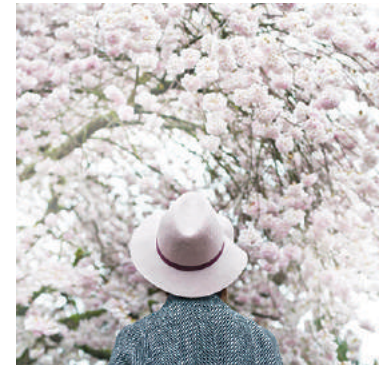
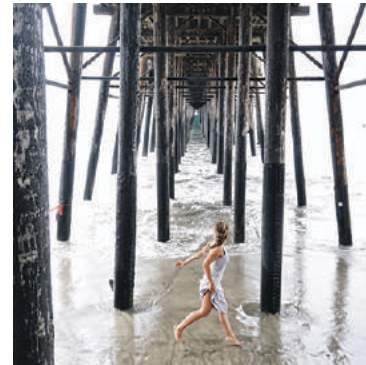


DAME

TRAVELER



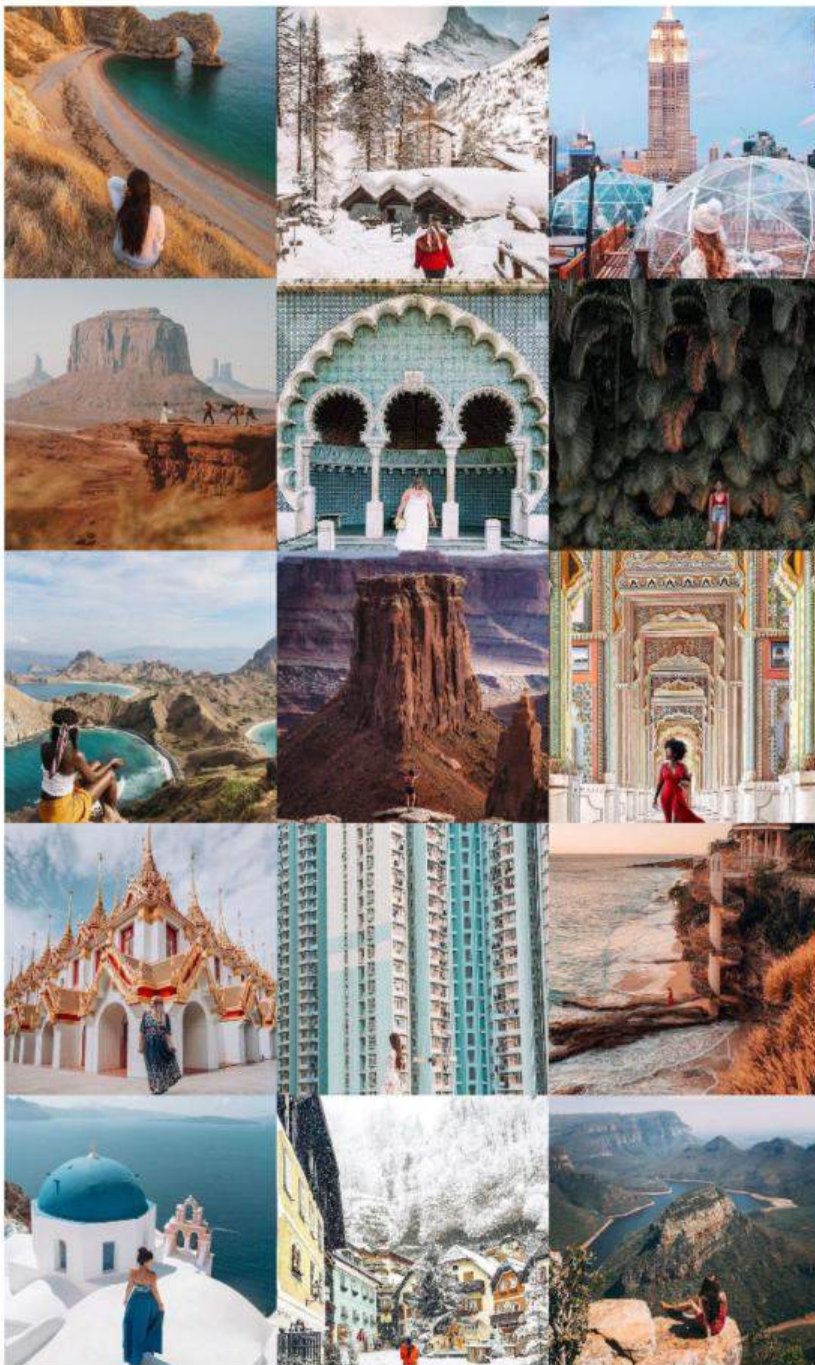
"INSPIRING WOMEN TO TRAVEL MORE, DO MORE, AND BE MORE."

MEET THE FOUNDER

Nastasia Yakoub, a Labor & Delivery nurse turned travel blogger, has leveraged her passion for travel and photography by founding Dame Traveler. Dame Traveler is a curated women's travel blog and community where female travelers can inspire and connect with one another.

Her eye for stunning visuals has helped her build and curate the popular Instagram account, @dametraveler with over 600,000+ followers since 2013. As she manages a large network of travel bloggers as well as creating her own content on her travel Instagram account, @nastasiaspassport, her community continues to grow.





@dametraveler

Verified Authentic Following
Updated January 21, 2019

Instagram Stats

515,606

Followers

75.02%

Active Following

+34.77%

Compared to Avg Active

8,138

Avg Likes
& Comments Per Post

1.58%

Engagement
Percentage

-0.27%

Compared to
Avg Engagement

Follower Health	Followers	Percentage	Compared to Avg
Active	239,298	75.02%	+34.77%
Lurkers	72,429	22.71%	+3.98%
Bots	7,242	2.27%	-38.75%

Audience Age

Age 21 to 24	26.93%
Age 25 to 29	24.92%
Age 30 to 34	22.18%
Age 18 to 20	14.27%
Age 35 to 44	9.15%
Age 45 to 54	1.42%
Age 17 and under	0.72%
Age 55 to 64	0.28%
Age 65 and over	0.13%

Audience Gender

Female	74.77%
Male	25.23%

Audience Location

United States	47.13%
United Kingdom	7.41%
Canada	5.11%
Australia	4.38%
Indonesia	2.64%

Audience Income

Under \$10,000	26.44%
\$10,000 - \$19,999	22.56%
\$20,000 - \$29,999	20.95%
\$30,000 - \$39,999	12.44%
\$40,000 - \$49,999	9.44%
\$50,000 - \$74,999	7.09%
\$75,000 - \$99,999	1.03%
Over \$100,000	0.05%

Audience Brand Affinities

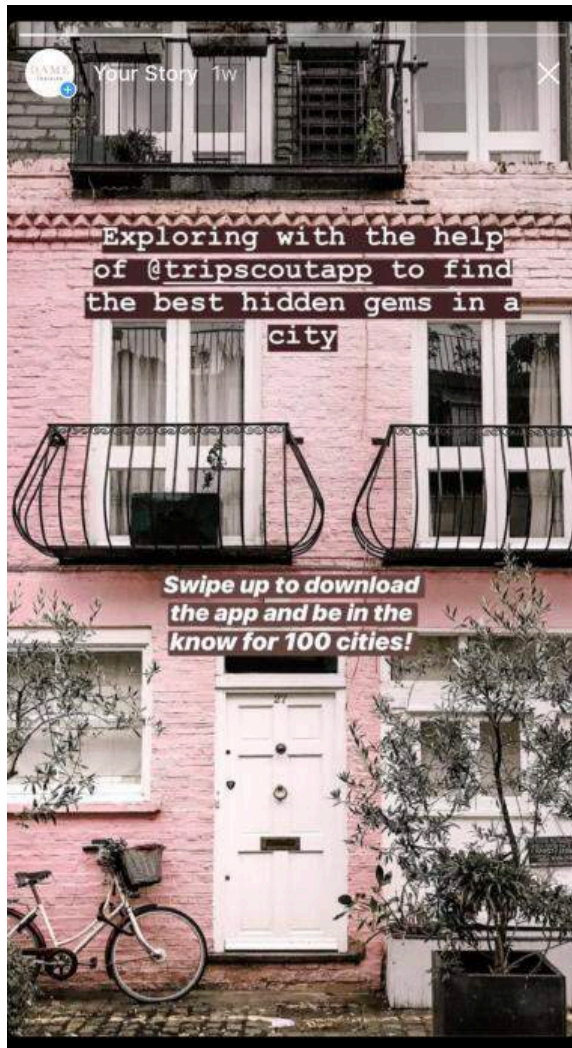
Instagram	20.33%
National Geographic	17.68%
Starbucks	14.99%
Vogue	11.08%
Nike	10.99%

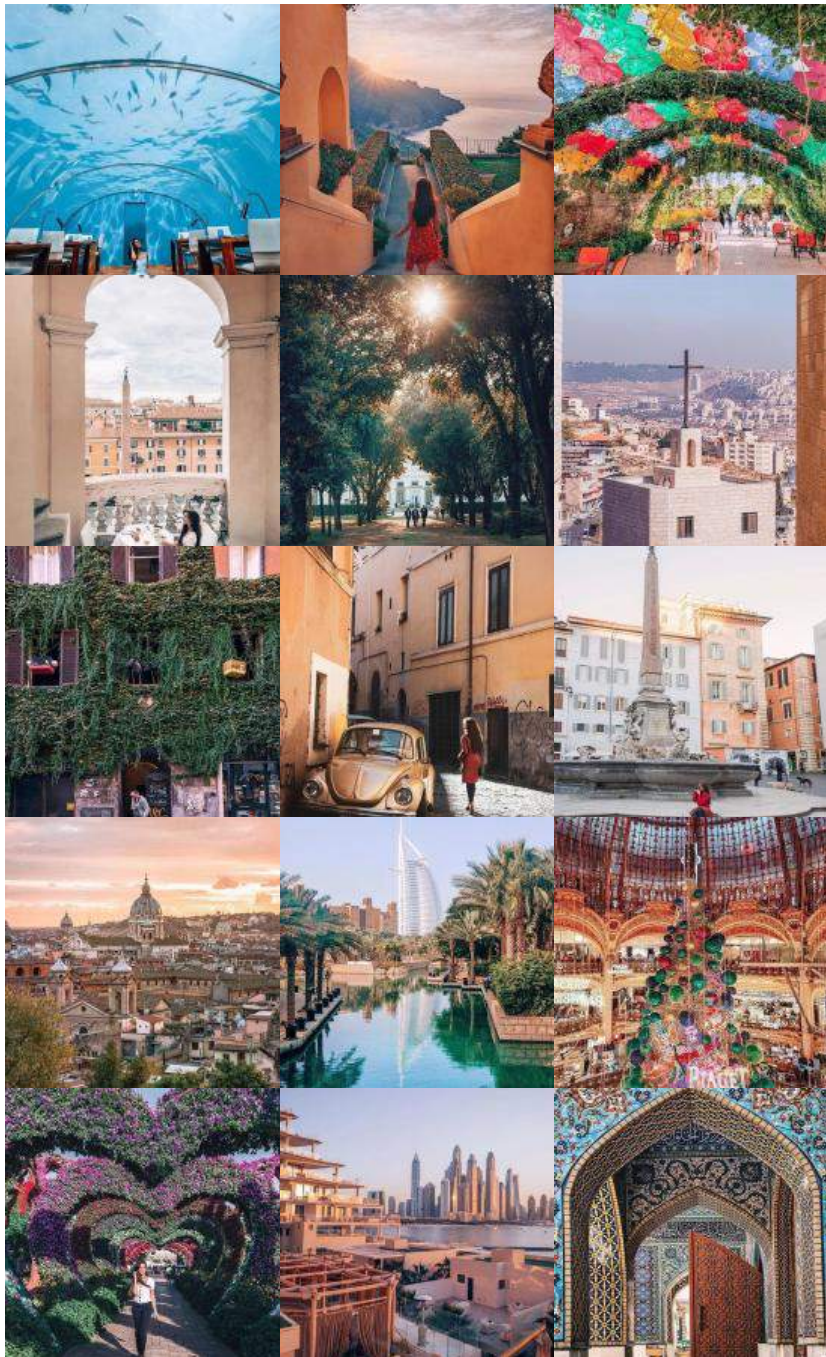
Audience Family Status

Married	57.15%
Single	42.85%
Parents	8.51%

INSTAGRAM @DAMETRAVELER

INSTAGRAM STORIES average views: 10,000-14000





@nastasiaspassport

Verified Authentic Following
Updated January 3, 2019

Instagram Stats

109,285

Followers

81.36%

Active Following

+40.37%

Compared to Avg Active

2,563

Avg Likes
& Comments Per Post

2.35%

Engagement
Percentage

+0.22%

Compared to
Avg Engagement

Follower Health

Followers

Percentage

Compared to Avg

Active	53,069	81.36%	+40.37%
Lurkers	11,597	17.78%	+1.08%
Bots	562	0.86%	-41.45%

Audience Age

Age 21 to 24	26.93%
Age 25 to 29	24.92%
Age 30 to 34	22.18%
Age 18 to 20	14.27%
Age 35 to 44	9.15%
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\$75,000 - \$99,999	1.03%
Over \$100,000	0.05%

Audience Brand Affinities

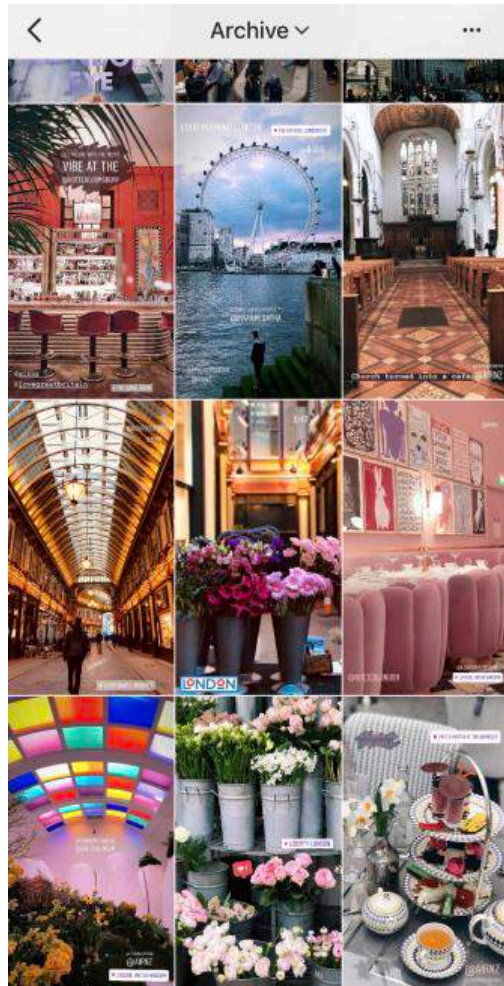
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National Geographic	17.68%
Starbucks	14.99%
Vogue	11.08%
Nike	10.99%

Audience Family Status

Married	57.15%
Single	42.85%
Parents	8.51%

INSTAGRAM @NASTASIASPASSPORT

INSTAGRAM STORIES average views: 3,000



ADDITIONAL SOCIAL MEDIA ACCOUNTS

INSTAGRAM

@DAMETRAVELERFOODIE

Food recommendations, mix of original & curated content.

Followers: 20,000+

@DAMETRAVELERHOTELS

Hotel recommendations, mix of original & curated content.

Followers: 16,000+

@LOVELETTERTOEUROPE

All things Europe, a mix of original & curated content

Followers: 16,000+



SOCIAL MEDIA: OTHER

f 10,600+

t 1,500+

🐦 4,500+

p 527,000+
impressions

COMMUNITY- WEB

BLOG

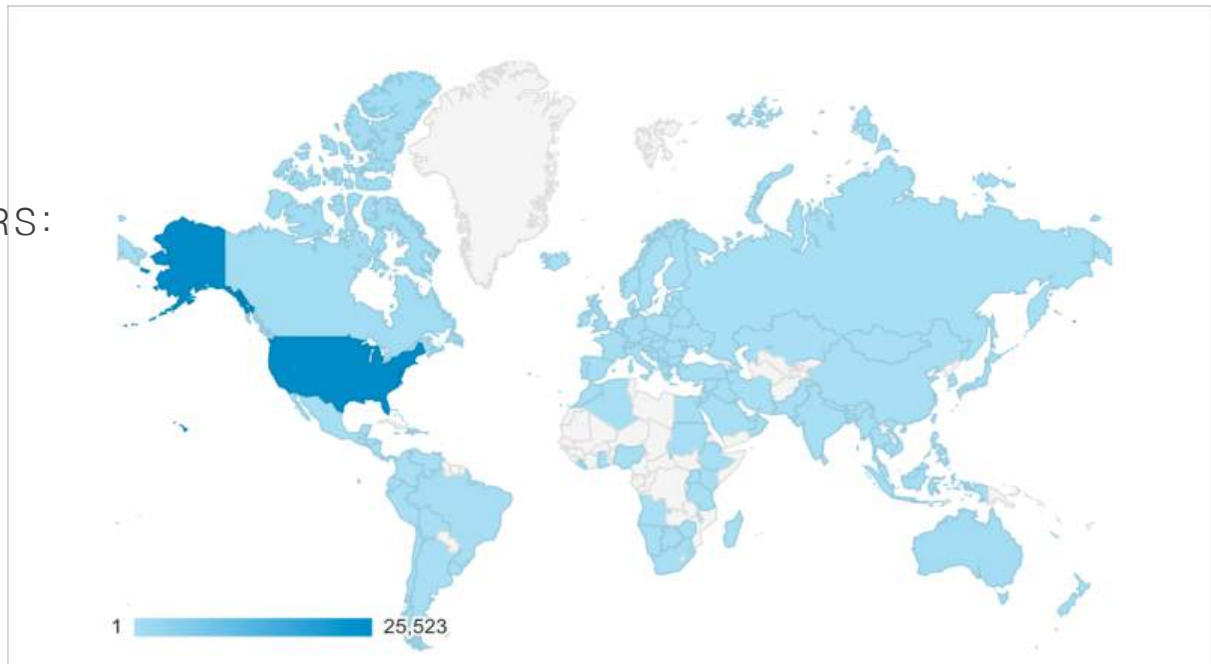
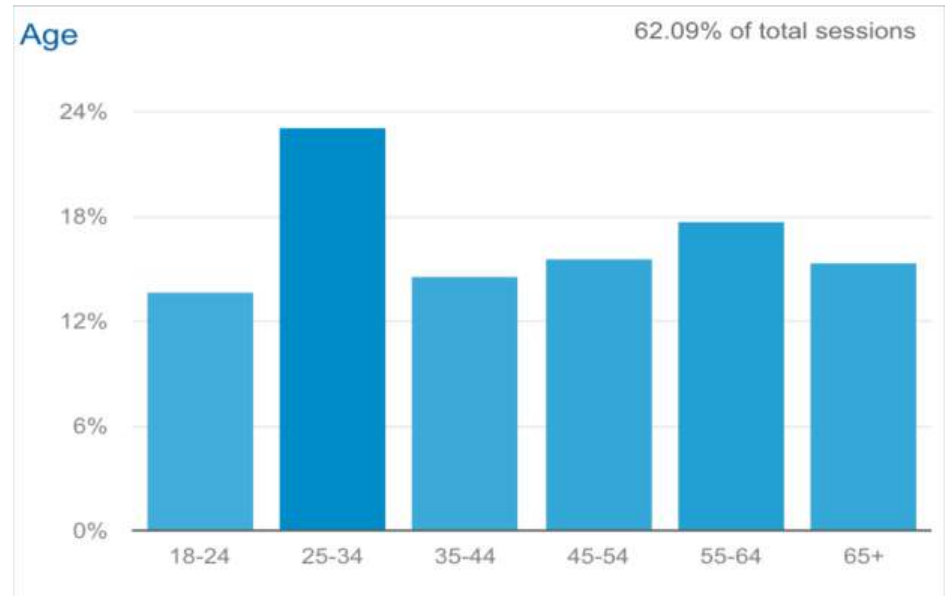
Rolling 3 month average

MONTHLY PAGE VIEWS:

45,000+

MONTHLY UNIQUE VISITORS:

30,000+





SERVICES

PARTNERSHIPS & BRAND
AMBASSADORSHIPS

CONTENT
CREATION

SOCIAL MEDIA CAMPAIGNS

HOSTED GROUP TRIPS

BLOG POST REVIEWS

PRESS TRIPS

INSTAGRAM AND INSTASTORY
TAKEOVERS

PRESS

Forbes



VOGUE



ELLE

Fodor's

AFAR

TIME



TRAVEL+
LEISURE



The Washington Post

PAST PARTNERSHIPS- HOTELS



)(*Dorchester Collection*



PAST PARTNERSHIPS- HOTELS



PAST PARTNERSHIPS- TRANSPORTATION



PAST PARTNERSHIPS- TOURISM BOARDS/TRAVEL COMPANIES



PAST PARTNERSHIPS- TOURISM BOARDS/TRAVEL COMPANIES



PAST PARTNERSHIPS- LIFESTYLE

SPERRY 



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