ABOUT THE AUTHOR OF THE TRAVEL BLOG

OLGA RASTEGAEVA

Travel-journalist and photographer with 16 years of experience.

Cooperates with well-known periodicals: “L’officiel Voyage Russia”, “National Geographic Traveler”, “Aeroflot World”, “Aeroflot”

A member of Russian Union of Journalists and International Federation of Journalists

Certified expert on many world destinations, Luxury hotels and SPA
ABOUT THE AUTHOR OF THE TRAVEL BLOG

Travels to unusual and distant places, from Antarctica to Bhutan, from the Kuril Islands to Costa Rica

Participates in adventure expeditions and autotravels

Visits unique production sites and companies

Reports on bright events: Carnivals, Sports Competitions, Fashion shows, Culinary shows

Makes author’s reviews of luxury hotels and airlines

Gives lectures on travel journalism
16 YEAR  work as a travel journalist

3 000+  articles and posts

500 000  50+  numbers of pages  flights per year viewed

380  VISITED  60+  cities  countries

3  CIRCLES  around the equator in the air
AUDIENCE OF TRAVEL BLOG

**OCCUPATION**
- 30% business owners
- 10% top managers
- 50% well-paid professionals

**INCOME**
- $99,000+ per year

**EDUCATION**
- 70% higher
- 10% specialized secondary education or college/university not completed
- 15% with academic degree
- 5% other

**TARGET AUDIENCE**

**AGE**
- 29+

**SEX**
- 54% male
- 46% female
AUDIENCE OF TRAVEL BLOG

AESTHETIC TRAVELLERS

MORE THEN $5000 total average spend on holidays

- Have rest regardless of the season
- Look for new experience
- Prefer non-standart solutions in tourism
- 89% Orange Traveler readers have travelled/taken a holiday abroad in the last 12 months

TARGET AUDIENCE

FREQUENT TRAVELLERS

5 HOLIDAYS ABROAD A YEAR
Orange Traveler readers take

BUSINESS TRAVELLERS

48% of Orange Traveler Readers travel on business, on average 4 business trips abroad per year
QUANTITATIVE INDICATORS

33,5% Age 25-34 years
27,5% Age 18-24 years
15,5% Age 35-44 years

Sessions:
July 2017
August 2017
September 2017
October 2017

Sessions: 41250
New sessions: 70,18%
Pages/session: more than 30 000
Session duration: 00:03:15

Users: more than 40 000
Pageviews: more than 500 000
Bounce index: 67,99%

40 614
The number of unique visits

504 805
Number of pages viewed

3+
Content update times a week
Emphasizes the premium services of the best hotels and airlines in the world

Assistance in organizing of travel itinerary

Providing of really useful information for travelers, advising about unique places of visit

TRAVEL BLOG IS HELPFUL IN
WHY IT WILL WORK

Strong editorial content

Orange Traveler Blog - one of the TOP-10 of best Travel blogs in Russia

Unique experience of the author:

• Opinion leader, belongs to the pool of experts for key media

• Accreditation in IATA and the presence of TIDS identifier.

• Partnership relations with the majority of National Tourism Offices

• Education and experience are confirmed with diplomas and certificates
PRESENTATION OF SITE SECTIONS

The structure of the blog:
- Travel-blog
- Photo Gallery
- Travel Gastronomy
- About me
- Cooperation
- Map of Travel
PRESENTATION OF SITE SECTIONS

TRAVEL BLOG
Notes from trips, reviews of hotels, airlines, SPA, tourism services. Stories about personal experiences, travel-reports, journal Orange Diaries, ratings Top Orange.

TRAVEL GASTRONOMY
Presentation of the best chefs in the world, collection of recipes for traditional dishes from different countries, recommendations of the best restaurants.

ABOUT ME
Information about the author, presentation of partners, review of author’s publications in the media.

PHOTO GALLERY
Albums with the best photos from trips.

COOPERATION
Presentation of advertising opportunities in the blog, new products and services reviews, brand ambassadorship, PR-promotion, travel consulting, production of contents, native advertising. Organization of press-trips for key media.

MAP OF TRAVEL
Interactive map with geotags for articles and posts
ADVERTISING OPPORTUNITIES

1. Publication of posts in the blog. Native advertising

2. Placement of static and animated banners, video covers

3. Sponsorship of headings, branding of sections, creation of promo-pages

4. Guidebooks from the representative of the advertiser

5. Services of a permanent brand-ambassador

6. Production of advertising photo contents in own photo studio
INSTAGRAM @ORANGETRAVELER

12000+ followers
1200+ posts
500 000+ likes

#SUMMER
#HIMBA
#TWINS

#CHAMPAGNE

#WINTER
#NAMIBIA
CONTACTS

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