


PARTNER WITH


breathedreamgo


the meaningful adventure travel blog



 By partnering with Breathedreamgo, you have the opportunity to reach discerning travellers via a credible travel influencer.

 Breathedreamgo is one of the world's leading professional travel blogs devoted to India and "meaningful adventure travel." Founder Mariellen Ward is well-known on the Internet for India travel expertise; for developing the unique "meaningful adventure travel" niche, and for the high quality of her writing.

 Breathedreamgo's readers travel in search of authentic travel experiences and they trust Mariellen's sensitive, insightful writing and genuine interest in culturally responsible travel.

 Breathedreamgo is followed by college educated, global travellers from English-speaking western countries; and the affluent, media-savvy Indian market.



CREDIBLE. INFLUENTIAL. PROFESSIONAL.

Professional travel writer and blogger Mariellen Ward founded Breathedreamgo in August 2009. She has built an engaged and loyal following and reaches upwards of 100,000+ each month. In 2011, Breathedreamgo won a Canadian Weblog Award in the Travel Category.

INDIAN READER APPROVED

Breathedreamgo is beloved by Indian readers. In 2012, Breathedreamgo was named one of the Top 50 Indian Blogs by India Top Blogs. Breathedreamgo ranks #1 on Google for search term "India travel blog" and was featured in India Today Magazine among many other publications.

BREATHEDREAMGO BY THE NUMBERS

GOOGLE ANALYTICS	SOCIAL MEDIA
Page rank: 4	Twitter followers: 10,000
Unique visitors per month: 20,000	Facebook friends: 6,000
Page views per month: 30,000 – visitors come primarily from USA, India, Canada, Europe and Australia	Tweetreach: 50 Tweets reach 90,000 people for an exposure of 291,000 impressions
Subscribers: 2,000	Klout score: 74 Kred score: Top 1%; 998 / 1,000 in Travel

CUSTOMIZED PARTNERSHIPS

breathe*dream* **गुरु**

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Mariellen Ward and her team at Breathedreamgo are happy to provide a fully customized partnership program that meets your needs.

Outlined here are some of the advertising and sponsorship options available on Breathedreamgo.

We are also available to offer online travel & tourism consulting services and social media training.

With Mariellen Ward/Breathedreamgo, you get an award-winning, credible and professional travel writer and social media personality speaking on your behalf to a strong and loyal following.

BRAND PARTNERSHIP	
TERMS OF SERVICE	FEE
<ul style="list-style-type: none"> • A hyper-linked sidebar advertisement, for the length of the contract • Approximately one blog post per week that mentions your product, service or destination • One text link to website of your choice within the above-mentioned blogs • Social media support for the above-mentioned blogs • Quarterly reports and strategy update meetings 	To be negotiated
<p>All of the above, and the following:</p> <ul style="list-style-type: none"> • Exclusivity in your category • A hyper-linked banner advertisement (instead of sidebar ad) • One appearance, media interview or speaking engagement per month • One contest per three-month period • Public relations support such as press releases • Participation in promotions and other collaborative online activities • The opportunity to sponsor e-books and other Breathedreamgo productions 	To be negotiated

ADVERTISING	
SIZE	MO /YEAR
925 x 150 - full-width	\$600/6000
555 x 150 - blog-width	\$300/3000
260 x 150 - small banner	\$200/2000
260 x 260 - square	\$200/2000
260 x 350 - large rectangle	\$250/2500
120 x 400 - vertical	\$300/3000

SPONSORED POSTS / LINKS	
TERMS OF SERVICE	FEE
<p>Post that you write:</p> <ul style="list-style-type: none"> • Mariellen Ward/Breathedreamgo retains approval on copy and images • includes one contextual follow link (link only: \$350 for one year) • one-year term and disclosure 	\$500
<p>Post that Mariellen Ward writes:</p> <ul style="list-style-type: none"> • Mariellen Ward/Breathedreamgo retains copyright on copy • as above 	\$650

BLOGGING & SOCIAL MEDIA COVERAGE FOR PRESS TRIPS	
YOU RECEIVE	FEE
Two blog posts per week that mentions your product, service or destination (approximately 500 words)	\$215 per diem
One text link to website of your choice within the above-mentioned blogs	\$1500 per week
Social media support for the above-mentioned blogs	