

# Life Out Of Our Backpack

## Media Kit



## About Us

Hello! We are Lou & Max, a travel couple from Gibraltar who create to inspire. Our admiration of the planet's raw beauty, cultural variations and its amazing people has meant we have been travelling the world since 2015 living our 'Life out of our Backpack' lifestyle.

In combination with our lust for travel, connection with wildlife and love of life, we have intertwined this with our passion for both photography and videography allowing us to share our personal journey with our engaged community.

Across our social media platforms we continue to inspire and connect with our followers with a unique style of storytelling through a fresh and engaging approach to blogging.

## Social Stats



FOLLOWERS: 58,000 + / MONTHLY IMPRESSIONS: 100,000 +



WEBSITE VIEWS: 10,000 +



YOUTUBE SUBSCRIBERS: 500 +



FACEBOOK FOLLOWERS: 600 +

## Audience

### LOCATION

26% USA

9% PHILLIPINES

8% UK

### GENDER/AGE

59% FEMALE

41% MALE

52% 25-34



# Let's Collaborate

## Instagram Posts & Stories

Able to create high quality and engaging content, we dedicate our time to help in promoting your product. All featured posts are accompanied with your tag along with an expressive mention in our caption. In addition to the permanent posts, our Instagram stories also offer our followers a more intimate insight into your product on a very genuine level.

## Blog Post

Whilst Instagram offers that attractive aesthetic appeal, our Blog posts are however a wonderful way to fully unveil your full potential; whether it be a destination, experience, property or product. As we look into specifics through our seamless combination of written and visual content, our articles offer an enticing taste of adventure and the potential for likeminded journeys. Through an in-depth insight into our experience, the reasoning behind our choice of product and how it is able to capture our emotions from a personal perspective, we take pride in the true engaging connections we have built with our audience. Our purpose is to both inspire individuals and offer a form of guide when planning their next adventure.



## Youtube/Website Videos

Whilst storytelling through the amalgamation of still images and our written content has always been our priority, videography has however rapidly become a key element that we have more recently used to present each and every journey as a whole. Able to capture unique valuable moments along with their descriptive feel, this curation of seamless footage is a fantastic way for an audience to fully appreciate and relate to a story.

With this in mind, we offer either the opportunity for a feature in one of our relevant travel videos (featured on our website and YouTube) or a standalone promotional video specific to your product which you are free to use as you please.

## Content Package

As you now have a little idea as to what we do, we do not want to be the ones to dictate what you would like or might need, but rather you tell us what is missing and we will do the rest. If you are in search for a fresh look or content for your social media platforms and website we can create a portfolio of images for you to use as you please.

Like us, you have a unique and individual story to tell and we would like to be the ones who are able to document that for you.



# Past Collaborations

## Hotels/Resorts

La Pirogue Hotel (Sun Resorts), Mauritius  
Evaco Holidays, Mauritius  
La Mariposa, Mauritius  
Eliassen Rorbeur, Lofoten Islands  
Hattvika Lodge, Lofoten Islands  
New York Palace, Budapest  
Rushuga Gorilla Camp, Uganda  
Nomadic Belle Glamping, Australia  
Ceilao Villas, Sri Lanka  
Cantaloupe Hotels, Sri Lanka  
The Boulevard Arjaan by Rotana, Jordan  
Ruhunu Safari Camping, Sri Lanka  
Theva Hotel, Sri Lanka  
The Tenth Hotel, Sri Lanka  
Pongwe Beach Hotel, Zanzibar  
Seasons Lodge, Zanzibar  
Cocotier Lodge, Nosy Be, Madagascar  
The Garage Aparentments, Iceland  
Kea Hotels, Iceland

## Tour Companies

Lion King Adventures, Tanzania  
Moonwalker Tours, Iceland  
Sail Experience, Croatia  
Arcanum Glacier Tours, Iceland  
Dive.Is, Iceland  
GoEcco, Iceland  
Hackshaw Boats, Saint Lucia  
Captain Cook Cruises, Australia  
Oz Whale Watching, Australia

## Car Rentals

Apollo Car Rentals, Australia  
Travellers Autobarn, Australia  
Lagoon Car Rentals, Iceland  
Namibia Car Rentals, Namibia  
Ideal Rent, Lake Bled, Slovenia

## Wildlife Experiences

Lion King Adventures, Tanzania  
Rushuga Gorilla Trek, Uganda  
Featherdale Wildlife Park, Australia  
Symbio Wildlife Park, Australia  
Taronga Zoo, Australia

## Other

Events In The Sky, Worldwide  
Daniel Wellington, Worldwide  
Kapten and Son, Worldwide

# Get In Touch!

