

# PRESENTATION FOR PITCHING BRANDS UPDATED TO APRIL - 2018



**NORTHERN AREAS, PAKISTAN**



# AGAINST THE COMPASS

An alternative **adventure travel blog** where you will find in-depth and detailed travel guides, tips and inspiration about the most **off the beaten track destinations**



Introducing destinations that don't have awareness in the regular traveler's minds



by Joan Torres, Travel Writer & Photographer



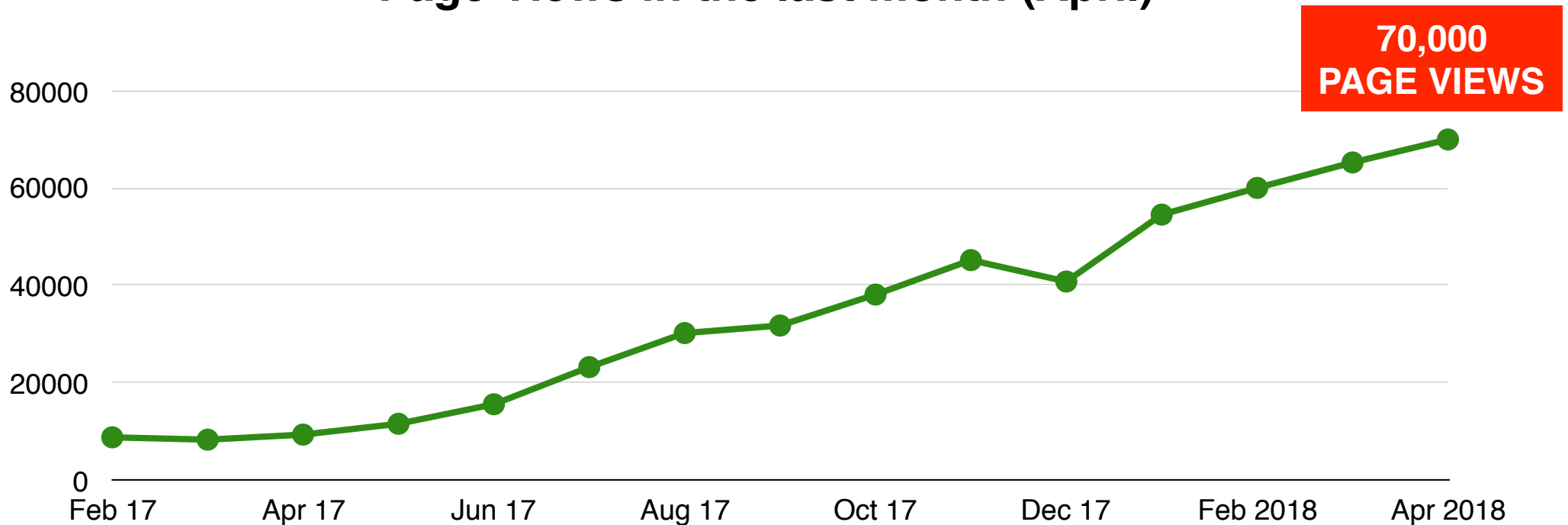
# WHY TRUST AGAINST THE COMPASS?



**LENIN PEAK, KYRGYZSTAN**

# WHY TRUST AGAINST THE COMPASS?

**In only 16 months, Against the Compass has achieved 70,000 Page Views in the last month (April)**



## HOW?

- 1) Working on SEO Excellence (Keyword strategy) - 80% of traffic from Google
- 2) Extremely targeted audience
- 3) High quality content: Loads of backlinks -> SEO



# WHY TRUST AGAINST THE COMPASS?

## A highly engaged audience with 0 money investment



Against the Compass - Off the Beaten Track Travel Blog



January 21 at 8:32am · 🌐

Not Switzerland but Swat Valley, Pakistan



Boost Post



Like



Comment



Share



👍❤️😮 264

Chronological ▾

10 Shares

*"Thanks to your articles and photos I decided to travel to Pakistan"*

**- Pere, regular reader from Spain -**

*"I think I can positively say that of all travel bloggers, I love reading your articles the most! They way you go off the beaten track and the amazing people you meet there shows me over and over again what a beautiful place the world is"*

**- Annika, regular reader from Germany -**

*From now on, I will go only places that you have already checked. :) It is easy with your tips. Thanks!-*

**Zoran, regular reader from Serbia -**

# MY AUDIENCE



**TASH RABAT, KYRGYZSTAN**



# MY AUDIENCE - FEBRUARY 2018

*(Monthly figures)*

**PAGE VIEWS**

**72k+**

**SESSIONS**

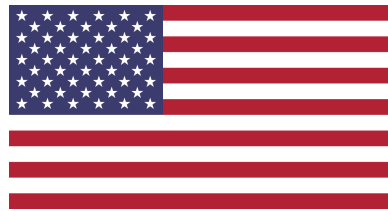
**45k+**

**USERS**

**36k+**

# MY AUDIENCE - JANUARY 2018

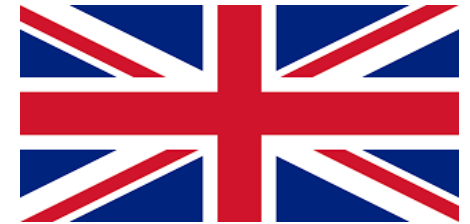
## TOP COUNTRIES (42%)



**USA: 18%**



**SPAIN: 16%**



**UK: 8%**

## GENRE

**FEMALE**

**51%**

**MALE**

**49%**

## AGE

**25-34**

**45%**

**35-44**

**20%**

**45-54**

**10%**



# AUDIENCE INTERESTS

## OFF-BEAT DESTINATIONS

**ADVENTURE  
TRAVEL**

**ECOTOURISM**

**TREKKING**

**CULTURAL  
TRAVEL**

# ITB BERLIN 2018



# THANKS!

NORTHERN AREAS, PAKISTAN