



Little Wanderbook.



Mediakit 2022



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Little Wanderbook, by founder Lieke Pijnappels, is a platform in English & Dutch for adventurers, foodies and explorers. Through visual storytelling and personal stories we try to inspire others to live life to the fullest and make the most of their travels. We share stories about other cultures, unique finds, practical tips, authentic places & hidden gems. Our main focus is on destinations, hotspots, culture, nature, unique accommodations and gastronomy. In 2021 Lieke's first travel book "Tropical Escapes" was published in The Netherlands. Her photos were featured in magazines like ELLE UK, Lonely Planet Magazine and JFK Magazine. Instagram: @lieke.pijnappels



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Audience/ Readers:

Adventurous women (70%) & men (30%) from all over the world, who have stepped up from backpacking. Who like comfort, unique accommodations and are always on the hunt for the best (local) food and restaurants. Who like to go out on adventures in nature & experience the best (cultural) things a destination has to offer.

Age range: 20 - 40 years old.



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Reach/ Followers:

Facebook: 52K+ | Instagram: 25,2K+ | Unique Visitors 20K+ | Page Views 28K+



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Rates

| | |
|----------------|---------------|
| Instagram Post | € 250 - \$300 |
| Facebook Post | € 350 - \$400 |
| Blog Post | € 500 - \$550 |

Packages

| | |
|----------------------|-----------------------------------|
| Instagram & Facebook | € 500 - \$550 |
| Blog Post & Facebook | € 650 - \$700 |
| Instagram stories | € 75 - €100 (link) - \$85 - \$110 |



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Advertising & Collaborations:

Destination marketing, advertorials, ads/ banners/ links, social media campaigns, restaurant & hotel reviews... Let us know what you are interested in or let's have a cup of coffee!

For more information and requests send an email to: info@littlewanderbook.com