AGAINST THE COMPASS

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

AS SEEN ON

lonely planet, The Telegraph, MATADOR network, THE DAILY BEAST, Buzz Feed, arab news, Khaleej Times, World Nomads
WHY TRUST AGAINST THE COMPASS?

LENIN PEAK, KYRGYZSTAN
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-equality
3) Barely exploded niche
Highly engaged audience with 0 money investment

"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 -

"Thanks to your articles and photos I decided to travel to Pakistan."
- Pere, regular reader -
MY AUDIENCE - AUGUST 2019 (High season)

<table>
<thead>
<tr>
<th>PAGE VIEWS</th>
<th>SESSIONS</th>
<th>USERS</th>
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<tbody>
<tr>
<td>220k+</td>
<td>135k+</td>
<td>106k+</td>
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(Monthly figures)
AUDIENCE INTERESTS

OFF-BEAT DESTINATIONS

ADVENTURE TRAVEL
ECOTOURISM
TREKKING
CULTURAL TRAVEL
SOCIAL NETWORKS

- Facebook: 5,900+ followers
- Instagram: 14,200+ followers
- Pinterest: 119,000 monthly viewers
THANKS!

NORTHERN AREAS, PAKISTAN