





ABOUT WILDJUNKET

WildJunket was originally created by Singaporean-born travel writer, Nellie Huang, as an adventure travel blog in 2008 to share her travel stories with friends and family. It has since evolved into a platform to connect travelers who are deeply curious about less-explored parts of the world and a resource for those who are planning epic adventures.

On this website, Nellie shares practical guides, tips and stories from her open-ended journey to every country in the world. As a mother, she also wants to show the world that life doesn't end when you have babies — you can still continue to have adventures and explore the world, even with a family. Ultimately, she hopes to inspire you to get off the conventional trail and seek out extraordinary experiences through this website.

WHY WORK WITH WILDJUNKET

Since its founding, WildJunket.com has evolved from a simple travel blog to an award-winning resource that has helped and inspired many people to travel in bold, new ways and go off the beaten trail. It has become a widely recognised brand that people trust and an authority in the adventure travel blogging world.

Today, WildJunket.com has a readership of over 120K+ individuals per month and a social media following of around 200K. I have a dedicated and engaged audience with a keen interest in outdoor adventures, unusual destinations and deep immersive experiences. They are mainly professionals with an annual income of over \$100,000, based in the US, UK and Australia. Their interest lies in off-the-beaten-path adventures, such as wildlife safaris, polar expeditions and long treks.

This travel blog and my writings have been featured on BBC Travel, CNN Travel, National Geographic, Lonely Planet, Rough Guides, Huffington-Post, Channel News Asia, amongst others. WildJunket.com has also been named as the Top Travel Blog by Explorer's Passage.

If you're looking to leverage an established brand or destination, WildJunket provides an excellent platform to reach out to a targeted group of audience.

- Monthly Pageviews: 130,000+
- Monthly Unique Visitors: 80,000+
- Domain Authority: 47
- Page Authority: 56
 - Average Bounce Rate: 40.39%
- Average Visit Duration: 02:38 min

Female 53.43%

Male 46.58%

25-34: 30.43%
18-24: 28.99%
35-44: 13.33%
45-54: 1.88%
55-64: 8.70%
65+ : 6.67%

A row of five social media icons with their respective follower counts. From left to right: Facebook (17,000+), Twitter (77,000+), Instagram (17,000+), Pinterest (5,000+), and Google+ (12,000+). Below each icon is the handle @WildJunket and a link to their profile page.

Top 100 Social Media Experts on Twitter — Evan Carmichael • Top 100 Travel Tweeters of 2016 — True Nomads • Top Travel Twitter Accounts to Follow — Triplt
15 Instagrammers to Follow in 2016 — Holiday Lettings • Best Instagram Accounts to Follow — Ixigo





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Top 17 Travel Blogs to Follow in 2017 - DiscoverCorps

Best Travel Blog — National Geographic Traveller Reader Awards 2016 nominee

Top 50 Travel Bloggers - Travelocafe

130 Best Outdoor Blogs — 2016 Winfields Outdoors

Top 8 Adventure Blogs — 2016 Explorer's Passage

Top Travel Blogs to Watch — 2015 Oyster Worldwide

Top 100 UK Travel Blogs — 2015 Discountmyflights.co.uk

Top 100 Travel Photographers in the World — 2015 Chilli Sauce

Top Adventure Travel Blogs — Tripping

Top Travel Blogs by Adventure Travelers — Lastly

For more details, go to wildjunket.com/press.

FEATURED IN: (Please place logos of these publications below)





JOURNALISTIC MEMBERSHIP:

I am a verified member of the following official associations:

- Adventure Travel Trade Association Media
- International Travel Writers Alliance
- International Food, Wine and Travel Writers Association
- Professional Travel Bloggers Association

FORMS OF COLLABORATION:

- Brand ambassadorship — Want to put a face to your brand? I can help to reach out to your target audience.
- Social media campaigns — Get more visibility on social media by leveraging my following.
- Press trips — I only accept press trip invitations that fit my brand and add value to my audience.
- Content creation — Let my professional writing and photography background help in your campaign.
- Contest or giveaways —
- Product, brand or hotel reviews
- Social media or brand consulting — I can provide social media strategies and manage your social media accounts and produce tangible results.
- Advertising banner — Varying size of banner placed on right-side bar of homepage.
- Sponsored post — Authentic, original content written by myself as a form of advertorial.

BRANDS I HAVE WORKED WITH: (Please place logos of brands below)

Discover Kyrgyzstan – World Nomad Games bloggers trip in Sep 2016
Moneysupermarket No-Luggage Challenge – campaign in June 2016
Faroe Islands Tourism Board – individual press trip in May 2016
Lonely Planet and Skyscanner Assignment – campaign in Feb 2016
Cape Verde Experience – individual press trip in Jan 2016
Cyprus Tourist Office – bloggers trip in Dec 2015
Visit Palm Springs – press trip in Dec 2015

LONG-TERM PARTNERSHIPS AND BRAND AMBASSADORSHIPS:

- G Adventures' Wanderer in Residence – Between 2011 and 2015, I worked with Canadian small-group adventure tour operator, G Adventures, as their ambassador. I've represented them on social media and at conferences, and I've joined many of their tours to share my experience here. To date, I have traveled with them to Antarctica, Arctic, Brazil, New Zealand, Nepal, Mongolia, Cuba and southern Africa. Here's more info on our collaboration.
- Lonely Planet's Pathfinders – I have been a member of their Pathfinder program since 2013 and worked closely with them on several projects. Besides contributing regularly to Lonelyplanet.com, I have gone on assignment for them to Transylvania, co-hosted their #LPchat on Twitter, and shared live updates on their Snapchat and Instagram accounts.
- Adventure Travel Expo's Ambassador – As a new ambassador with Adventure Travel Expo, I contribute to their website and also hope to work with their partners in the long run.
- Eagle Creek's Ambassador – Having been appointed their brand ambassador in 2015, I review Eagle Creek's products on a regular basis and test them out on the road.



BRANDS' TESTIMONIALS

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Nellie is a valued member of Lonely Planet Pathfinders. With her winning combination of travel wisdom, social media know-how and storytelling skills, she knows how to engage and inspire travellers – all while hitting deadlines and meeting briefs. She is a true professional and a delight to work with.

— Emma Sparks, Deputy Editor of lonelyplanet.com

“

Nellie's affinity to the adventure travel market makes her a natural fit for G Adventures. Her creativity and energy allow a dynamic interaction with our audience. Nellie has been a brand ambassador for G Adventures and has helped to facilitate destination campaigns and contests as well as providing engaging editorial content for the G Adventures blog. A true pleasure to work with, professional, positive and courteous at every exchange.

— Sacha Mlynek, Marketing Specialist for G Adventures

“

Nellie, from WildJunket, is one of the first bloggers that we hosted in Costa Brava. She produced great quality content from different angles. She was always looking for a story to tell, and something different from the rest of the team. She is very responsible and always committed to their passion and job. One of the most outstanding strengths is that she always thinks about the brand that she works for, so you end up with an excellent multimedia content, aligned with the values of your brand. She is a happy person, and working in a group she brings enthusiasm to the rest of the group.

— Jaume Marin, Marketing Director of Costa Brava Tourism

“

Nellie was one of the first bloggers invited to Jordan as part of a big promotional campaign to promote the destination. She was fun to work with and very professional. The content she provided was some of the highest quality to come out of the campaign. Nellie is very hardworking, focused, and knew what she wanted and communicated it well. It was a delight to work with her and I am happy to recommend her.

— Reine Gammoh, Marketing and Social Media Strategist at Jordan Tourism Board

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It was a great pleasure to work with Nellie in a large-scale, innovative project for Valencia Tourism. She's got special sensibility to turn emotions and feelings into words to describe travel experiences that captivate readers. She is tremendously participative and easy going, always interested in understanding local aspects in order to deliver accurate information to her audience.

— Arantxa Ros, Marketing Strategist for several travel and tourism companies

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READERS' FEEDBACK

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Nellie is so inspiring! Her adventurous spirit and dedication to sharing her experience of the world with her readers is admirable.

— LJ Lee, USA

“

Nellie, thanks for being such a morale booster and a HUGE inspiration! Your post was a kick in the butt for me, to relook at the standards I am setting for my own life. You should really consider writing a book on your experience and get the word out to more people, seriously! I want to reserve a copy of that book please.

— Fong May Soon, Singapore

“

I came across your website and really love the idea! Because you guys work hard to achieve your dream and build a lifestyle around your dream, you've inspired me a lot! I really want to follow in your footsteps! Thank for inspiring me!

— Vicky Gibson, Australia

“

Your blog posts on Georgia and Armenia have inspired me to go there next summer! I was hesitant about visiting because of safety issues, but after reading your blog, I'm confident that it's safe. I've just booked my flights there, thanks to you. Can't wait!

— Richard Schultz, Canada



CONTACT ME

Please leave me a message here and I'll respond with my corresponding rates and info. You can also email me at nellie@wildjunket.com.

Thank you and I look forward to working with you!

