



JOURNO▶

# MEDIA KIT/2024

JOURNOHQ.com

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# WELCOME!

Hi, I'm Dane, the founder of Journo. I 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 making that decision years ago, we've assembled an exceptional team, launched Journo globally, diversified beyond just travel software, and cultivated an incredible community.

Journo is here to help you fall 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 can anywhere else.

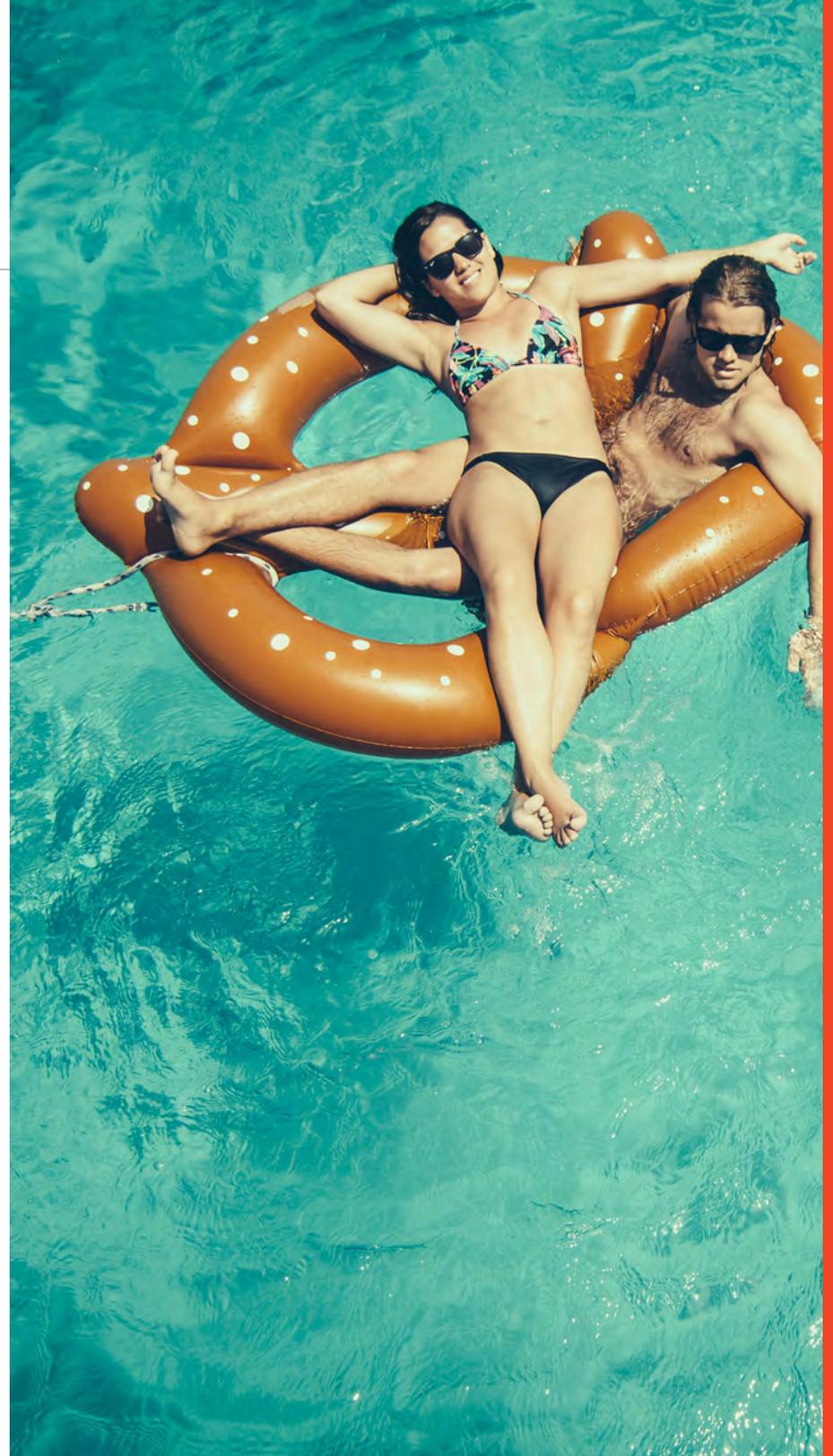
## FOR OUR MARKETING PARTNERS

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 again and again by overdelivering in value.

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



# OUR AUDIENCE

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

## GENDER

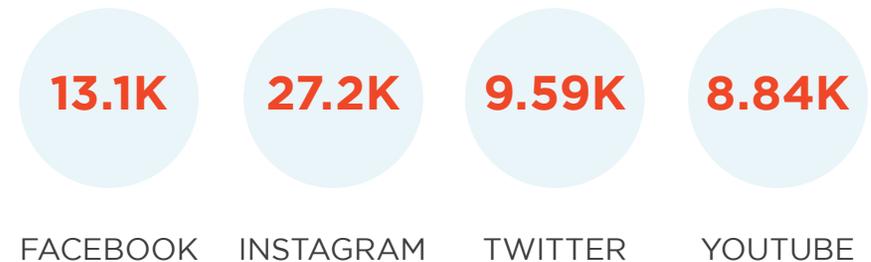
Male 35%  
**Female 65%**

**32%** OPEN RATE

## SOCIAL FOLLOWING

Total Audience

**57.8K**



## EMAIL LIST

**95,000+**



# 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

- Daily Newsletter Classified Ad ..... **8**
- Dedicated Email ..... **9**
- Saturday Newsletter Takeover ..... **10**
- Sponsored SEO Blog Post ..... **12**
- Travel Sweepstakes ..... **13**
- Bundle & Save ..... **14**

JOURNOHQ.com

# DAILY NEWSLETTER CLASSIFIED AD

You can now sponsor the short, daily emails our readers love. Available five days of the week, you can get front and center for a great price.

Keeping it natural works! Give us your copy in plain text and we'll get readers clicking over.

**Offer 1: Buy one at \$75 get one FREE**

**Offer 2: Buy 4 for \$200**

150-500 characters  
of native Journo copy.  
+ Up to two CTA.

Real Life Example: Feb 27, 2024

**Projected Clicks: 50**  
**Sponsorship Clicks: 104**  
**Cost Per Click: \$1.15**

Here's a real "duh":

You don't know where you are when you're in a new place.

I know: "duh."

How are you expected to know which street to turn down to hit that famous bakery you heard so much about?

How are you supposed to know if you can hike it to that museum or if you need to rent some wheels for the day?

You whip out your phone and pull up Google Maps, of course. **UNLESS...**

Unless if you're like so many of us who don't have an international travel plan on their phone. What then?

Easy. **You do this.**

To your new journey,  
Kam & The Journo Team

*together with:*

We're used to roaming the roads wherever we want at home, whether on four wheels or two, so what can we do to enjoy the same freedom when we travel abroad?

The answer is, invariably, the **International Driving Permit.**

An International Driving Permit helps you rent and operate cars and motorbikes while traveling abroad.

Widely accepted, highly professional, and super easy to apply for.

**And if you act now, as a fellow Journo Travel Junkie, you get free replacements for life!**

**GET STARTED TODAY!**

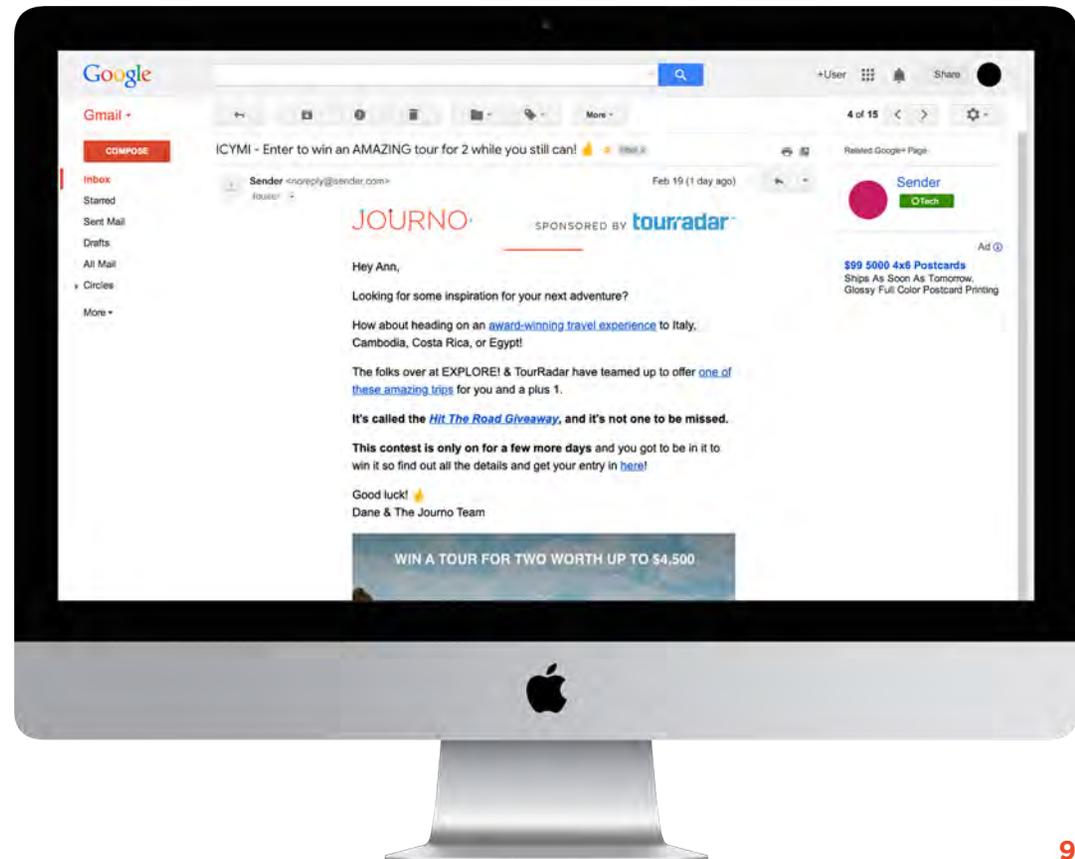
# DEDICATED EMAIL

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

- 100% share of voice
- Direct click through to your site
- Use any combination of images, text, and buttons

**Offer 1: \$250 each**

**Offer 2: \$400 for two**



# SATURDAY NEWSLETTER TAKEOVER

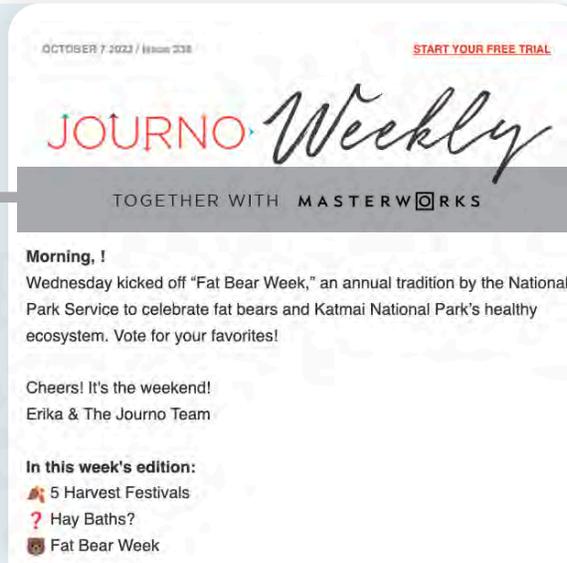
Get prominent placement at a great price by sponsoring our weekly email.

**Offer 1:** Buy one get one at \$250

**Offer 2:** Package of 4 for \$400

## Placement 1

Together With + logo at top



SPONSORED BY MASTERWORKS

A Banksy got everyday investors 32% returns?



Mm-hmm, sure. So, what's the catch?

We know it may sound too good to be true. But thousands of investors are already smiling all the way to the bank, thanks to the fine-art investing platform Masterworks.

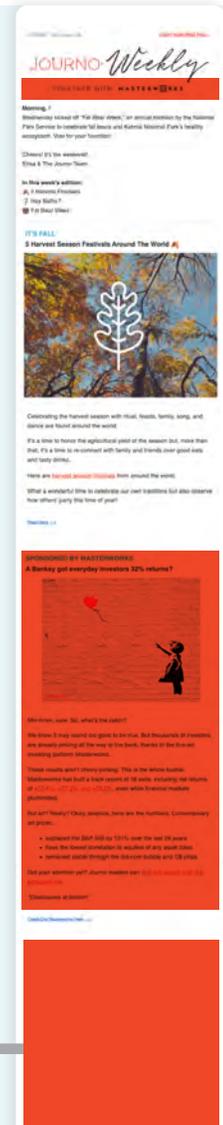
These results aren't cherry-picking. This is the whole bushel. Masterworks has built a track record of 16 exits, including net returns of **+10.4%, +27.3%, and +35.0%**, even while financial markets

## Placement 2

Native copy 250-500 characters, image, second placement.

## Placement 3

Native copy 150-250 characters, image, bottom of email.





“ ...and Journo proved to be the most effective while the rest of the publishers were too expensive from both a Cost Per Click and Cost Per New Subscriber perspective”

—Berenice at Penguin Random House

## RESULTS

3,092 visits  
3,612 page views  
209 new subscriptions

## RECENT CLIENTS



SamBoat



Masterworks Fine Art



Kudos



Samboat



Penguin Random House



UnCruise Adventures



Morning Brew



Acanela Expeditions



going Scott's Cheap Flights



Atlas Coffee Club



Atlas Tea Club



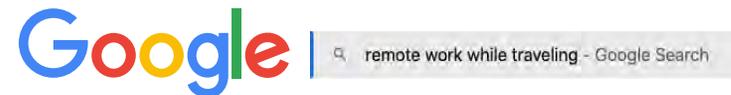
Dollar Flight Club

# SPONSORED SEO BLOG POST

An SEO optimized post, strategically written for organic traffic that drives results.

- In-depth, long-form article by pros
- Promote your project the right way
- Includes email and social promotion

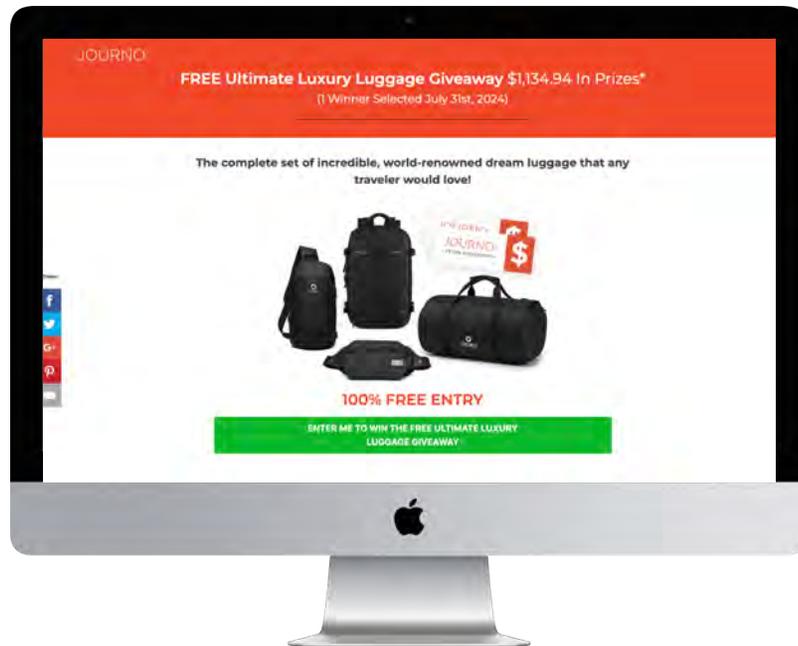
Ask today for your customized price!



# TRAVEL SWEEPSTAKES

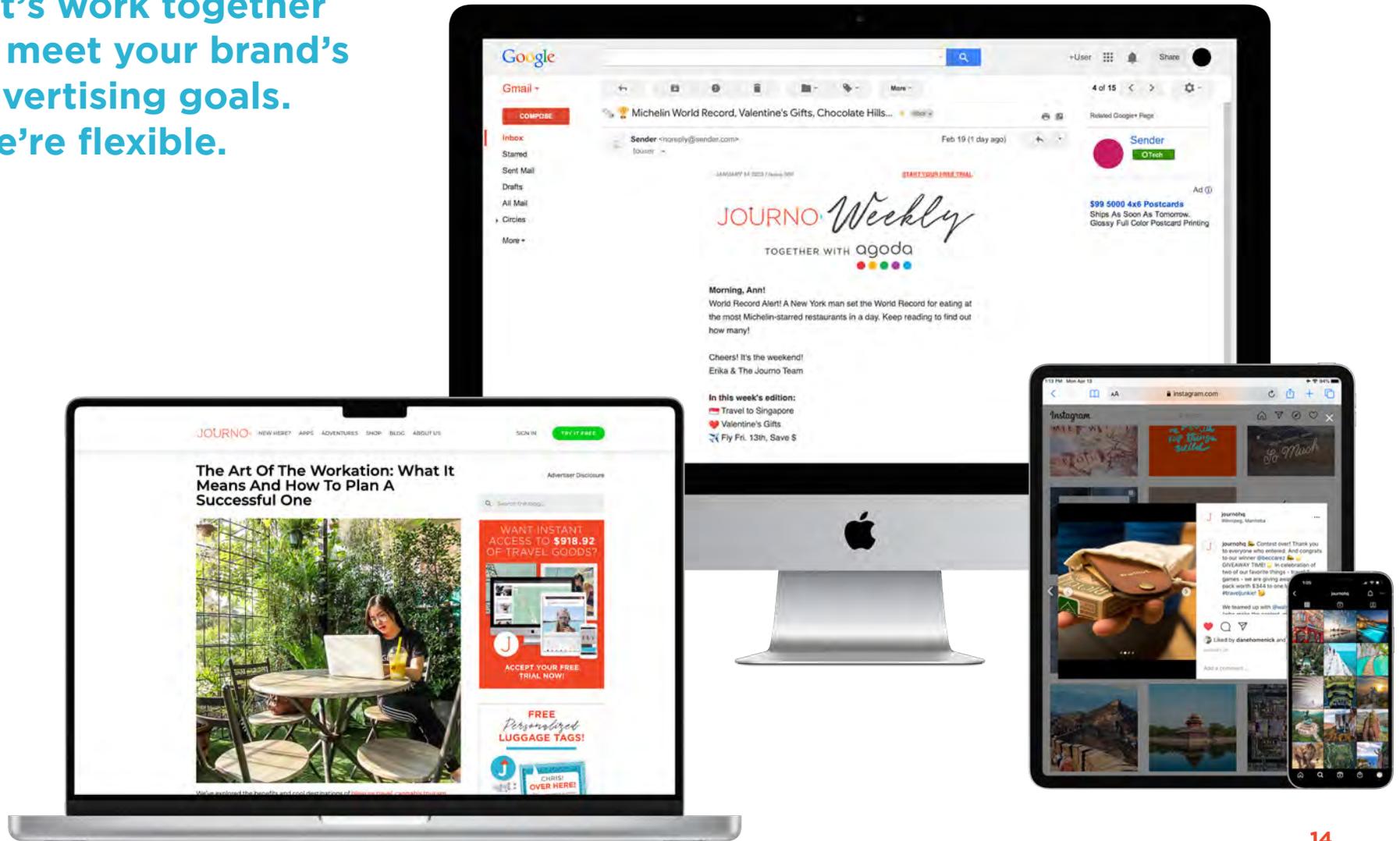
Targeted travel leads,  
at a price you can't get anywhere.

- Scale your email list, fast
- Qualified, travel-loving folks
- Ready and primed for your emails



# BUNDLE & SAVE

Let's work together  
to meet your brand's  
advertising goals.  
We're flexible.





JOURNO

THANK YOU

For pricing, inquiries, and bookings, please contact:

[kam@journo-travel.com](mailto:kam@journo-travel.com)

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