

# UNPOCO DESUR

MEDIA KIT - JULY 2017



# HOLA!

**We are Valentina & Jesper** a multicultural couple travelling the world together for 5 years.

Valen is 29 y.o and Colombian born, she spent half of her life in Barcelona and have lived in 5 different countries. (speaks Catalán, Spanish an English fluently and can survive with Italian and German) her education as graphic designer and photographer are a great asset for a multidisciplinary project. She has worked as SEO consultant for international brands such as Delivery hero, Merqueo or Estrella Damm and is the managing director of [hispanictavelbloggers.com](http://hispanictavelbloggers.com), the first professional association for spanish speaking travel blogs.

Jesper is 30 y.o German born and in love with Scotland. He speaks German and English fluently and his spanish skills are better year after year. As a social worker Jesper is the human part of the team, he loves to talk, discover and share human stories focusing on storytelling and real experiences. He is also a great chef and loves to embrace new flavours.

Un Poco de Sur is an **outdoor, culture, adventure travel blog** and our main project since 3 years ago. The main language is Spanish but we also produce content in English and German. We travel while working as digital nomads with our Marketing and Design agency while we move in March 2017 we will be starting a long roue through Asia.

## FEATURED IN

El Comercio

e**COLOMBIANO**

UPSOCL

Naciódigital  
DES DE 1999



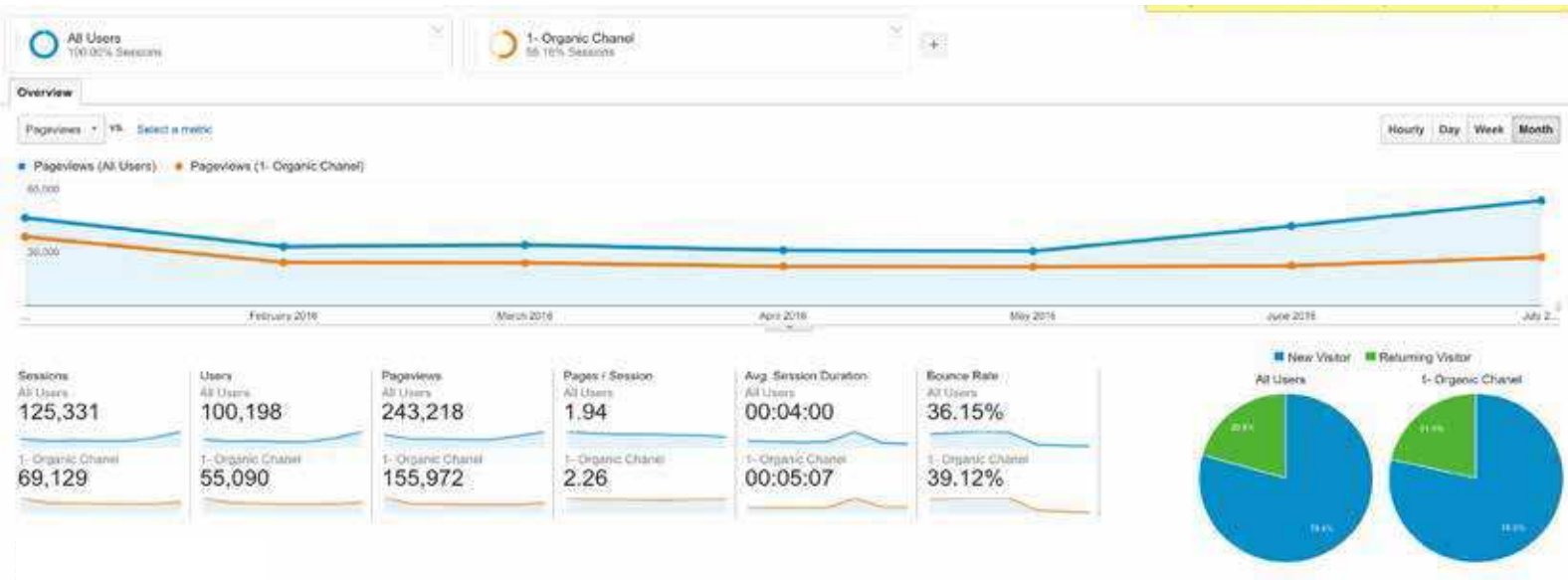
UNPOCODESUR.COM

## WHY US?

- 1 Unpocodesur has grown during the last two years to become a trusted source of information for all kinds of travellers and we are working hard to keep improving our results.
- 2 We own a huge directory of original quality pictures of all our destinations. (yes, we can also do video!)
- 3 We have proven professional experience on online marketing (SEO, Social Media, SEM, Display and Email Marketing) <https://www.linkedin.com/in/valenc>
- 4 We can write in Spanish, English, German and Catalan. We create freelance content for Skyscanner and UPSOLC and we have been featured in many newspapers and magazines
- 5 Our audiences come from all around the globe: Spain, Colombia, Argentina, Chile, México, Germany and USA
- 6 We travel with our photography, video and editing equipment.
- 7 We work and travel on the road allowing us to be self-sufficient.



# SO WHAT ABOUT NUMBERS?



**40.500** Average Monthly pageviews  
**21.000** Average monthly sessions

### Huge user engagement:

15% Bounce Rate  
 + 5:00 minutes on site per visit

### Visitors come from:

Spain: 22%  
 Colombia: 19%  
 Argentina: 17%  
 Chile: 12%  
 EEUU: 7%  
 UK: 5%

**55%** WOMEN  
 18-34 y.o  
 College education  
 Spanish / English

**45%** MEN  
 18-34 y.o  
 College Education  
 Spanish / English

### We can agrupate our visitors in these categories:

Backpacking | Outdoor travel | Independent Travel  
 Slow travel | Adventure travel | New experiences  
 Cultural travel | Local discoveries | Responsible tourism

D.A 31 - Moz Trust 5.79

## ALREADY TRUSTED US



**11200** Likes

**2130** Followers

**2200** Mail Subscribers

**12000** Followers

## OTHER PLATFORMS

### <http://nomadadigital.org>

We founded and manage a community for spanish speaking digital nomads launched on the 1st of sep 2015 with already more tan 1400 members (registered) and 25.000 unique visitors per month, 4600 facebook followers and growing fast

### Skyscanner LATAM Blog

<https://www.espanol.skyscanner.com/noticias/>

# SEO REPORT

Organic is our main channel. We focus on the creation of Evergreen content that will benefit you destination or brand on a long term run.

Please give a look to our actual rankings for strong terms in Google Spain from 16 March 2017 we cover the top 5 positions in important travel related terms from content created more than 3 years ago.

Our content from Europe (2015) is ranking quickly being in second page already and our main goal is to produce valuable SEO content also for Asia along this 2017

Keywords <span>48</span>	Un Poco de sur	Check date
vivir en berlin Europa	1	03/15/17 15:14
viajar por sudamerica Sudamérica	1	03/15/17 15:20
viajar sudamerica	1	03/15/17 15:04
como llegar al parque tayrona Sudamérica	1	03/15/17 15:28
mochileros argentina	1	03/15/17 15:20
mochileros bolivia	1	03/15/17 15:08
Mochileros colombia	1	03/15/17 15:24
viaje por sudamerica	1	03/15/17 15:22
Mochileros chile	2	03/15/17 15:07
curiosidades argentina Sudamérica	2	03/15/17 15:08
ruta por sudamerica	2	03/15/17 15:06
Mochileros sudamerica	2	03/15/17 15:15
Viaje sudamerica	2	03/15/17 15:22
Viajar a bolivia Sudamérica	4	03/15/17 15:09

# THE ROUTE 2017

## PHASE I



12 April arrival to Tehran

### IRAN: 45 DAYS

- 1 **Tehran** . And surrounding areas
- 2 **Sanandaj** . And surrounding areas
- 3 **Isfahan** . And surrounding areas
- 4 **Shiraz** . And surrounding areas
- 5 **Hormuz Island** .
- 6 **Yadz** . And surrounding areas
- 7 **Kerman & Bam** . And surrounding areas

### PAKISTAN: 45 DAYS

- 8 **Quetta** .
- 9 **Multan** . And surrounding areas
- 10 **Islamabad** . And surrounding areas
- 11 **Fairy Meadows** . And surrounding areas
- 12 **Lahore** . And surrounding areas

### INDIA: PHASE II STARTING POINT

- 13 **New Delhi** .

Future travels: India, Nepal, Bangladesh



## WHAT DO WE PROVIDE?

**Editorial Coverage** – Show a real experience of your product or service on location. When a good fit with our audience, we would love to share our experience with our readers. **There is no charge for this service**, but note that travel for two people, transport from wherever we are located and all expenses should be covered. Example: <http://unpocodesur.com/salar-de-uyuni-guia-completa-con-precios/>

**Social Media Coverage** – Have us sharing experiences live with readers through a variety of social media platforms (Facebook, Instagram, twitter and Youtube). There will be clear mentions of your brand, such as links to your social media channels and/or campaign hashtag(s) where relevant. **This service starts at 250€ per day**. If campaigns are longer than a week prices can be arranged. Example: #NBEEExperience in social networks <https://www.instagram.com/p/BPYZFuCBzn9/?taken-by=unpocodesur>

**Sponsored Content & Advertisement** - Un Poco de Sur can cover specific brand messages that are of interest to our followers. Sponsored content retains editorial control, **this service starts at 300€**. Advertisement content will have final text available for preview, this service starts at 400€ a extra fee. Content is always written by us, any Follow link to be included will be an extra cost. Example: <http://unpocodesur.com/un-paseo-por-las-paredes-de-camden-y-su-arte-urbano/>

**Product Reviews** – What better than having your product tested then by true travellers? We offer honest reviews of travel items such as backpacks, suitcases, sleeping bags, clothing & shoes, outdoor gear, health & beauty products, books, electronics and some gadgets. **There is no charge for this service**, although we do charge for additional video material and social media shares. This service starts at 200€.

**Sponsored Giveaways and Competitions** – A great way to engage with our readers is to provide a giveaway of appropriate value and brand nature to our readership. Typically, giveaways have a lifespan of 15 days and they are promoted through our social media platforms and emailed to our newsletter subscribers twice. **This service starts at 300€**.

**Photography** – Are you looking for high-quality photography of your destination, product or service? Un Poco de Sur is available for a variety of work to be used in your media bank or for social media and print use. **This service starts at 200€** and depends on the licensing needed and the amount of media.

# JOIN THE ADVENTURE!

## Ready to work with us?

We will be present at the ITB Berlin 2017 so don't hesitate to schedule a meeting. We have other options at your disposition. Let's talk!

- External content creation
- Online Advertisement (display and native)
- Dedicated emails
- Brand Ambassadors

## CONTACT US

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**Instagram:** [www.instagram.com/unpocodesur](http://www.instagram.com/unpocodesur)

