



MEDIA KIT | 2017

Thank you for your interest in TAPPED OUT TRAVELLERS\$



I share entertaining stories, useful travel tips, fun videos, amazing photography, and crazy adventures. My followers see my numerous travels across Europe via my site TAPPEDOUTTRAVELLERS.com.

As a stay at home mom of two young children, I am constrained by time, money and energy. I cannot do everything that I want in the short time that my family is working in Europe, but I am making the most of it, stretching every penny and using every vacation day. I work with my followers; in the hopes they can do the same. When possible and relevant, I include a kit list of what I used to accomplish a particular adventure. Also, I offer many friendly budget tips, travel advice, and often blog about wins and failures regarding traveling with kids.

Brand Overview

What makes me so different?

I see those other travel websites; stay in hostels, live off \$50 a day, explore off the beaten path. Must be nice. I'm 30-something with two kids and a husband with a demanding work schedule. This kind of traveling is not for us, and it isn't for most people either. This is before kids traveling; solo traveling; baby-moon traveling. I am a family travel blogger. I will help you survive downtown Paris with a crusty toddler; road trip through Switzerland with a crying baby, and over all attempt to lower the stress level of your already crowded parent-brain.

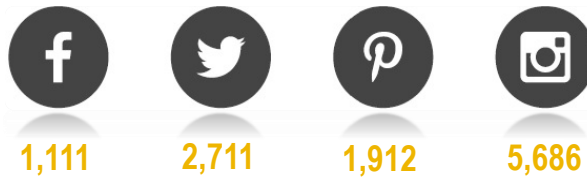
I like to treat my kids like little people, nothing more, nothing less. I ask them what they want to do, we negotiate rest stops and travel activities, and discuss where we are having dinner. Sifting through my stories will reveal many tips and advice that solo-travelers or childless travelers can also find useful.



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Social

TAPPED OUT TRAVELLERS IS CULTIVATING AN ENGAGED AND ACTIVE SOCIAL FOLLOWING THRU INTERACTION ON MULTIPLE SOCIAL PLATFORMS.



Source: Social Audience as of January 2017

Online Audience



VITAL STATS:

75.3% FEMALE | 24.7% MALE

68.1% AGE 25-44

Traffic: 81.5 % social, 10.9% direct, 4.5% organic search



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