

# 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.


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 Breathedreamgo is one of the world's leading professional travel blogs devoted to India and South Asia. 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.

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 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.

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

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## 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 200,000+ each month. In 2011, Breathedreamgo won a Canadian Weblog Award in the Travel Category.

## INDIAN READER APPROVED

Breathedreamgo has the unique distinction of being a travel blog by a foreign writer that is beloved by Indian readers. In 2012, Breathedreamgo was named one of the Top 50 Indian Blogs by India Top Blogs.

### BREATHEDREAMGO BY THE NUMBERS

#### GOOGLE ANALYTICS

Page rank: 4

Unique visitors per month: 15,000

Page views per month: 26,000 – visitors come primarily from India, USA, Canada, Europe and Australia

Subscribers: 1,000

#### SOCIAL MEDIA

Twitter followers: 7,000

Facebook friends: 4,000

Tweetreach: 50 Tweets reach 17,000 people for an exposure of 92,000 impressions

Klout score: 70 - Pundit Travel & Tourism, Writing, Culture

# HOW TO WORK WITH

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Since launch, Breathedreamgo has worked with many companies, organizations and tourism boards as a guest, embedded blogger or contest partner. Following are three brief examples.



## EMBEDDED BLOGGER: IIFA AWARDS AT THE FAIRMONT

The Fairmont Royal York Hotel is Toronto's iconic hotel. One of the biggest events in its long history was the Indian International Film Awards (IIFA) in June 2011. As the embedded blogger, living in the hotel for the week of IIFA, Mariellen reported on the events, the stars and the mayhem. She came up with the idea for the [Raj Kapoor Martini](#) (this story ran in all the major newspapers in India), was interviewed by national radio from the lobby; wrote 8 blog posts about the events – including [my top 4 favourite moments](#) – and posted countless tweets and Facebook updates.



## PRESSTRIP: TITANIC CENTENARY IN HALIFAX

In spring 2012, Mariellen went to Halifax as a guest of the Halifax/Nova Scotia tourism board for the 100th anniversary of the sinking of the RMS Titanic. (In the weeks following the tragic events of April 15, 1912, the city played a significant role in the salvage operations.) For the centenary, Halifax was designated the only official Titanic city in North America. As the only travel blogger covering the anniversary, Breathedreamgo dominated the Twitter stream and Mariellen produced a number of very popular blogs. Read the [in-depth case study](#).



## CONTEST: TILLEY HAT CONTEST

Tilley Endurables is a great Canadian company. Their hats are legendary for durability and a lifetime guarantee policy. In spring 2011 they provided Mariellen with a hat to wear and another to giveaway. Contestants had to read Breathedreamgo, and whenever they saw her in the hat, they made a comment to enter. It was a fun [contest](#), with lots of engagement on Breathedreamgo as well as Twitter and Facebook.

# CUSTOMIZED PARTNERSHIPS

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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 PARTERSHIP

### TERMS OF SERVICE

- 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

### FEE

To be negotiated

### All of the above, and the following:

- 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	MONTHLY
925 x 150 - full-width	TK
555 x 150 - blog-width	TK
260 x 150 - small banner	TK
260 x 260 - square	TK
260 x 350 - large rectangle	TK
120 x 400 - vertical	TK

## SPONSORED POSTS

### TERMS OF SERVICE

- Post that you write:
- Mariellen Ward/Breathedreamgo retains approval on copy and images
  - includes one contextual follow link
  - one-year term
  - disclosure sentence at end of post:

### FEE

\$300

### Post that Mariellen Ward writes:

- Mariellen Ward/Breathedreamgo retains copyright on copy
- as above

\$400

## BLOGGING & SOCIAL MEDIA COVERAGE FOR PRESS TRIPS

### YOU RECEIVE

Two blog posts per week that mentions your product, service or destination (approximately 500 words)

One text link to website of your choice within the above-mentioned blogs

Social media support for the above-mentioned blogs

### FEE

\$1,000 per week

# SOUTH ASIA SOJOURN

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Over the winter of 2012/13, Mariellen will be going to India and South Asia for the sixth time. Her trip will criss-cross the subcontinent and include almost a month in Sri Lanka – and of course she will be blogging and posting social media updates along the way. Here are some of the planned highlights of the itinerary – which are sure to attract attention!

## **OCTOBER 2012: NORTH INDIA**

In October, Mariellen will be primarily in Delhi, reporting on the sites and sounds of the capital city of the world's largest democracy; and then in [Rishikesh](#), the yoga capital of the world, in the foothills of the Himalayas.

## **NOVEMBER 2012: FESTIVALS AND THE TAJ MAHAL**

November is festival month in India, with Diwali, the Festival of Light falling on the 13th. Highlights of this month include the Pushkar Camel Fair and seeing the Taj Mahal by moonlight.

## **DECEMBER 2012: ORISSA AND SRI LANKA**

Orissa is a lesser-visited state on the east coast known for magnificent temples and wildlife sanctuaries. The highlight of her two-week stay is the Konark Dance Festival: Indian classical dance at the world-famous Sun Temple. From Orissa, Mariellen heads south for a 15-day Circle Sri Lanka Tour with Intrepid Travel that will take her through many of the lush, wild and unspoiled places in this country – included on many lists of “places to visit NOW!”

## **JANUARY 2013: SRI LANKA, KUMBH MELA AND INDIA'S LEADING LITERARY FESTIVAL**

The first part of January will find Mariellen continuing to explore Sri Lanka. Then Mariellen will be back in North India for two big events: The [Kumbh Mela](#) – the world's largest spiritual gathering – in Allahabad and the Jaipur Literature Festival.

## **FEBRUARY 2013: UDAIPUR, GUJRAT, MUMBAI AND WOW**

Mariellen will take the train through Rajasthan, stopping in the fabled city of Udaipur and Gujarat – the home state of Mahatma Gandhi – before heading to Mumbai, the most exciting city in India. On February 17, she will join the Indus Travels Women Only Worldwide (WOW) Tour: [Southern Jewels of India](#). With this group, Mariellen will be touring some of South India's most fascinating sites and learning about the culture from a woman's point of view.

## **MARCH 2013: HIMALAYAS**

As the plains of India begin to heat up, Mariellen will head to the hills and explore regions such as Almora and Kumaon, stopping in places like Mussorie and Nainital, and visiting world-famous Corbett National Park, one of the prime places to spot tigers in India.

## **APRIL: GOING HOME TO IRELAND**

Finally, on her way home, Mariellen will be making a very special stop: As part of The Gathering 2013 – a nationwide, year-long tourism initiative to bring home the Irish Diaspora – she will be [visiting Ireland for the first time](#) and researching her family history.



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