



The Abroad Guide

Media Kit
JANUARY 2017

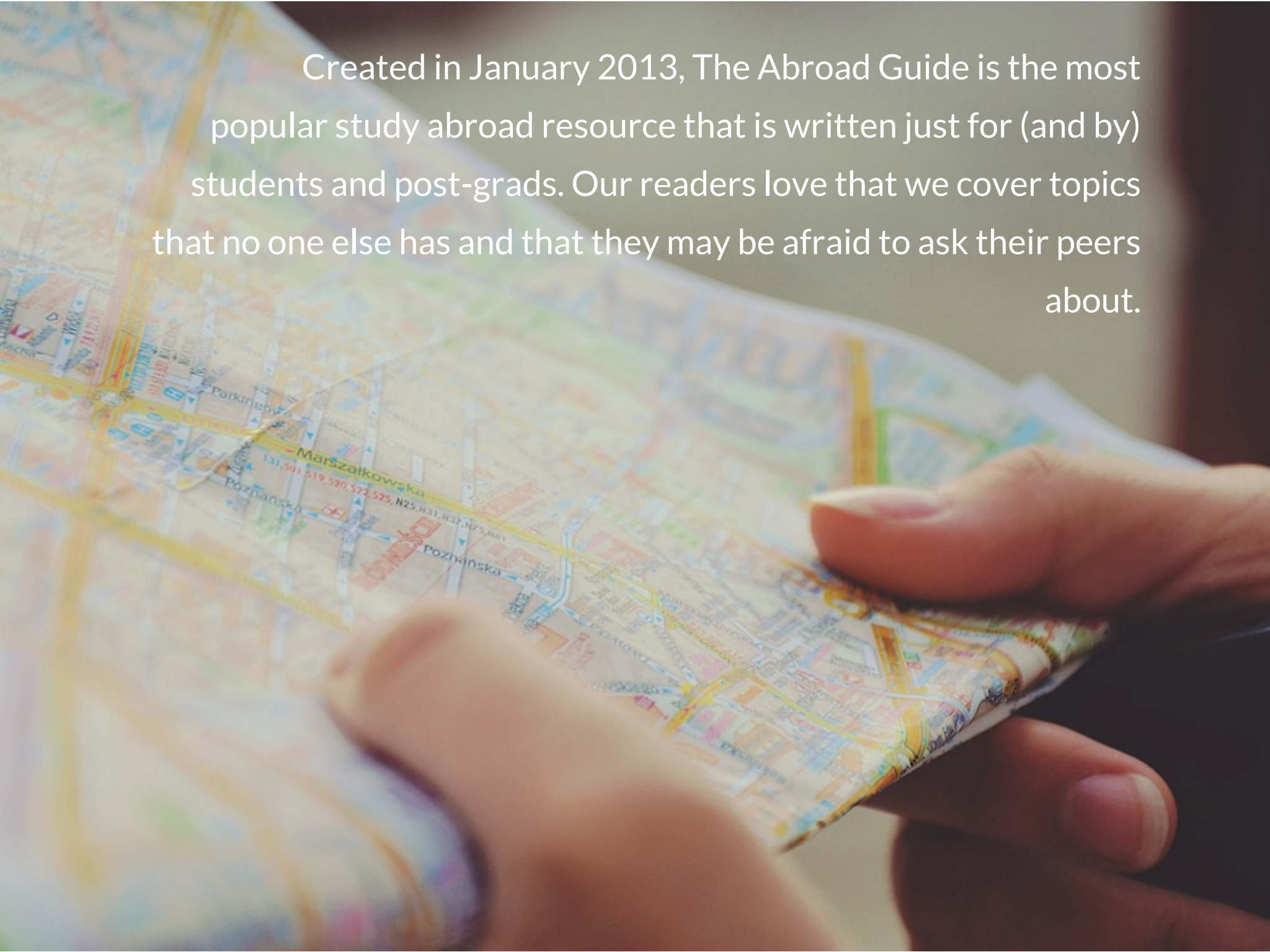
WHO WE ARE

We help students and budget travelers make the most of their time abroad.

We cover study abroad, work/volunteer abroad, long-term travel, destination guides, and more.



Created in January 2013, The Abroad Guide is the most popular study abroad resource that is written just for (and by) students and post-grads. Our readers love that we cover topics that no one else has and that they may be afraid to ask their peers about.



Our posts are written by authors who have studied, volunteered, lived, or worked abroad. They know the ups and downs of traveling abroad as a student or a budget traveler and their local insights to cities around the world give our readers useful and unique information.



A woman with long dark hair and sunglasses is smiling and looking over her shoulder. She is wearing a black top and a black and white striped scarf. The background is a rocky beach with the ocean and a blue sky with clouds.

FOUNDER AND EDITOR-IN-CHIEF

J e s s i c a
D a n t e

*Jess's professional experience in
social media and search engine
marketing are major
contributing factors to the
success of the site*

OUR TOP POSTS:

10 European Cities to Visit in the Winter

10 Jobs that Pay You to Travel

10 Hostels that are Cooler than Hotels

15 Things You'll Be Glad You Purchased Before Studying Abroad

11 Gift Ideas for Students Studying Abroad



OUR READERS



40% are 18-34 years old

38% are 25-34

72% are Female


44% visit our site from the USA

14% from the UK

5% from India

4% from Australia

4% from Canada



90K Unique Visitors

100K Visits

125K Page Views

52% from Organic Search

28% from Pinterest

9% Direct Traffic

APPROX. MONTHLY SITE STATISTICS

TOP SOCIAL CHANNELS

Pinterest

6.9k followers

800k average monthly viewers

Facebook

3,400 Likes



WORK WITH THE ABROAD GUIDE



Advertising

Sponsored Press Trips

Social Media Campaigns

Sponsored Giveaways

Speaking Engagements + Workshops

Sponsored Posts, Videos and Reviews

Content Marketing and Social Media Consulting

A silhouette of a person standing on a dark, grassy hill against a vibrant sunset sky. The sky transitions from a deep blue at the top to a bright orange and yellow near the horizon. The person is standing with their back to the camera, looking out over the landscape.

Study in Sweden [Sponsored Post]
CIEE Study Abroad [Sponsored Social Campaign]
CEA Study Abroad [Sponsored Post]
Eurail [Sponsored Post]
Vera Bradley [Sponsored Post]
TEP Wireless [Advertising, Sponsored Post + Social Campaigns]
Visit Britain [Sponsored Post]
About Scotland [Sponsored Post]
HelpStay [Sponsored Post]
IPVanish [Sponsored Post]
Bus2alps Student Travel [Multiple Giveaways]
Eating London Food Tour [Review]
Urbanest [Sponsored Post]
Remember Forever Photography Course [Review and Giveaway]
MRC Abroad [Sidebar Advertising and Sponsored Post]

WHO WE'VE WORKED WITH



FOR MORE INFORMATION AND PRICES

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