

# MEANS TO TRAVEL

## MEDIA KIT - JANUARY 2024



ELIZ ARMSTRONG ZACARIAS



# ABOUT MEANS TO TRAVEL

**Welcome! What's Up, Travelers!**



I'm Eliz (short for Elizabeth), and I founded 'Means To Travel' in 2018 to help people travel more meaningfully, and find the means to do so!

After completing my degrees in Marketing and International Business from IU's Kelley School of Business, I spent eight years working at several global media agencies representing brands such as Microsoft, Olay, Pantene, Ferrero, and Nikon.

However, I have always loved creating my own work. As a result, I started Means To Travel to share my travel tips about destinations, provide helpful product reviews, and disclose tried-and-true packing hacks to help travelers with planning, budgeting, and beyond!

My audience is a global community of people who are passionate about travel and always planning their next trip! Hope to see you tag along!

## Primary Media Channels:



[Youtube.com/MeansToTravel](https://www.youtube.com/MeansToTravel)



[@meanstotravel](https://www.instagram.com/meanstotravel)

## Secondary Media Channels:



[MeansToTravel.com](https://www.meantotravel.com) (blog)



[Facebook.com/MeansToTravel](https://www.facebook.com/MeansToTravel)



[@meanstotravel](https://www.twitter.com/meanstotravel)



[@meanstotravel](https://www.pinterest.com/meanstotravel)



<https://www.threads.net/@meanstotravel>



# JANUARY 2024 MONTHLY ANALYTICS



8,841

Subscribers

23.8K

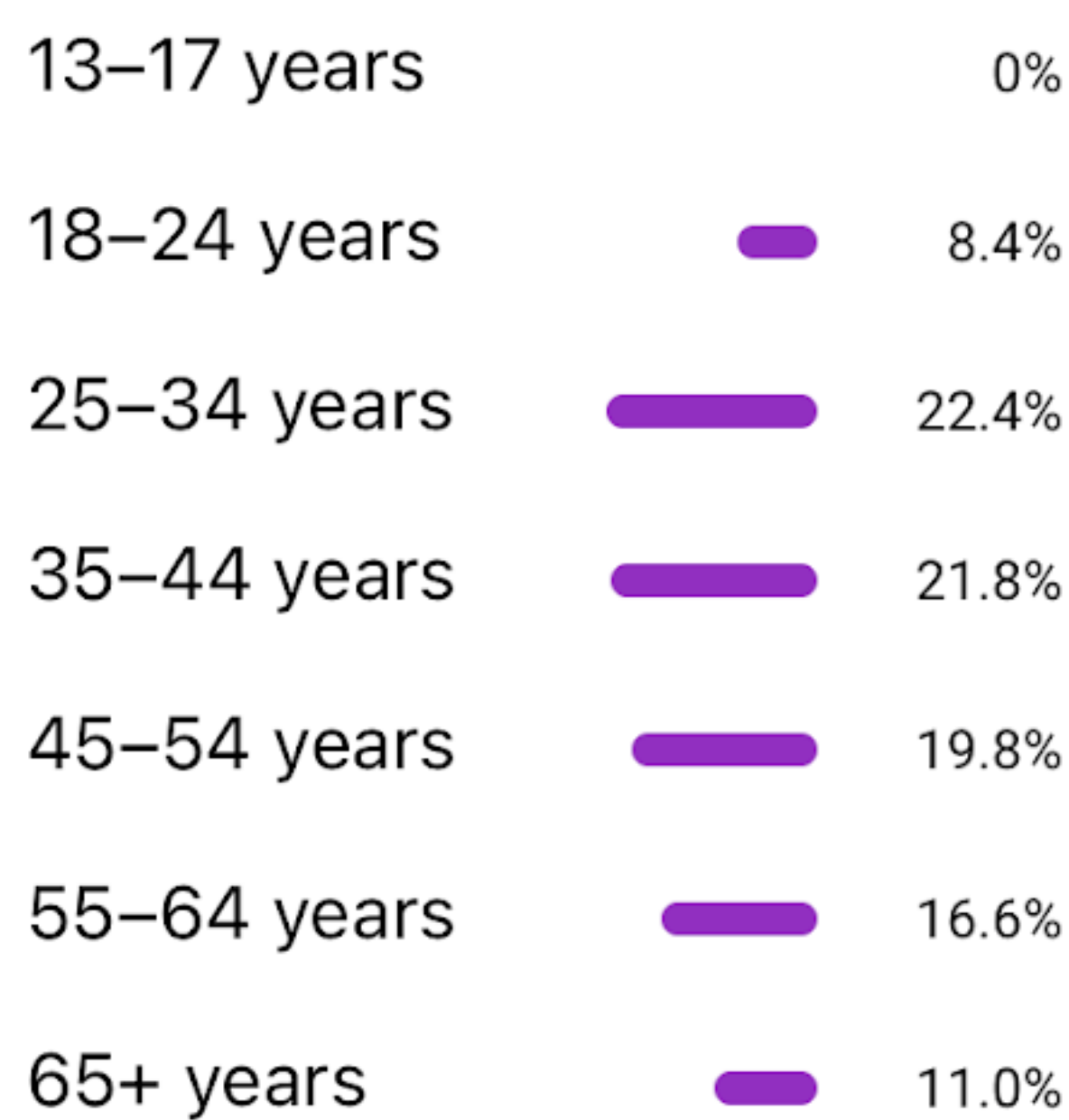
Monthly Views

274.2K

Monthly Impressions

## Age

Last 28 days · Views



## Age and gender

Views · Last 28 days



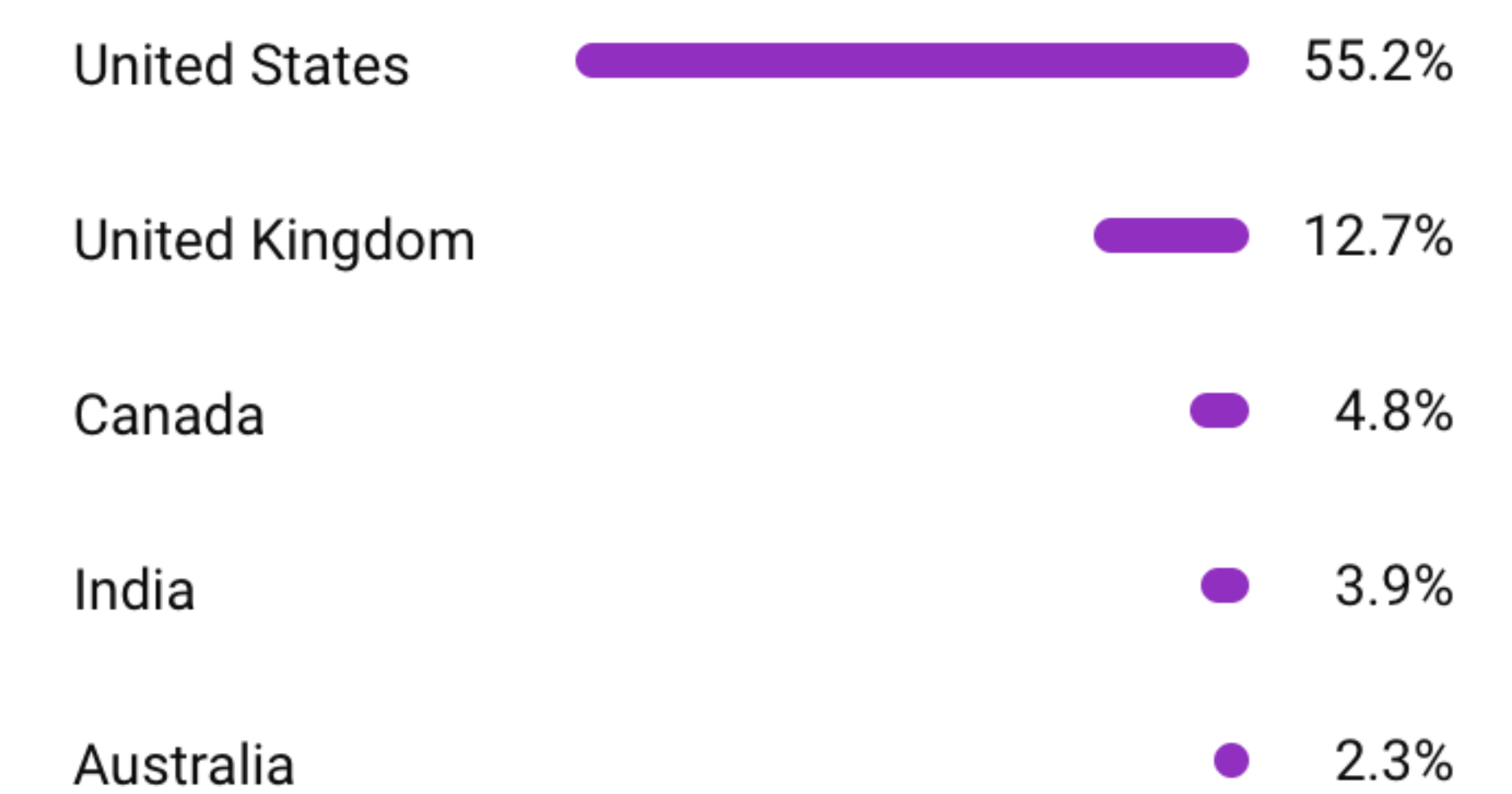
## Watch time from subscribers

Last 28 days · Watch time (hours)



## Top geographies

Views · Last 28 days



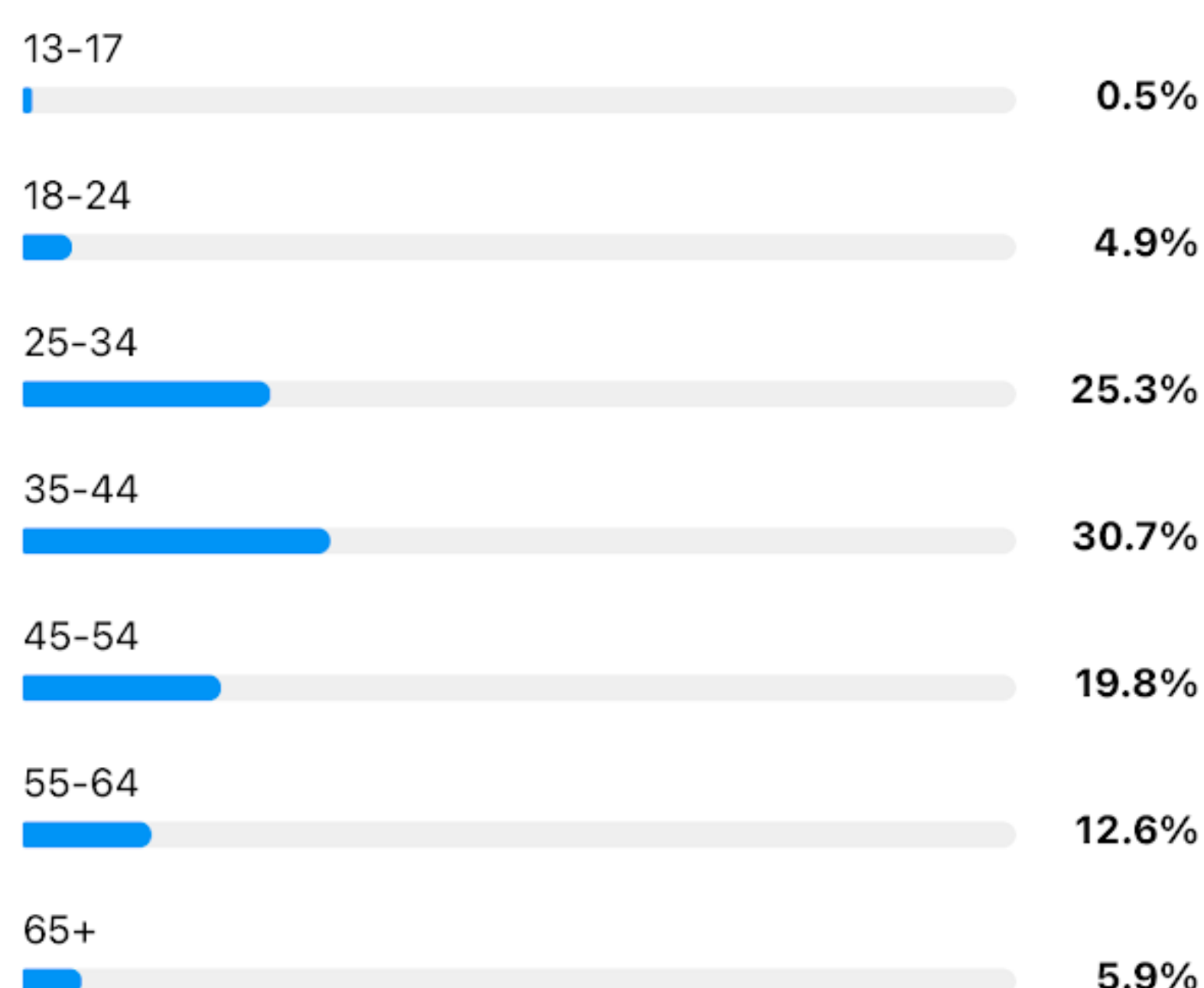
5,564

Followers

## Age Range

of your followers

All Men Women



## Gender

52% Men

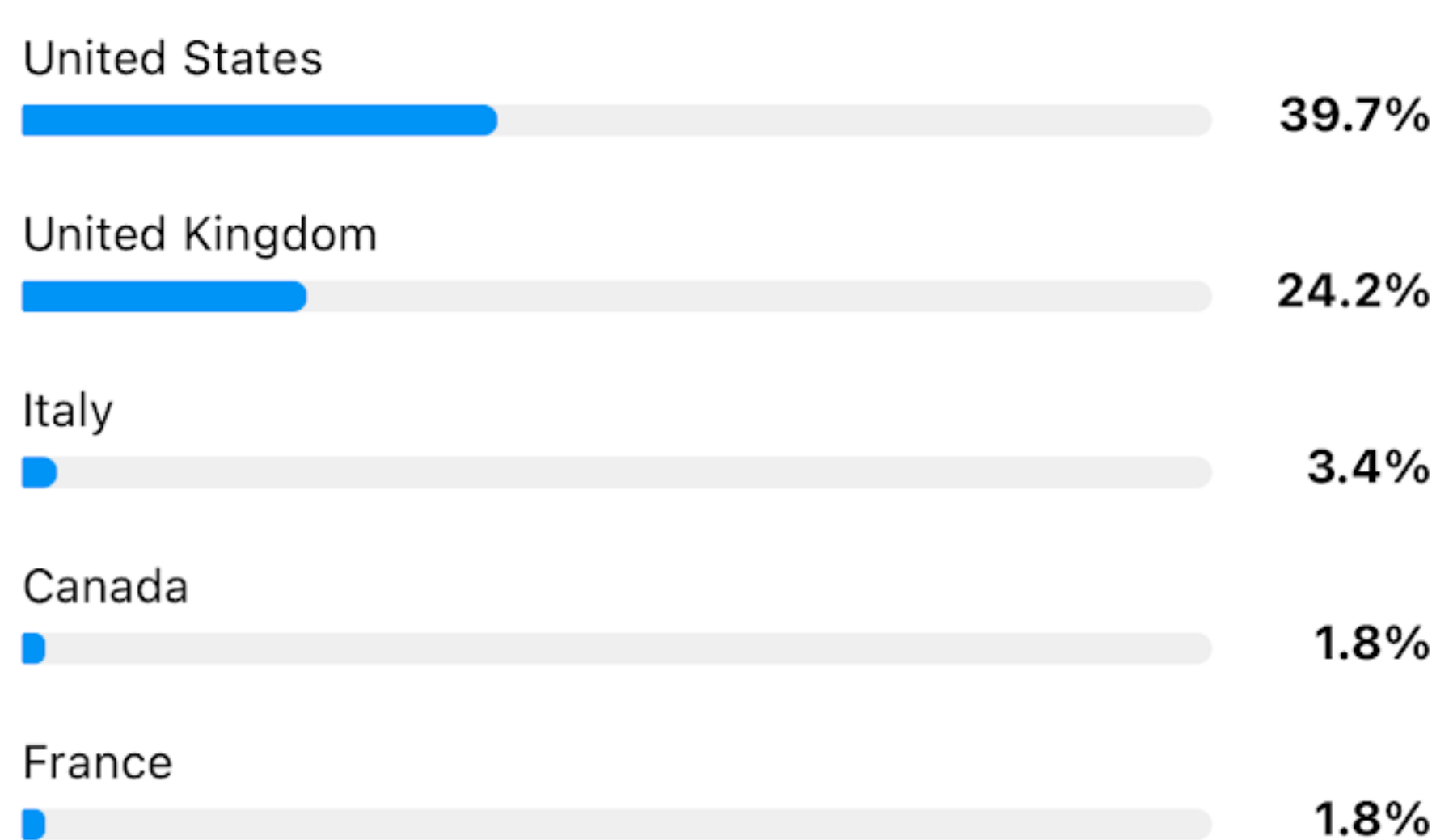


47.9% Women

## Top Locations

of your followers

Cities Countries



## Top Locations

of your followers

Cities Countries



# PREVIOUS BRAND PARTNERSHIPS

## Tripped Travel Gear - November 2022



- (1) Dedicated Youtube Video Review  
- 967 views, 66 likes
- (1) Sponsored YouTube Gift Guide  
- 5,032 views, 248 likes
- 73% trackable ROI generated for the brand
- Dozens of clicks to each product page

## Trip Map World - November 2021



- (1) Dedicated Youtube Video Review
- Added Value: YT Listicle Video Mention, Instagram Post, Social Promotion
- 5% off Custom Coupon Code for followers
- 134 Custom Landing Page Visits
- 246 Views, 36 Likes

## Chester Luggage - August 2019



- (1) Dedicated YouTube Video Review
- Added Value: Social Promotion
- 10% off Custom Coupon Code for followers
- 1,527 Views, 39 Likes
- 17 Custom Landing Page Visits

## Visit Bloomington - May 2019



- (1) Hosted Trip to Bloomington, IN
- (1) Dedicated Blog Post
- Added Value: YouTube Travel Vlog
- 5,363 Views, 76 Likes

# LET'S CONNECT!

**Send me an email for business & press inquiries!**

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