



WildJunket.com is an award-winning travel blog written by professional travel writing and photography team, *Nellie Huang* and *Alberto Molero*. It has won substantial recognition from the travel industry with a track record in ranking and online presence. Nellie and Alberto have worked with numerous tourist boards and tour operators and her coverage on WildJunket.com has produced positive results in promoting a brand/destination.

Accolades

- #3 on Google US Top 100 Travel Sites.
- #20 on Google UK Top 100 Travel Sites.
- #12 on Top 100 Independent Travel Websites.
- #7 on GotSaga's Europe's Best Travel Blogs.
- #22 on TravelPod's Top 100 Travel Blogs.
- 9 Most Successful Travel Bloggers of 2010 (OTP).
- 10 Stand Out Travel Bloggers (FirstChoice).

Influence on Social Media

Besides gaining a large following through her blog, Nellie is also a respected influencer through various social media platforms.

- **Ranked #5 on Top Online Travel Influencers list**
- **Voted as one of GotSaga's Top 10 Travel Tweeps of 2010**
- **Featured on Huffington Post as one of the Top Travel Twitterers**
- Twitter @WildJunket: **20,191** followers
- Facebook @WildJunket: **6,200** followers
- Also found on FourSquares, StumbleUpon, Flickr and Pinterest.

How Many People Read WildJunket.com?

**Statistics reported by Google Analytics for the period of May 2012.*

- Monthly Unique Page Views: **86,690**
- Monthly Unique Visits: **60,620**
- Number of regular subscribers: **1,490**
- Alexa ranking: **53,720** (global)

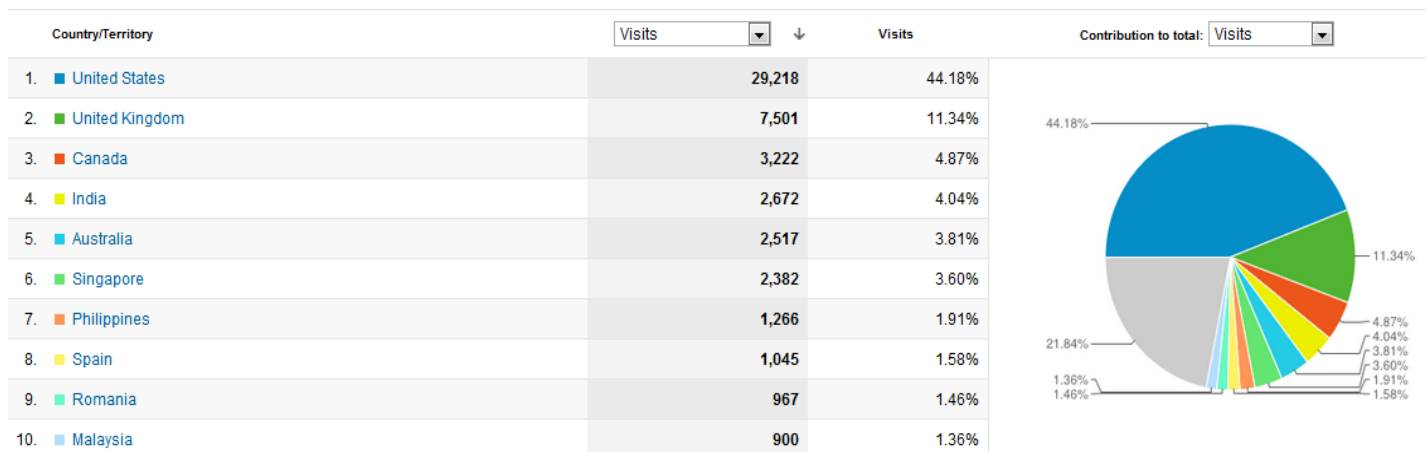
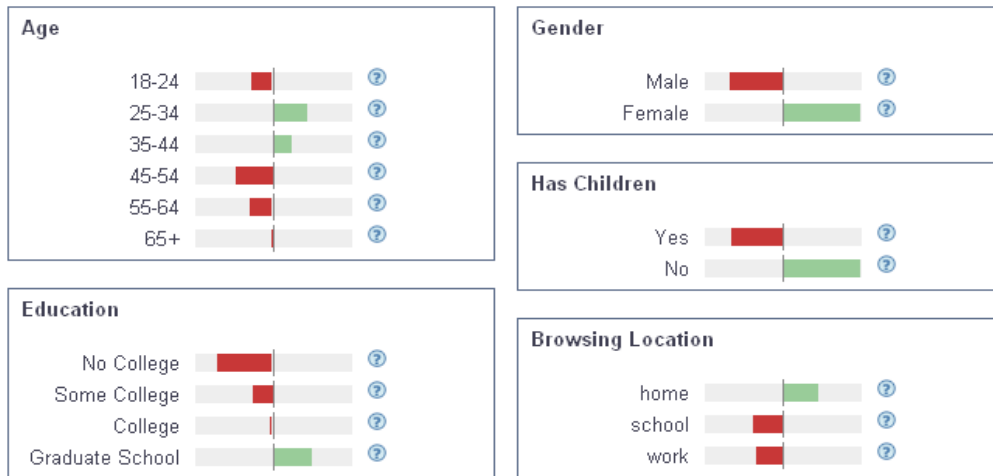


Who Reads WildJunket?

- Main readers: 25-44 age group, female, graduate-school educated.
- 45% from the US, 11% from UK and the rest from Canada, Australia and India.
- Active travelers who travel twice a year, each time for at least 2 weeks.
- Annual income group: US\$40,000-70,000

Audience Demographics for Wildjunket.com

Relative to **the general internet population** how popular is wildjunket.com with each audience below?





Syndication:

My blog posts are syndicated by the following websites. This means that my blog posts are also published on these sites, reaching an even bigger audience:

- *Lonely Planet*
- *Top Europe Travel Content*
- *Tips from the T-List*
- *Daily Brainstorm*
- *Visit Britain Superblog*

Why Partner with WildJunket?

If you're looking to leverage an established brand or destination, WildJunket provides an excellent platform to reach out to an extensive group of audience. Blog content/ links on WildJunket are permanent and have a longer shelf life and thus press trip coverage is guaranteed long-term exposure.

For each press trip, Nellie provides coverage through three channels:

- 7-10 blog posts on WildJunket.com (vary according to requirements)
- Feature article on new digital magazine *WildJunket Magazine*.
- Print publication (refer to **nellichuang.com** for a list of publications)
- Social media (mainly Twitter, Facebook and Pinterest)

To see examples of press trip coverage on WildJunket, click on these links:

- [China Odyssey Tour](#) (May 2012)
- [Philippines Press Trip](#) (Feb 2012)
- [Africa Overland Expedition](#) – G Adventures (Dec 2011)
- [South Africa Press Trip](#) (November 2011)
- [Iceland Press Trip](#) (August 2011)
- [The Arctic Expedition Cruise](#) - G Adventures (Jul 2011)
- [Jordan Press Trip](#) (May 2011)
- [Costa Brava Blog Trip](#) (Apr 2011)
- [Tuscany Blog Trip](#) (Feb 2011)
- [Borneo FAM Trip](#) (Jan 2011)
- [Thailand Medical Tourism Blog Trip](#) (Dec 2010)
- [Jeju Island Blog Trip](#) (Nov 2010)
- [Wales Blog Trip](#) (Sept 2010)
- [Alaska Press Trip](#) (Oct 2010)



Here is a case study showing the statistics from the Wales Blog Trip organized by **Visit Britain**.

Case Study: Wales Blog Trip

- 6 Bloggers generated 50 blog posts over 12 days, with 1021 comments from readers.
- Received over **101,200 unique readers** from the 6 countries in 12 days.
- **2 million followers** on *Facebook*, *Twitter*, *Youtube* and the trip's microsite (created to profile the bloggers and increase the outreach of the campaign).
- Several traditional publications also interviewed the bloggers or featured the event: *Yahoo HK*, *Oriental Times* (#1 newspaper in HK), *Hindustan* (India's #2 newspapers) and *Naver.com* (South Korea's main search engine). Total outreach from traditional media: **8.1 million**.

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