

# LIVING THE DREAM AT A GLANCE

## TEAM AND SITE DETAILS



**JEREMY JONES, PRIMARY AUTHOR**  
~500 ARTICLES FROM 70+ COUNTRIES  
HOW-TO GUIDES, ADVENTURE, CULINARY  
OUTDOORS, AND OFF-BEAT TRAVEL



## OVER 65,000 FANS

|           |        |
|-----------|--------|
| FB        | 5,800  |
| TWITTER   | 23,000 |
| PINTEREST | 24,000 |
| INSTAGRAM | 14,800 |

## MONTHLY PAGE VIEWS (ANNUAL AVERAGE)



**29,100/MO IN 2020\***

73% GOOGLE  
18% DIRECT  
7% SOCIAL MEDIA

\*TRAFFIC DECREASED ~70%  
FROM 2019 DUE TO SHUTDOWNS.  
2019 TRAFFIC 89K/MO

## AUDIENCE DEMOGRAPHICS



54% USA, 8% UK, 6.5% CANADA

35% 25-34, 16% 35-44, 15% 18-24  
13% 45-54, 11.5% 55-64,

52% FEMALE, 48% MALE

**FOUNDED IN AUGUST 2008**  
**PART OF WORLD OF DISCOVERY MEDIA LLC**

UPDATED JANUARY 1, 2021  
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# BACKGROUND ON LIVING THE DREAM

Jeremy is a full-time travel blogger with 12+ years experience.

## AVAILABLE FOR:

Press / FAM Trips, Freelance Writing, Consulting, Photography, SEO, B2C Marketing, Social Media Management, and more.

## TRAVEL SCHEDULE 2021 (PENDING)

TBD SPRING: GAP + C&O CANAL BIKE RIDE

TBD SUMMER: PUERTO RICO (NATJA)

AUGUST: WASHINGTON STATE (TBEX)

OCTOBER: DELAWARE (MATPRA)

OCTOBER: ISTANBUL AND GEORGIA

## PROFESSIONAL MEMBERSHIPS

North American Travel Journalists Assoc. (NATJA)  
Society of American Travel Writers (SATW)



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