

WildJunket

Travel Light, Travel Far



Media Kit 2013/14

Who are we?

WildJunket Magazine is a digital flipbook magazine with a focus on outdoor adventures and special interest journeys. Our mission is to inspire readers to **travel light and travel far**. As a magazine that caters to active travelers seeking unconventional experiences, we feature articles on:

Offbeat destinations

Special interest journeys

Outdoor expeditions

Deep cultural experiences

Culinary travel

Wildlife safaris

With the help of our intrepid travel writers and photographers, our magazine showcases far-flung corners of the world - from Antarctica to Nepal to Madagascar and beyond. Through high quality images and well-crafted stories, we bring you what they see on the road right to your screen.

WildJunket Magazine is a quarterly digital magazine designed for computer, iPad and Android readers. It is available for purchase on **Zinio**, **Magzter** and **Barnes&Noble**. A preview of each issue is also published on www.wildjunketmagazine.com.





In each issue

Destination Features: Think epic journeys and far-flung destinations. These life-changing experiences are told through engaging, honest and compelling narratives.

Photo Essay: Using striking, high-quality photos to tell a story of a country, region or culture – whether they are portrait images shot in Nigeria, landscape images of Antarctica or photos of a minority tribe.

Travel Guide: A practical destination guide that includes an overview of the country and suggestions on specific trip itineraries.

Dispatches: Short narratives of unusual experiences such as a temple stay in India or learning Thai boxing.

Under the Radar: A feature of a country/region that has yet to be discovered by mass tourism.

Feast: Stories that bring you on a journey through a country's gastronomy - ranging from sampling street food in Marrakech to world-class tapas in Barcelona.

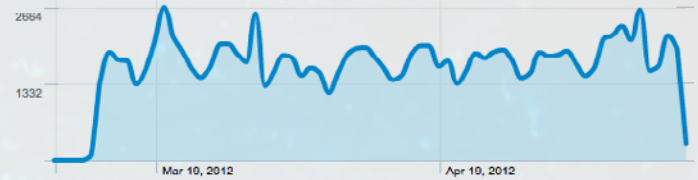
Stay: A double-page article featuring a unique hotel that is out of the ordinary.

Travel Thoughts: This is a column on personal travel thoughts – articles are philosophical and thought-provoking.

Snapshots: Contributions from readers – high quality photos showcasing different corners of the world.

Statistics

WildJunket Magazine receives over 1.65 million unique page views per month. Each issue of the magazine is seen by over 115,000 outdoor-minded online readers seeking inspiration for their next jaunt.



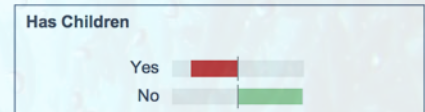
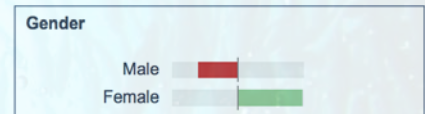
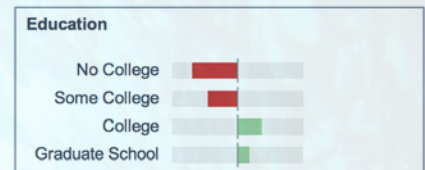
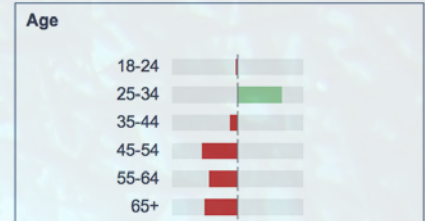
Summary
Published: 11 Mar 2012
Total number of readers: 114417
Issuu readers: 209 (0.2% of total)
Unique page views: 1641483
Rating: not rated

*Source: Issuu

Readership Profile

WHO READS WILDJUNKET?

- Working professionals (annual income ranges from US\$50,000 to 70,000)
- 25-44 years old
- 60% Female
- No children
- College and graduate-school educated
- Browsing from home
- 80% of our readers travel at least twice a year – for two weeks at each time

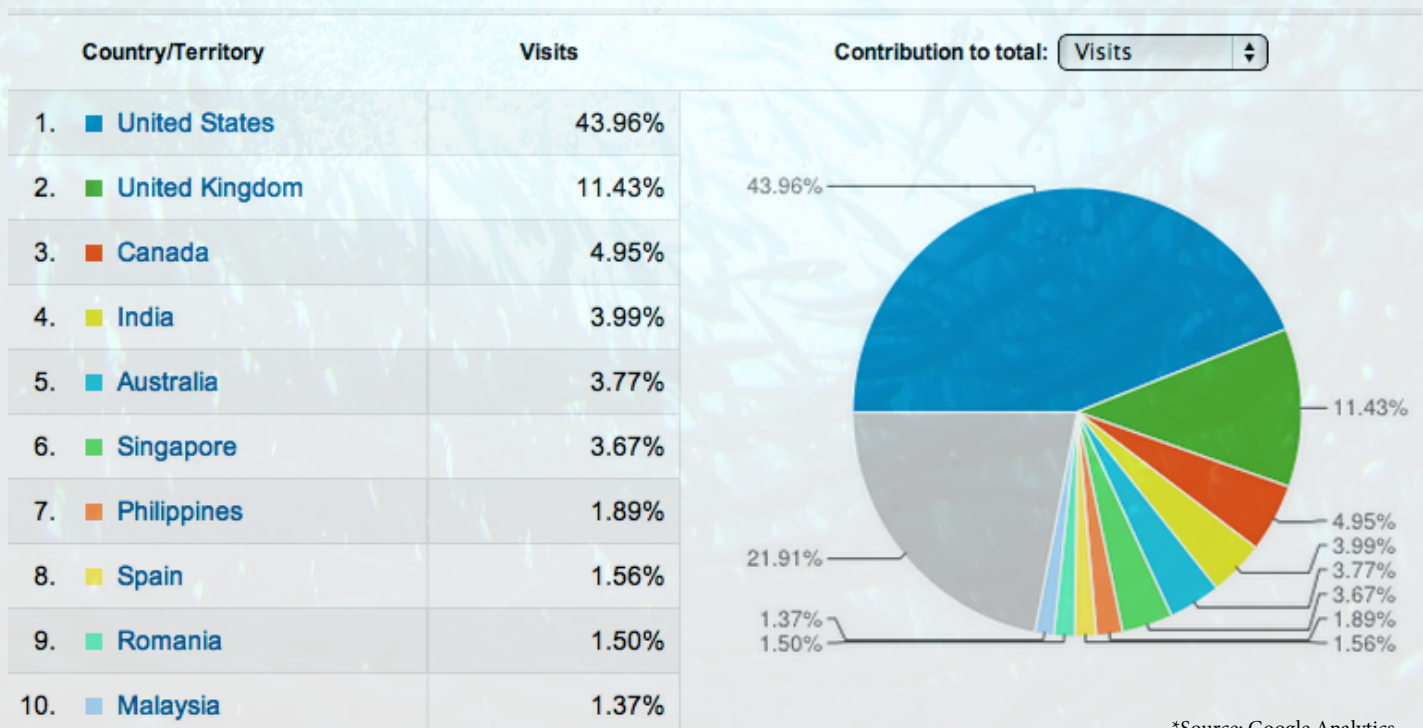


*Source: Alexa

Demographics

BY THE NUMBERS

- Majority of readers from the United States and United Kingdom
- 30,000+ active followers in our social networks
- 100,000+ unique readers per month
- Ranked #3 on Google US Top Travel Websites
- Ranked #20 on Google UK Top Travel Websites



*Source: Google Analytics



Brands that trust WildJunket Magazine

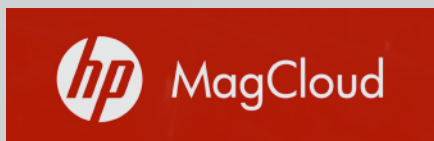
Major adventure tour operators, expedition organizers, tourism boards and outdoor gear companies have all entrusted **WildJunket Magazine** with their brands. These companies have realized the value of our brand and continue to maintain a long-lasting partnership with us.

Here are some examples:



InnerSea Discoveries
Indulge Your Adventurous Side

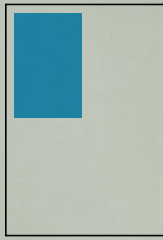
WildJunket Magazine is available on:



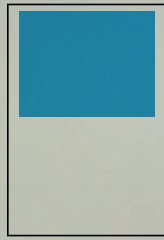
Coming soon:



Ad sizes



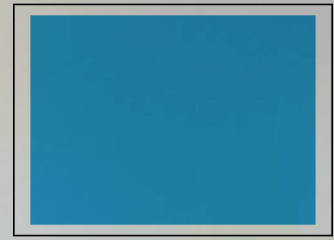
Quarter Page



Half Page



Full Page



Double Page Spread

Full	312 x 414px	636 x 414px	636 x 840px	1272 x 840px
Text	288 x 390px	612 x 390px	612 x 816px	1248 x 816px

Advertising Rates

Digital Magazine (per issue)

Inside Front Cover	US\$ 1000	£ 625
Inside Front Cover Spread	US\$ 1500	£ 950
Double Page Spread	US\$ 900	£ 560
Full Page 1st 10 pgs	US\$ 800	£ 500
Full Page	US\$ 750	£ 470
Half Page	US\$ 600	£ 375
Quarter Page	US\$ 500	£ 310



For advertising inquiries,
email us at
sales@wildjunket.com

Other advertising options:
Advertorials
Cross Promotions
Competitions & Giveaways
Sponsored Packages



The Website

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. If you're looking to leverage an established brand or destination, **WildJunket** provides an excellent platform to reach out to an extensive audience.

By the Numbers

HOW MANY PEOPLE READ WJ

Monthly Unique Page Views: 97,633

Monthly Unique Visits: 123,898

RSS subscribers: 3,315

Newsletter subscribers: 2,343

Google Page Rank: 5

Twitter followers: 36,073

Facebook fans: 6,370

*Statistics reported by Google Analytics as of October 2013.

Accolades

OUR POSITION IN THE WWW

#3 on Google US Top 100 Travel Sites

#12 on Top 100 Independent Travel Websites

#20 on Google UK Top 100 Travel Sites

#22 on TravelPod's Top 100 Travel Blogs

#7 on GotSaga's Europe's Best Travel Blogs

9 Most Successful Travel Bloggers of 2010 (OTP)

10 Stand Out Travel Bloggers (FirstChoice)

Alexa Ratings



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

Syndication

WJ IN THE MEDIA

Lonely Planet (Blogsherpa)

Top Europe Travel Content

Tips from the T-List

Daily Brainstorm

Visit Britain Superblog

Advertising on WildJunket.com

We offer various advertising options on our website, our most popular are **sponsored posts** and **banner displays** but we are open to other kinds of collaboration. Each of our blog posts receive an average of **5000 views per month** and are promoted on our social media channels reaching more than **50.000 followers**.



Sponsored Posts

Provided*	US\$ 500	£ 310
Written by us	US\$ 600	£ 375

Banners

300x250 px[†]

Monthly rate (Front page)	US\$ 300	£ 13
Monthly rate (Sitewide)	US\$ 500	£ 310
6 Months (Front page)	US\$ 1200	£ 740
6 Months (Sitewide)	US\$ 2000	£ 1230

* Post must be exclusive to WildJunket.com and adhere to our editorial guidelines. Publication will be subjected to editorial review.

[†] Ask for quotation for other banner sizes and video/animated banners.

Advertising on WildJunketMagazine.com

Following *WildJunket Magazine*'s success, *WildJunketMagazine.com* was launched in January 2012. It features contributions from renown travel bloggers, writers and photographers as well as travel gear and accommodation reviews.

Sponsored Posts

Provided*	US\$ 300	£ 180
Written by us	US\$ 400	£ 245

Banners

300x250 px[†]

Monthly rate (Front page)	US\$ 150	£ 95
Monthly rate (Sitewide)	US\$ 200	£ 125
6 Months (Front page)	US\$ 700	£ 430
6 Months (Sitewide)	US\$ 1000	£ 615

Other Advertising Opportunities

Besides the advertising options listed above, we are open to other kinds of collaboration and the price will be negotiated on an individual basis. These opportunities include but are not limited to:

- Competition/sweepstake packages (with dedicated social media promotion)
- Product/service reviews
- Coverage for sponsored tours/events/destinations

* Post must be exclusive to WildJunketMagazine.com and adhere to our editorial guidelines. Publication will be subjected to editorial review.

[†] Ask for quotation for other banner sizes and video/animated banners.