

MEDIA KIT - NOVEMBER 2019



NORTHERN AREAS, PAKISTAN

AGAINST THE COMPASS

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



AS SEEN ON



The Telegraph



Buzz
Feed



Khaleej Times



World
Nomads

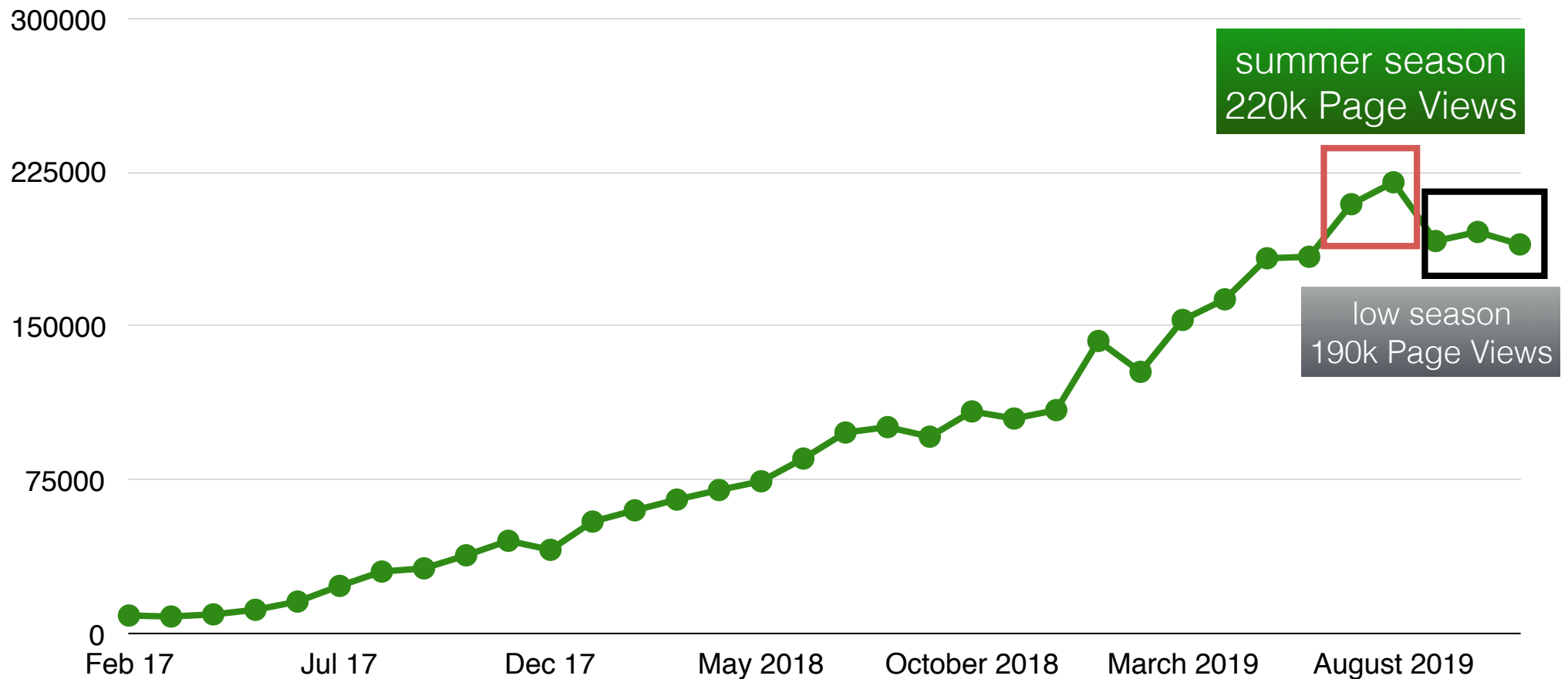
WHY TRUST AGAINST THE COMPASS?



LENIN PEAK, KYRGYZSTAN

WHY TRUST AGAINST THE COMPASS?

In 3 years, ATC reached 200,000 monthly Page Views



HOW?

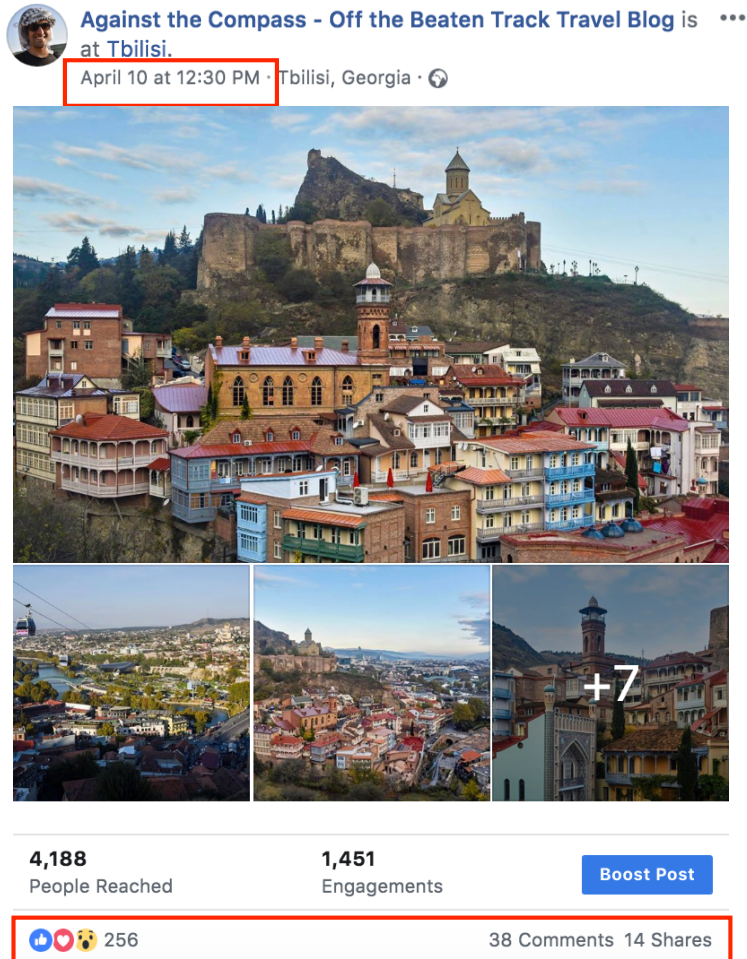
1 - SEO excellence

- 1) 90% of my traffic comes from Google
- 2) High-quality content (loads of natural backlinks)
- 3) Keyword strategy, competition analysis
- 4) Long, informative, always updated articles

2 - Extremely targeted audience

- 1) Niche-oriented blog - Off the beaten track destinations
- 2) Always keeping the brand-equity
- 3) Barely exploded niche

Highly engaged audience with 0 money investment



"Thanks to your articles and photos I decided to travel to Pakistan"
- Pere, regular reader -

"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 -

MY AUDIENCE



TASH RABAT, KYRGYZSTAN

MY AUDIENCE - AUGUST 2019 (High season)

(Monthly figures)

PAGE VIEWS

220k+

SESSIONS

135k+

USERS

106k+

DEMOGRAPHICS

TOP COUNTRIES (40%)



USA: 17%



SPAIN: 16%



UK: 8%

REGIONS



EU: 38%



USA + CANADA + AUSTRALIA: 22%

AGE

25-34

45%

35-44

20%

45-54

10%

AUDIENCE INTERESTS

OFF-BEAT DESTINATIONS

**ADVENTURE
TRAVEL**

ECOTOURISM

TREKKING

**CULTURAL
TRAVEL**

SOCIAL NETWORKS



5,900+ followers



14,200+ followers



**119,000 monthly
viewers**

MEDIA KIT - NOVEMBER 2019



THANKS!

NORTHERN AREAS, PAKISTAN