



JOURNO

# MEDIA KIT/2020

JOURNOHQ.com

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# WELCOME!

Hi, I'm Dane, the founder of Journo. I've wanted a better way to remember my travels for years but could never find anything that truly did the job.

So, as an app developer, I decided to scratch my own itch and make the travel journal I wanted to use.

Since that decision a number of years ago, we've built an incredible team, launched Journo around the world, and built the most amazing community.

Journo is here to help you fall more and more in love with your life. To get you waking up everyday excited for what's in store. To encourage you to live an adventure. So let's #BurnYourCouch and do just that!

Dane Homenick  
Founder, Journo Travel Co.



# OUR MISSION

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## FOR OUR USERS

We exist to help fellow travel junkies travel more, travel easier, and document and share those adventures in a more stunning way than they could anywhere else.

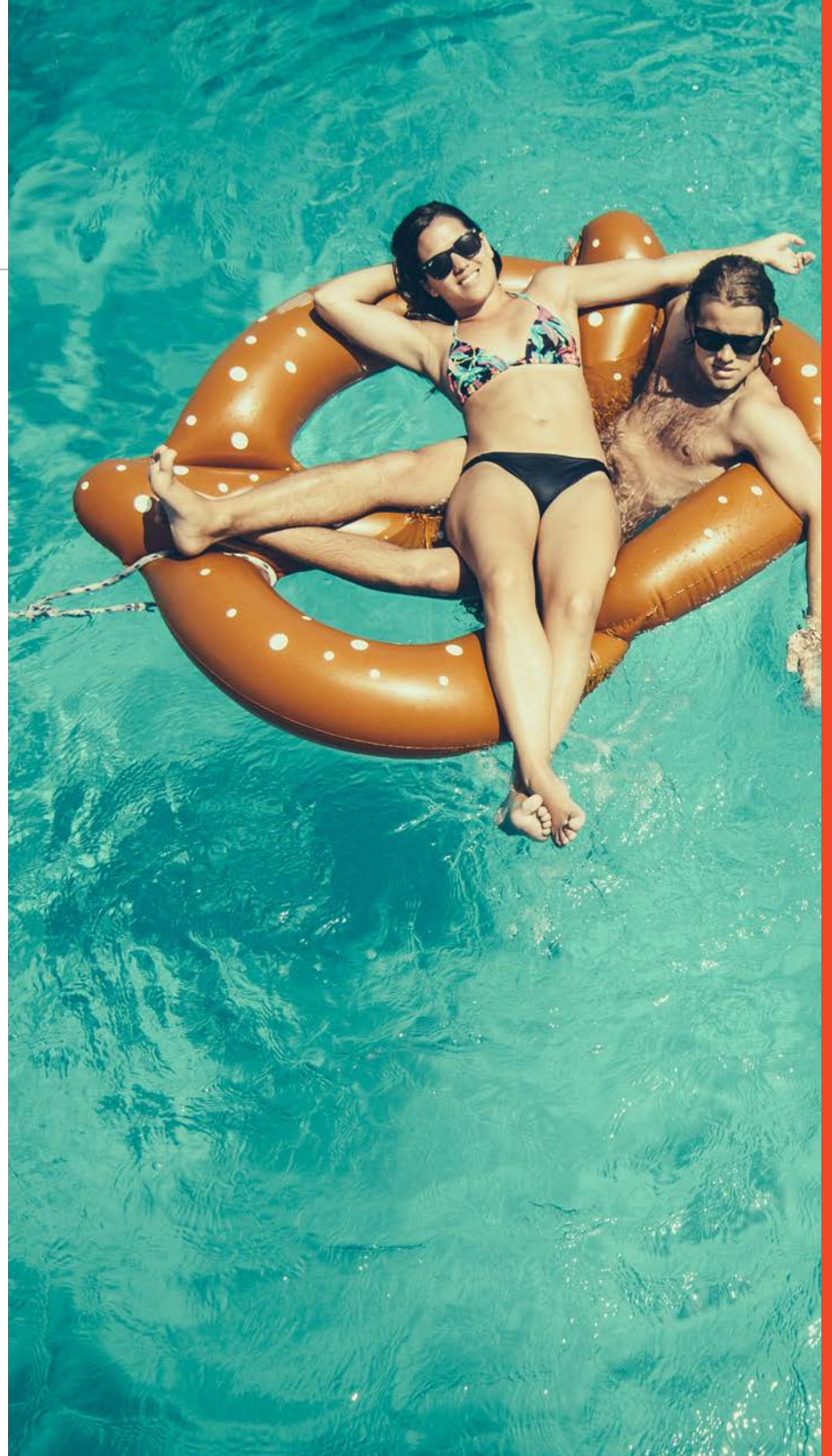
## FOR OUR MARKETING PARTNERS

In these days of expensive ad clicks and a shortened attention span, it's our goal to bring our passionate audience to your doorstep. And there is no better way to meet a new friend than through a friend, right?

Right. And that's why a promotion to our audience works so well: it's a recommendation from a trusted friend!

Not only that, but we're out to make you want to work with us over and over and over again by over-delivering in value.

You can trust your hard-won marketing money with us. Let's do this.



# OUR AUDIENCE

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The Journo audience is a fun-loving bunch of mid-high income “travel junkies” (as we like to call ourselves). Primarily from English speaking countries such as US, CA, UK and AU, they are receptive to all things travel!

## SALARY

<35K (7%)  
35-49K (24%)  
**50-74K (38%)**  
75-99K (19%)  
100K+ (11%)

## AGE

19-25 (20%)  
36-45 (20%)  
**26-35 (60%)**

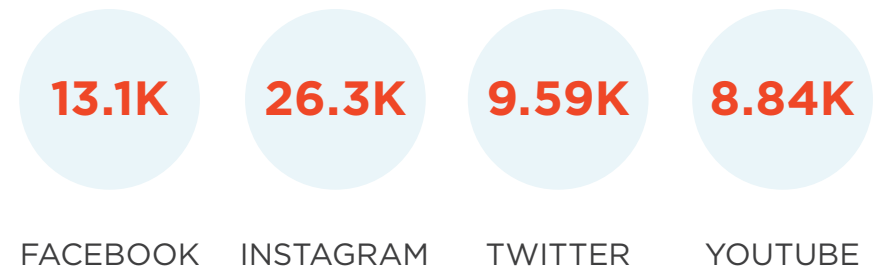
## GENDER

Male 35%  
**Female 65%**

## SOCIAL FOLLOWING

Total Audience

**57.8K**



## EMAIL LIST

Total Active Audience

**185,000+**





# JOURNO LOVE

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## **Awesomeness**

I write a travel blog and Journo is awesomeness incarnate! Instead of using multiple apps I can accomplish more with Journo in half the time.

—Darwin.e.p



## **Finally!**

Wow, this app is sweet. Finally a journal that I can store not just my written memories, but everything else as well. Perfect for any traveler!

—The Fantasy Guy



## **Thank you**

I hafta say, I've enjoyed this app on a really long trip. Thank you!

—Port123456

## **AS FEATURED IN**

THE  
HUFFINGTON  
POST

 **GadgetFlow**

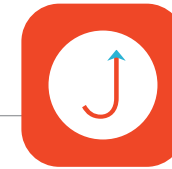
**COOL MATERIAL**

 **GEMFOUND**

**Forbes**

 **NATIONAL  
GEOGRAPHIC  
TRAVELER**





# ADVERTISING OPTIONS

- Sponsored Instagram Post ..... **8**
- Sponsored Newsletter ..... **9**
- Contributor Post ..... **10**
- Dedicated Email Broadcast ..... **11**
- The Brand Blast Bundle ..... **12**

JOURNOHQ.com

# SPONSORED INSTAGRAM POST

Feature your brand on Journo's vibrant Instagram feed. Perfect for brands looking to boost their presence around a campaign, giveaway, or announcement.

Choose from:

- Instagram Post - Single post promotion
- Instagram Carousel Post - 3 panels
- Instagram Stories - 4 story frames 24 hour story with swipe up link

**RATE:**  
**\$200/SINGLE IG POST**  
**\$250/CAROUSEL IG POST**  
**\$200/IG STORY**





# SPONSORED NEWSLETTER

Our highest open rates every week await your partnership! Connect with our audience of travel junkies with this newsletter sponsorship opportunity.

- 100% share of voice
- 'Together with' logo header
- Sponsored section includes banner creative placement, copy of your choice, and tracking link back to your site

**RATE:**  
**\$750/PER OR**  
**\$500 FOR 3-PACK OR MORE**

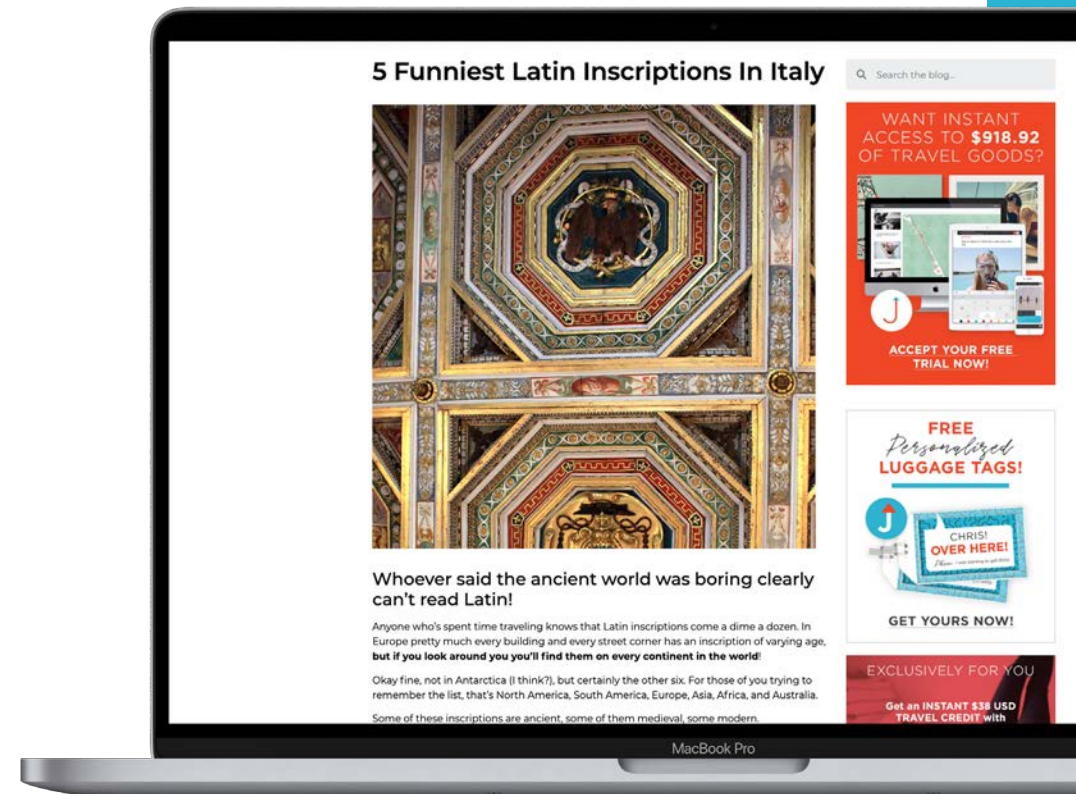


# CONTRIBUTOR POST

Become a Journo blog contributor! Share your content with our community of travel obsessed folks from around the world and connect with current and future readers.

- Placement of your article and contributor bio
- Placement of direct do-follow link to your site
- SEO and keyword optimized
- Editorial inclusion in Newsletter the week of publishing
- One Instagram post the week of publishing

**RATE:**  
**\$200/PER OR**  
**\$150 FOR 3-PACK OR MORE**



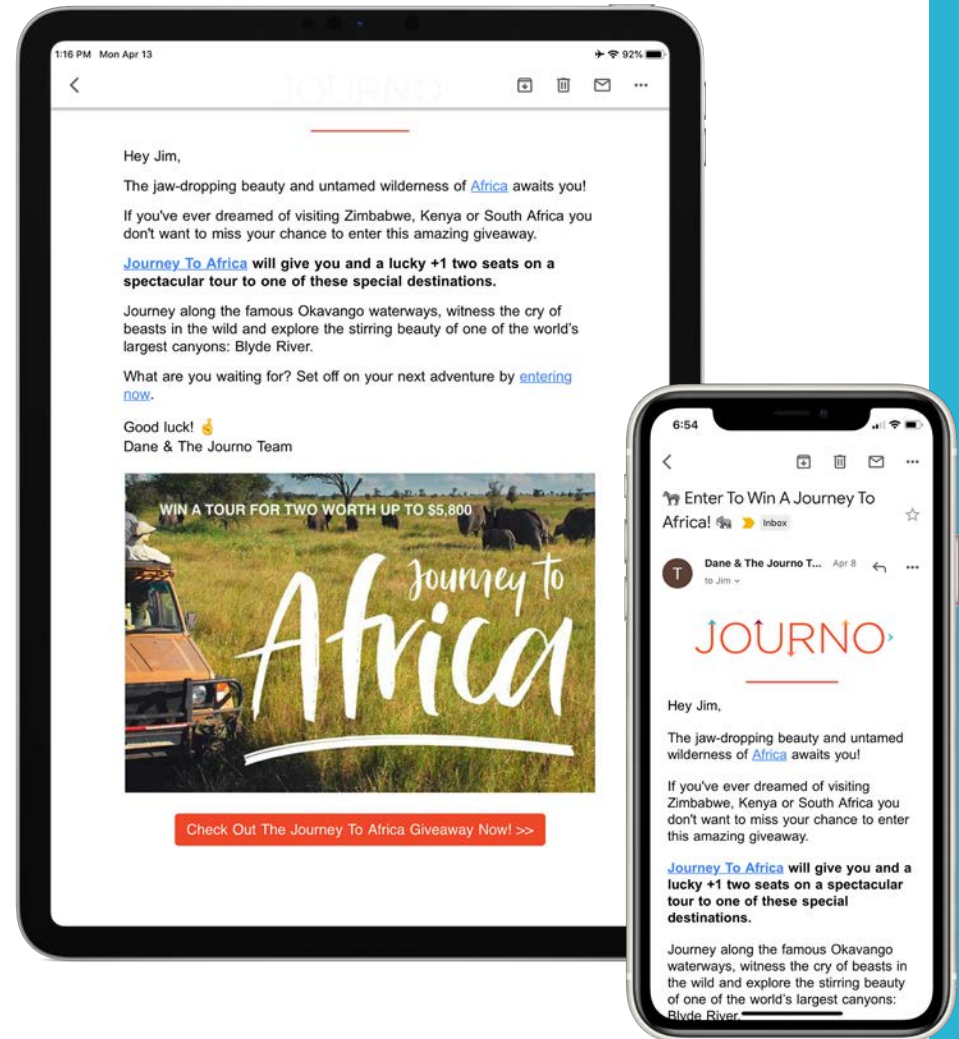


# DEDICATED EMAIL BROADCAST

Gain the full attention of our loyal audience with a dedicated email send that is focused 100% on your brand and the offering of your choice.

- 100% share of voice
- Direct click through to your site
- One Instagram share

**RATE: \$1,200**

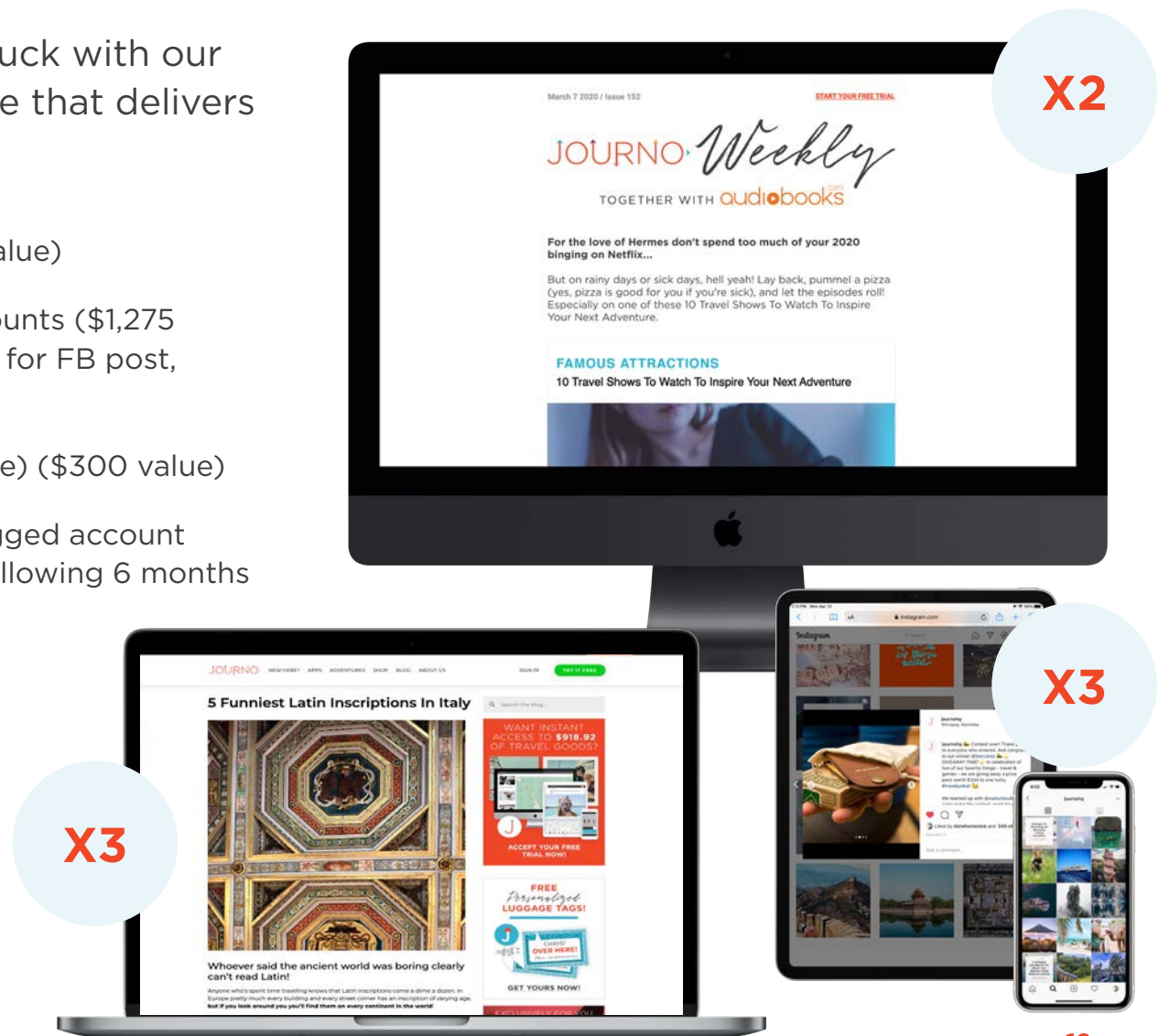


# THE BRAND BLAST BUNDLE

Get the most bang for your buck with our brand blast bundle. A package that delivers ultimate exposure.

- 2 sponsored newsletters (\$1,500 value)
- 3 rounds of social posts on all accounts (\$1,275 value (\$200x3 for IG post, \$200x3 for FB post, \$25x3 for TW post)
- Article inclusion (where appropriate) (\$300 value)
- Social shares of the article with tagged account randomly shared X times for the following 6 months (\$450 value)

**RATE: \$1,750**







JOURNO▶

THANK YOU

For all advertising inquiries and bookings,  
please contact: Dane Homenick  
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