

*O mundo é Pequeno para Mim*



*Media Kit 2018*

[WWW.OMUNDOEPEQUENOPARAMIM.COM.BR](http://WWW.OMUNDOEPEQUENOPARAMIM.COM.BR)

## ABOUT

O Mundo é Pequeno Para Mim is a digital platform for Travel and Life Experiences Themes.

The main goal of the blog is to share useful tips and personal impressions about travel experiences and to inspire readers to explore the world in a unique and personal way.

Our mission is to encourage readers to live authentic travel experience.

## HOW THE BLOG WAS CREATED

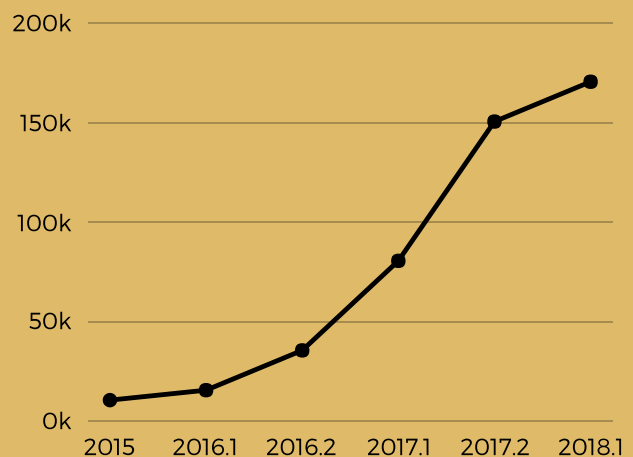
We have always been assiduous readers of travel blogs and digital platforms that connects travelers and we love everything that relates to the Travel Theme.

After many years of research, we created our own blog based on our experiences abroad. And all of that to share our perspectives on destinations, itineraries, choice of lodging and other useful tips for readers with as much clarity and commitment as possible.

## BLOG STATISTICS

The blog features Travel Guides, Complete and unique travel itineraries, Accommodation suggestions, Reviews and inspirational content.

**"We write about real travel experiences in a creative and innovative way"**



# LARA NOGUEIRA & JULIANA BOMFIM

## *About Us*

A

We are Lara and Juliana, globetrotters, travel writers and enthusiast photographers.

B

We are both Brazilian lawyers, who are now pursuing masters degrees in Sweden.

O

We are always chasing authentic travel experiences around the world and sharing inspiration.

U

T

Lara is responsible for writing and publishing posts on the blog and also managing social media and readers and brands contacts.

U

S

Juliana usually lies behind the camera, identifying opportunities o portray typical characteristics of each destination.

**170K**

WEBSITE HITS

Every month and this number is growing fast!

**33.6K**

IG FOLLOWERS

Data recorded since the beginning of my account in 2015.

**20K**

COMMENTS

Data recorded since the beginning of my account in 2015.



# WHY WORK WITH US

Working with "O Mundo é Pequeno para Mim" allows you to leverage the trusted relationship we've established with a highly targeted audience that shares a passion for travel.

By sharing experiences and exposing our authentic way to travel on the blog, we have been able to we connect with readers and followers creating a trust relationship.

Our posts inspire people to visit new destinations across the globe; giving them ideas for where to stay, which restaurants to try, which products to use on a travel adventure and what experiences they can have while traveling.

We know that a picture is worth a thousand words and we focus on showing our experiences with hotels, restaurants, and tours through photographs and well-written reviews.





## BLOG AUDIENCE

### OUR MOST FREQUENT VISITORS

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The blog is intended for an audience of active and frequent travelers.

They are readers who tend to invest in travel experiences and seek suggestions for itineraries, accommodation, products, and tours.



## READERS PROFILE

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Travelers from Brazil are the main focus, but the audience is also made up of many countries in Europe and also the United States.

Most of our readers are young people between 20 to 45 years, who want to live unforgettable moments and value comfort and convenience.

**TRAVEL IS NOT ONLY OUR PASSION. IT IS ALSO OUR BUSINESS. WE HAVE THE EXPERTISE TO ENGAGE AND INSPIRE OUR READERS.**



# ADVERTISING ON THE BLOG & SOCIAL MEDIA

We are interested in promoting products, hotels, and destinations that resonate well with our travel profile.

However, our reviews will always be independent and all posts with marketing content, advertising or made through partnerships will necessarily be identified as "sponsored " or " partnerships".

Also, banners and other advertisements can be displayed in separate areas for this purpose in the blog, so let's think about the best solution for you!



## PHOTOGRAPHY

Images are our main engagement tools and through them we can transport readers to the places we visit and experiences we live.

We always invest a lot of time and effort in our clicks to portray the beauty and uniqueness of each place we visit.

Thus, after the stay, we send the records to our partners so that they can use and publish the photos with proper credit.



# REVIEWS

We accept partnerships with hotels, tourism boards, tours agencies and brands related to travel and lifestyle themes and in exchange, we provide full coverage of our experiences on social media and on the blog in form of informative and authentic reviews.

We have the expertise on how to drive social media engagement, and we can actively promote your business on the blog and across social media channels like Facebook, Instagram, and Pinterest.

That means that even when our partnership is over, our publications will remain active, so the exposure you'll receive is never-ending.

If you have any idea how we can work together and build a solid relationship please contact us.



**OUR GOAL IS TO CREATE THE  
ENGAGEMENT YOU NEED!**



# SUCCESS STORIES

"Incredible location, impeccable service, comfort, originality, and charm. This is exactly what you will find at Cervo Boutique Resort, undoubtedly the best 5 stars lodging option in Zermatt.

The Cervo is certainly one of the best hotels in the world and presents its guests with a bold architecture combining the traditional alpine charm with modern and sophisticated elements.

The rooms with wide balconies feature the best views of the Matterhorn and make the experience simply unforgettable.

The SPA experience could not be more magical and relaxing and this is a hotel that is worth the investment and will make you fall in love with it!

## *Cervo Mountain Boutique Resort*





# SUCCESS STORIES

"The Hôtel l'Héliopic is one of the best rated in Chamonix and it could not be different, as it is indeed a fantastic hotel, capable of pleasuring even the most demanding guests.

This 4-star hotel stands out for its modern, spacious rooms and its unique and charming atmosphere in the "Retro Chic Mountain" style.

Also for its phenomenal location, right in the center of Chamonix Mont Blanc and next to the cable car Aiguille du Midi.

Combining the useful to the luxury, this hotel is one of the best choices for your vacations and in this post, you will understand exactly the reason for so much enthusiasm"

## *Hôtel l'Héliopic en Chamonix*





# SUCCESS STORIES

"In a nutshell, staying at the Hotel Eiger in Mürren is like being at home with all the comfort and convenience of a 4-star hotel!"

This family-run hotel offers a cozy atmosphere that few in the world have, in addition to a breathtaking structure and panoramic views of the Eiger, Mönch and Jungfrau mountains.

It is no wonder Hotel Eiger has been conquering travelers' hearts since 1886 and we can say that it is undoubtedly the best lodging option for your visit to central Switzerland. "

## *Hotel Eiger in Mürren*





# SUCCESS STORIES

Playa Tranquilo Hotel Boutique in San Andres welcomed us with open arms and introduced us to the best of the Colombian Caribbean.

During our stay, we recorded hundreds of images and published in real time our impressions about the hotel and their scuba diving school.

Also, we published a detailed review of our stay and this post gets hundreds of hits every month and the coverage in social media promoted a great engagement.

## *Playa Tranquilo Boutique Hotel*





# SUCCESS STORIES

"The Swiss Travel Pass is a tourist pass that allows travelers to travel unlimitedly within the wonderful transportation system of the country, which includes trains, buses, and boats.

In addition to unlimited travel, the pass offers free entrance or discounts on various tourist attractions in the country, from cable cars to special trains on the mountains.

The idea of the pass is to combine convenience and economy, as carriers can use transportation whenever and however they want and be sure that they have guaranteed safety, economy and flexibility to their travel plans. "

## *Swiss Travel System*





# SUCCESS STORIES

"A kayak tour is an excellent option for those who are looking for a unique experience in Croatia and if you are interested in doing this tour I can only suggest Adventure Dubrovnik agency for its professionalism and safety.

The Dubrovnik city you will discover by kayak was forged and refined slowly for nearly 2000 years and being able to enjoy this true monument from all angles, including the sea, it is the privilege for few.

So, take the chance to go for a kayaking tour on the sea of Dubrovnik and you will discover stunning views over the city walls, the island of Lokrum and hidden caves."

## *Adventure Dubrovnik*





# SUCCESS STORIES

"Chatbooks are photo albums based on your social media posts as you can set the system to save your photos automatically saved and upload them to the book for printing.

You can sync your Facebook or Instagram accounts with Chatbooks and choose the frequency you want to receive your albums, all of that without having to worry about editing, uploading or ordering the product.

You just need to download the Chatbooks app. login with your social media accounts and leave all the beautiful and handcrafted work for them. "

## *Chatbooks*





# SUCCESS STORIES

"Are you planning to travel, but don't want to be left without communication with your family and friends? Do not worry, we have the perfect solution for you.

Mysimtravel is an international sim card that provides 4G connection and phone calls while traveling in more than 70 countries

We have already tested and approved the Mysimtravel on several occasions and we can say that the product is really an excellent option for your trip "

## *My Sim Travel*





# SUCCESS STORIES

A monthly partnership consisting in the creation of images for the one and only Swiss watch brand Jowissa.

We feature some images on our social media and send them the created images, so they can manage it on their channels.

*Jowissa*







*Would you like to work with us ?*

If you have a proposal, questions or need more information on how we can work together please contact us via email.

**CONTACT@OMUNDOEPEQUENOPARAMIM.COM.BR**