1

CIRCULATION

GROWTH

A&B launched in August 2014. Today, it has over **200,000 pageviews**, **175,000 sessions** and **150,000 unique users** per month *(Last updated: Jul 2024)*

Sessions	Users	Pageviews
175,901	158,655	205,819

SOCIAL FOLLOWING

Instagram:	50,000+
Twitter:	15,000+
Facebook:	5,000+
YouTube:	600,000+ views

ADVERTISING

SITE-WIDE ADVERT

- Allows clients to advertise next to highly relevant articles as well as A&B's entire wider audience
- Promotes brands to over 150,000 highly engaged readers a month
- Accompanied by editorial where appropriate

Cost (per month):
Sidebar: $599
End-of-article: $799

Dimensions
Sidebar: 300px x 250px
End-of-article: 620px x 120px

ADVERTISING

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

SOCIAL

SOCIAL MEDIA

An inspiring post shared across our social channels.

- High-quality imagery
- Campaign hashtags and handle
- A link to your chosen URL
- Access to our most engaged fans
- Instagram post includes an accompanying Story and bio link for one week

Instagram: $499
Twitter: $299
Facebook: $299

CAMPAIGN

CAMPAIGN

We run tailored campaigns to help you reach our audience on site and across social media. The example below is a campaign we ran with G Adventures.

Example: 13-Day Cycle Myanmar Tour with G Adventures

Pre-trip coverage

- 2 Facebook posts
- 2 tweets
- Mentions on Instagram Stories

On trip coverage

- 1 social update per day (examples here)
- 5 Instagram images (examples here and here)
- Instagram Stories throughout trip

Post-trip coverage

- 2 articles on Atlas & Boots (examples here and here)
- Multiple social media posts promoting the above
- Use of rights-free photography / videography produced

Cost: $7,000 in trip value

TESTIMONIALS

LONELY PLANET

CONTENT

"You can rely on Atlas & Boots to provide fantastic content that is thoughtful, well-crafted and inspiring. Natural all-rounders, Kia and Peter have provided us with top-notch feature articles, dazzling photography and engaging social media posts."

PROFESSIONALISM

"These guys over-deliver. Not only are communications professional and clear, briefs met and deliverables completed on time, they have been known to compile relevant links and content strands for us – a dream for busy editors/social media managers."

RETURN ON INVESTMENT

"We're always pleased with the standard of content we commission from Atlas & Boots. Most importantly, Kia and Peter's travel style and blog align with Lonely Planet's mission perfectly – and that's why we've established a long-term partnership with them via Lonely Planet Trailblazers."

Emma Sparks
Deputy Editor, lonelyplanet.com

TESTIMONIALS

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

TESTIMONIALS

ESWATINI (SWAZILAND) TOURISM

CONTENT

"We found all the content Atlas & Boots produced was superb – engaging text and beautiful images that gave very positive exposure."

PROFESSIONALISM

"Peter and Kia were a joy to deal with. Never demanding and always quick and clear in their responses. We always knew what was needed from us and what we would get from Atlas & Boots."

RETURN ON INVESTMENT

"The original posts and content were great and as good as we could have expected. The added bonus, which was entirely unexpected and almost impossible to quantify, was that Eswatini became a Lonely Planet 'Best in Travel' country for 2020."

Kelly White
Marketing Director, Eswatini Tourism Authority

TESTIMONIALS

EXPERIENCE OMAN & LASTMINUTE.COM

CONTENT

"We were were really impressed with all the content Kia and Peter produced for the Experience Oman and Lastminute.com campaign – it's stylish and creative."

PROFESSIONALISM

"Kia and Peter are incredibly professional and they were a pleasure to work with from start to finish. We hope to work with them again in the future."

RETURN ON INVESTMENT

"Kia and Peter more than met the project requirements and went the extra mile wih deliverables. We were all really happy with how everything turned out."

Zoe Poulton
Account Director, Four Communications

TESTIMONIALS

HERTZ

CONTENT
"We found all the content produced by Atlas & Boots during our partnership to be of exceptionally high quality and were extremely happy with the results."

PROFESSIONALISM
"Peter and Kia are friendly, professional and very easy to communicate with from beginning to end. They are quick to respond to emails and answer questions, as well as being flexible and open with their travel plans and content. "

RETURN ON INVESTMENT
"This partnership was definitely worthwhile in terms of social media exposure and content produced. We would love to work with Atlas & Boots again."

Harriet Hall
PR and Communications Executive, Hertz Australia

HOTELS

Sheraton

RELAIS & CHATEAUX

Montpelier
PLANTATION & BEACH

HÔTEL DE LA PAIX

RAFFLES

Likuliku
LAGOON
FIJI

BEACHCOMBER
RESORTS & HOTELS

MÖVENPICK

CURTAIN BLUFF
Antigua . West Indies

Hotels we have worked with

CONTACT

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