

The Petite Wanderer

Media Kit



Hi, I'm Kerry!

I am a Baltimore-based travel blogger, micro influencer, and photographer. I've traveled to over 25 countries and countless cities, showcasing them on my blog and my Instagram profile.

My goal is to encourage young women to get out of their comfort zone, and travel to new and unfamiliar places.

thepetitewanderer.com



Audience Statistics

Instagram Stats

16,000+ Followers



20% USA
5% UK
4% India
4% Colombia

Age

18-24 33%
25-34 45%
35-44 12%

Gender

72% Women
28% Men

Engagement

Engagement Rate: 13.4%
Avg. Likes: 1,100-1,500
Avg. Comments: 200-300

Other Social Media



4,600



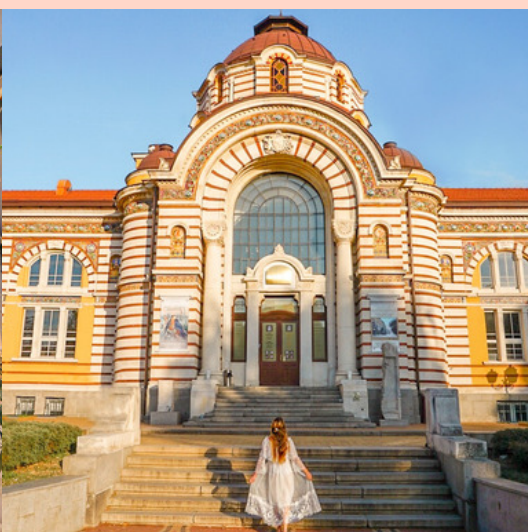
**130,000
Monthly
Reach**



190



**2,000
Monthly
Page views**



Services

Instagram Post

If you would like to showcase this destination to my 16K+ follower base, I will create and upload beautiful high quality imagery featuring it. Each post will tag your company in the photo and mention it in the caption.

Blog Post

For an in-depth promotion, I will write a detailed blog post about this destination on thepetitewanderer.com. Blog posts will include 5+ high quality images, and will be advertised on Instagram stories and repeatedly pinned to Pinterest.

Instagram Stories

Instagram stories allow me to connect with my followers in a more relaxed, one-on-one manner. My story viewers are my most engaged audience members, and the most willing to make a purchase based off my recommendation. For each story, I can tag your company and/or provide a swipe-up link to your website.

Content Creation

I will create a content pool of 20-30 high quality photos featuring this destination. You will own the rights to these images, and you can use them on your own social media and website for your own advertising purposes.



Let's Get in Touch!

Email me at
petitetraveling@gmail.com

Social Links

<https://twitter.com/PetiteWandering>

<https://www.pinterest.com/thepetitewander>

<https://www.facebook.com/thepetitewanderer>

<https://www.instagram.com/the.petite.wanderer>

