

BOOKS AND BAO

Cultural Travel Guides & Reviews



We specialise in culture-based travel, including culinary travel and literary travel. We also cover literary destinations and places perfect for book-lovers and are constantly seeking out these special destinations. Our site is geared towards anyone who is curious and wants to learn more about the places they travel to.

You'll notice we write a lot about translated literature and that's because we fervently believe that reading diversely is the best way to understand people and the world outside our small circles. We write for anyone with a keen interest in culture and a sense of wonder. Our audience tends to have a mid-high range budget and travel regularly.

SOCIAL MEDIA



12 K

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2.6 K

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1 K

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BLOG STATISTICS

95 K

MONTHLY
PAGEVIEWS

70 K

UNIQUE
VISITORS

1 K

EMAIL
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35

DOMAIN
AUTHORITY

BLOG DEMOGRAPHICS

50% FEMALE

50% EUROPE/UK

CITY-BREAKS

40% NORTH AMERICA

HERITAGE

50% MALE

50% AGE 25-34

CULTURE

20% AGE 18-24

BOOKS & GIFTS



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SERVICES

- PRESS TRIPS
- FREELANCE WRITING
- BRAND AMBASSADORSHIPS
- PRODUCT REVIEWS
- SPONSORED POSTS
- ADVERTISING
- PHOTOGRAPHY/ VIDEO

EXAMPLES OF SPONSORED CONTENT

- [A Culinary Guide to South Korea](#) - For Visit Korea
- [The Venice Beach House Hotel: A Tranquil LA Retreat](#) (Article + Photo Package)
- [The Best Places to Visit Myanmar](#) - Press Trip Content with Visit Myanmar. [Instagram Post Example](#).

BRAND'S WE'VE WORKED WITH

We've worked with a number of brands over our two years online. Here's a selection of tourism related brands. We also write product reviews and work with tour companies.

PR Companies

Traverse Events UK - We've taken a number of press trips working with Traverse including working with 3 Mobile, Visit Bristol, Visit England, and Visit South Korea.

Tourism Boards

Visit Myanmar
Visit The Hague
Visit Berlin

Tour Groups and Brands

Skyroam
Tingly
Urban Adventures
Romanian Thrills

Hotels

The Grand Poet Hotel - Riga
Venice Beach House - LA
The Georgian House Hotel - London
Gladstone's Library - Wales
Story Hotel - Malmö

