



mumpack Travel
MEDIA KIT 2018





ABOUT US

I'm Evie, and my eight-year-old daughter Emmie and I are one of the top family travel influencer brands in the world. We are popular explorers, adventurers and influencers, inspiring thousands of families to travel together, immerse themselves in the outdoors and get to know their neighbours from around the globe.

Our first overseas trip together was to Fiji when Emmie was four months old, and since February 2016 we've been traveling full time, with a short stop in Sydney, Australia to top up funds before setting off again for more adventures.

WHAT WE DO:

Our goal is to inspire and encourage families to travel, experience long stretches of time together and discover more about the world around them. We show families how to live a rewarding and enriching life through travel through sharing our journey - the incredible highs, the challenging lows and the just plain hilarious

OUR GOALS:

Our goal is to continue to help families travel by providing the best inspiration and guidance through sharing our experiences. We are seeking to partner with a small number of authentic and trusted brands within the family travel space to help us continue to travel and provide valuable product awareness to our audience.

WHERE WE'VE BEEN:

Together we have traveled to the United States of America, Mexico, Barbados, Hong Kong, China, Taiwan, Thailand, Vietnam, Cambodia, France, Germany, United Kingdom, Indonesia, Malaysia, Singapore, the Philippines and Sri Lanka.

RECOGNITION:

Holidays
with kids

Top Family Travel Instagrammer

InStyle AUSTRALIA

Instagrammer to Follow



Top Family Instagrammer



Multiple selections in monthly Family Travel Roundup

WHERE WE'VE CONTRIBUTED



Holidays
with kids



SASSY *mama*
THE GO-TO GUIDE FOR MODERN MAMAS
SINGAPORE

SELECTIVE
āSIA



The Sydney
Morning Herald

WHO WRITES ABOUT US



OUR REACH

Mumpack travel reaches more than 200,000 families per month across our own channels, with additional reach through third party endorsements, inclusions in 'Top 10' lists and TV, radio and print media coverage of our story. We also freelance for Holidays with Kids blog and magazine and other print and online publications.

As mumpack travel we share our adventures across three main channels:

WWW.MUMPACKTRAVEL.COM

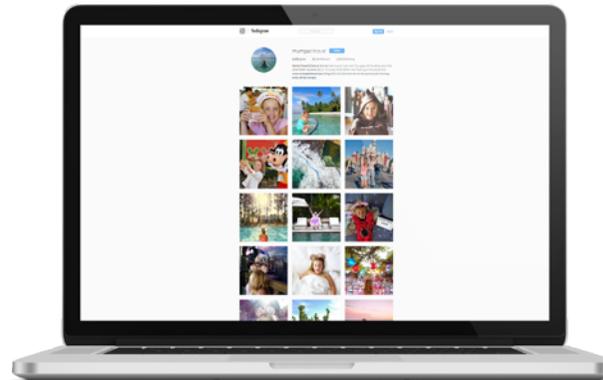
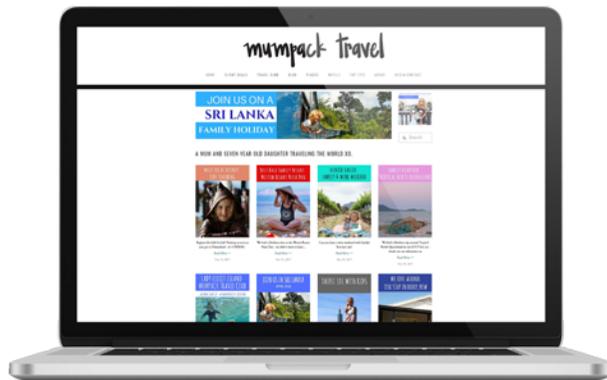
Our blog has consistently high traffic and helps families decide where to visit, where to stay and what to buy to help them on their holidays or long term travels.

INSTAGRAM

We are one of the top family travel instagrammers in the world, with an authentic audience of more than 95,000 followers who make many decisions based on our recommendations and advice.

FACEBOOK

Our Facebook page mumpack travel is a source of information and inspiration to 80,000 traveling families per month.





INSTAGRAM

*95,000 AUDIENCE
ORGANIC AND ENGAGED*



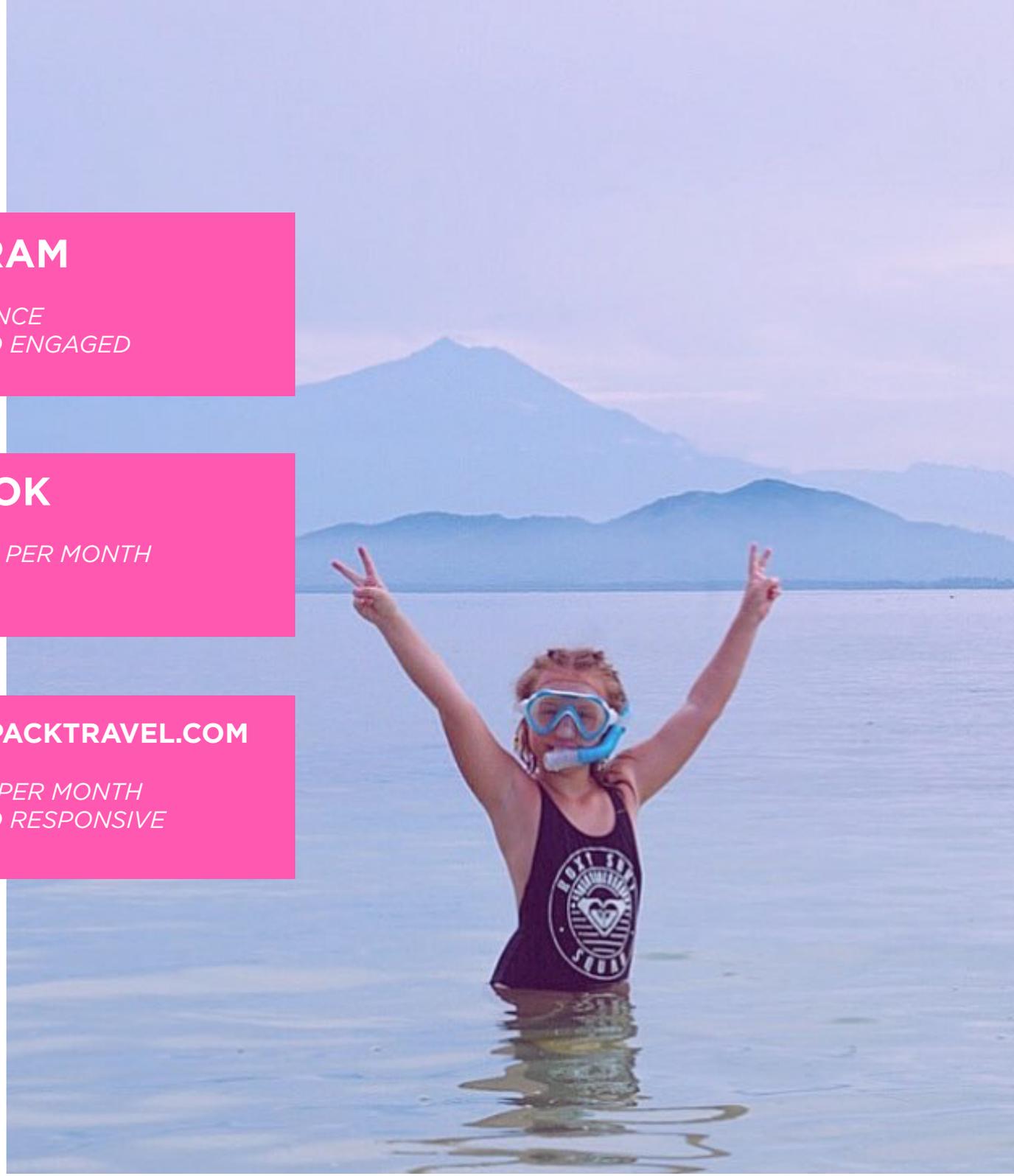
FACEBOOK

80,000 REACH PER MONTH



WWW.MUMPACKTRAVEL.COM

*40,000 VISITS PER MONTH
ENGAGED AND RESPONSIVE
AUDIENCE*



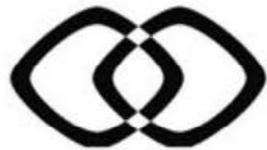
WHO WE'VE WORKED WITH



Sheraton



Sabah Tourism Board



SOFITEL
LUXURY HOTELS



PARK HYATT®



SURVEY 2017

20% of active users responded to this online survey within one week, with the following results

76%

read mumpack
travel on
instagram
each day

22%

read our
blog at
mumpacktravel.com

18%

have acted on our
recommendations

47%

plan to act on our
recommendations





WORKING WITH US

We love working with like-minded brands to create campaigns that raise awareness and drive returns. If your product is valuable and helpful to our audience then we want to work with you.

Let's work together on a campaign to encourage our audience to engage our audience engage with your brand, drive traffic to your site and help you meet your objectives - or simply give us a brief and we will develop the creative in alignment with your key messages, target audience and desired outcome.

It's important to measure impact so you can see the results and value we bring.

Link to your site or pages

We can direct traffic to you and make it simple for you to measure results and impacts through valuable data. We will include your links in the text of our stories and reviews and post a link in our Instagram profile.

Banner advertising

We can place a banner advertisement across the top of our website home- page to direct tra c to your site or page - sending you our audience and enabling you to measure clickthroughs.

Likes and follows

All our followers and likes across our channels are real and authentic. These numbers are a great indication of your brands exposure to our audience.

Targeted hashtags

We will use your preferred hashtags in our posts - just let us know which ones you would like us to use.

Google analytics and channel insights

We will share our google analytics with you plus any other insights you're interested in, like the stats from our website.

WHY WORK WITH US?

We embrace the opportunity to collaborate with like-minded brands, destinations and travel partners that value a highly engaged community of family travellers looking for their next travel destination and the best way to travel.

We have built our brand on honest, ethical, first hand accounts of our experiences and our aim is to encourage, inspire and engage our community to work in our footsteps, try the products we recommend and enlist the services we share.

We can devise a tailored campaign to suit your exact requirements.

Please talk to us about our rates and tailored campaigns.

evie@mumpacktravel.com.au

skype: evie.farrell
or via our social channels.

