



# TRAVESTYLE

MEDIA KIT | 2019

[WWW.TRAVESTYLE.COM](http://WWW.TRAVESTYLE.COM)

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## ABOUT *Travestyle*

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**Travestyle** is a website helping travellers connect to people and places on a more authentic level. We offer photo-heavy travel stories along with honest and practical advice to help travellers plan their own adventures and find the best local food experiences.

While readers have been coming to **Travestyle** for local advice and expertise about Iran, we offer content from all around the world with a soft spot for culinary travel.

In the past year, **Travestyle** has become a multilingual website offering content in not just English, but also Persian to expand its readers to Persian-speakers looking for travel inspiration outside their comfort zone.

We create in-depth content for money-conscious travellers interested in living like locals and spending their budget wisely.

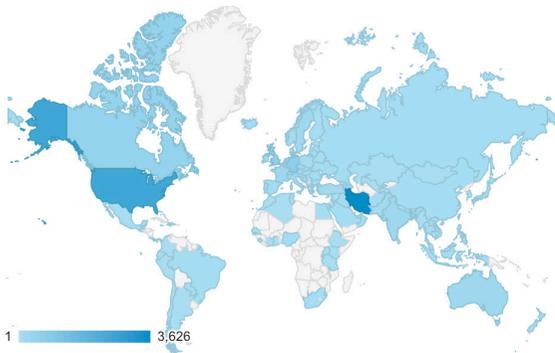


# Demographics

## OUR READERS

English and Persian-speaking travellers with a passion for food and worldwide destinations. Anything from European capitals, to overlooked places and offbeat adventures. They follow us for in-depth stories told through stunning photography, honest reviews and practical tips.

- 54% Female
- 46% 25-34 years old
- Iran, USA, Germany, UK, Canada



## SOCIAL MEDIA

-  4,800 Followers
-  15K Followers
-  +600 Followers (+52K Monthly Viewers)
-  +600 Followers

## SITE TRAFFIC

- +11K Unique Monthly Visitors
- +22K Monthly Page Views
- 1.5 min Average Time on Site

## AS SEEN ON





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## Partnerships

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We are absolutely in love with discovering lesser-known parts of the world. We enjoy anything from big cities, to crumbling villages, smaller towns, pristine nature and local cuisine.

We want to let our readers find their way through it all and to do this, we want to work with businesses, brands and organizations promoting tourism.

### PRESS TRIPS

Promoting your destination or tour through eye-catching photos, accurate blog posts and videos.

### FREELANCE WRITING

Freelance writing partnership for those interested in high quality travel content about Iran.

### BRAND AMBASSADOR

Long-term opportunity to show off your product or brand by having **Travestyle** become your brand ambassador. We'll give regular shout outs on all platforms.

### ADVERTISEMENT/AFFILIATE LINK

Increase your brand's reach through **Travestyle** through provided banner space and links in SEO optimized blog posts.

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### WE'VE WORKED WITH...



1ST QUEST





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## Meet us

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We're Matin and Parsa, two curious world travellers with a soft spot for food. We hold one of the weakest passports in the world and make money in one of the weakest currencies, but that hasn't been stopping from exploring the world. We're here to tell stories of our adventures, share our struggles and recommendations and inspire people to travel despite their backgrounds.

We take pleasure in scenic road trips, city breaks, intact nature and mingling with locals.

Matin is a twenty-something girl born in Iran who has been moving all around the world every since she was born. She started **Travestyle** a few years ago and then turned it into a successful business offering culinary experiences to travellers visiting Iran. She has an education in Graphic Design and a background in Photography.

Parsa is in his early thirties. He was born in Iran and lived in several different cities. He's a qualified engineer with great interest for the unknown world. He's an avid traditional Persian music fan, has a great knowledge in cinema, enjoys making videos, appreciates great food and hardly says no to anything.

*Thank you for your wonderful blog. I arrived a few days ago in north western Iran with my friend and the Travestyle website is teaching us a lot and we get great information from there!*

*Nina Breher*

*I've been so intrigued by Iran for so long, and reading your blog has inspired me to finally travel to Iran!*

*-Georgia Murrell - Australia*



*I've been stalking your blog for a few months now as I come up to a month-long Iran trip...*

*-Lulu Alvarez-mon - Australia*

*Wow....this is such a helpfull and amazing interesting blog about so many things in Iran. Since I have had some truly kind and interesting guests from Teheran i have become very interested in visiting your country. I will definitely try to read as much as I can, I have become more than curious about your beautifull country!*

*-Olga Komunka*

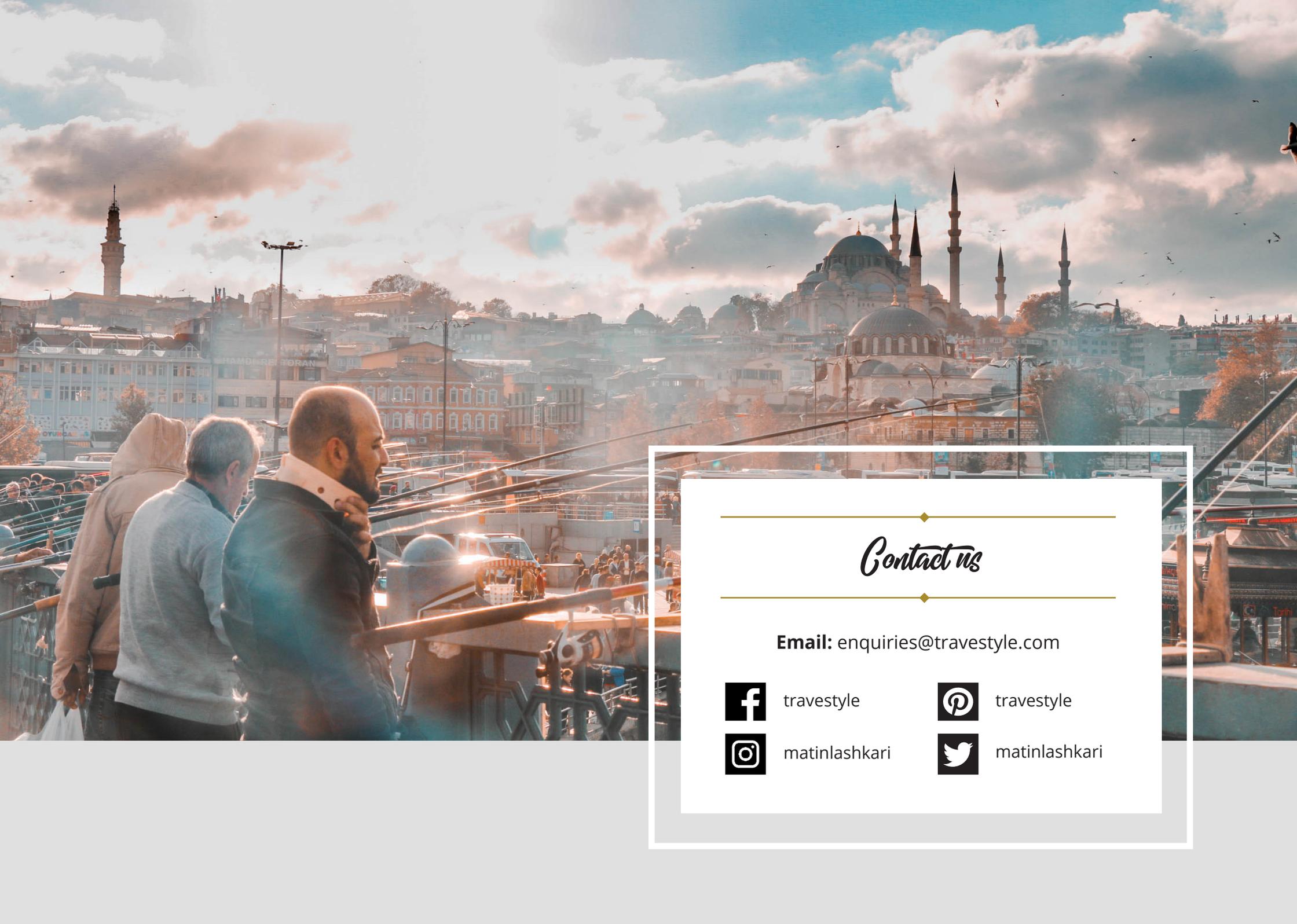
*Lovely, eloquent and informative writing and superb photography — great stuff! I learned a lot.*

*-Ching Garcia*

*Hi Matin, thanks a lot for all those informations. We are a french couple in iran for more than a month... your blog is definitely a gold mine for us. We found a mot of information about rasht and around... now about Kurdistan we are planning to head to. Many thanks again. Take care.*

*-Pauline - France*





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## Contact us

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**Email:** [enquiries@travestyle.com](mailto:enquiries@travestyle.com)



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travestyle



matinlashkari



matinlashkari