

GLOBOTREKS



NORBERT FIGUEROA

WWW.GLOBOTREKS.COM

MEDIA KIT



I'm Norbert, an architect who hit pause on his career in 2011 to travel around the world. My goal is to visit all 195 U.N. recognized countries and document my journey to inspire others to travel more.

Readers follow along my journey of adventure and cultural exploration shared through travelogues, exceptional photography and videos. Each post contains personal experiences to engage the audience, not only with the story, but also to take action and travel to it themselves.

HOW YOU CAN BENEFIT FROM A PARTNERSHIP WITH GLOBOTREKS

VOICE, OUTREACH, AND INSPIRATION

Through GloboTrek's blog and social media platforms, I will promote your brand or destination to a wide variety of **targeted readers** and travelers who trust my voice and are looking to get informed and inspired. They have proven to **take action** several times on tips and recommendation given to them.

EXPERIENCE

I'm an **experienced travel writer** who has previously collaborated with tourism boards and companies that have had a **positive and satisfactory result** out of the collaboration. I guarantee that the content and promotion will be presented with the utmost **professionalism, initiative, and enthusiasm**.

INVESTMENT

GloboTrek's **content ranks well in search engines**. By creating everlasting, high quality, and evergreen content, articles on globotrek's.com will appear on search engines for years to come.

QUALITY AND VALUE

I take immense pride in writing exceptional and entertaining articles. I'm continuously improving my writing, photography, and videography skills to **provide the best experience and value** both for readers and partners.



WHAT GLOBOTREKS OFFERS

PARTNERSHIPS

I'm actively seeking partnerships, sponsorships, and ambassadorships with tourism boards and travel companies to promote destinations and brands.

HONESTY

I provide honest and professional reviews of destinations, experiences, hotels, events, and products.

TARGETED CONTENT

The content will be written and presented in a way that will entertain and inspire a highly engaged audience of readers interested in adventure, budget travel, world cultures and architecture, and long-term travel, among other travel related topics.

HIGH-QUALITY VISUALS

It is my mission to represent the best way possible every destination, product, and experience with crisp, colorful photographs and videos.

SOCIAL MEDIA PROMOTION

The content will be promoted through high-quality Facebook posts, tweets, Instagram images, Pinterest pins, and more. The promotion can fit your social campaign with agreed-upon hashtags.



108,000 +

AVERAGE MONTHLY
PAGEVIEWS

83,000 +

AVERAGE MONTHLY
USERS



42%
58%

GENDER



AGE



AUDIENCE

SOCIAL REACH

10,200 + 

LIKES

5,600 + 

FOLLOWERS

10,000 + 

FOLLOWERS

3,500 + 

FOLLOWERS

1,000 + 

FOLLOWERS

2,000 + 

SUBSCRIBERS



CASE STUDY: VISIT REDDING

In 2017, I was invited to Redding, California for a weeks to experience the outdoors of this beautiful city, as well as to participate in the Redding Mayor's Mountain Bike Challenge.

THE RESULTS*

Posts produced:	3 (one published on Matador Network)
Total pageviews:	11,000+
Facebook Likes:	5,500+
Facebook posts:	8
Likes:	160+
Reach:	10,000+
Instagram posts:	7
Likes:	1,000+
Comments:	42
Impressions:	10,600+
Video:	1
Views:	1,500+

*(after 1 month)



CASE STUDY: STRAY TRAVEL

In 2014, I traveled with Stray Travel all over the South Island of New Zealand for the duration of two weeks.

THE RESULTS*

Posts produced: 9
Total pageviews: 14,000+

Facebook posts: 18
Engagement: 5,000+
Reach: 22,000+

Tweets: 22
Engagement: 400+
Impressions: 30,000+

Instagram posts: 9
Engagement: 1,000+

*(after 3 months)



OTHER PARTNERSHIPS

TRAVEL BRANDS

The Eurail Group
Stray Travel
HostelBookers
Sydney Harbour Bridge Climb
G Adventures
Wimdu
Go With Oh
ExOfficio
Roomorama
WithLocals
On Location Tours
Matador Network
and more...

TOURISM BOARDS

Belize Tourism Board
Visit Jordan
Visit Norway USA
Visit Redding
Nepal Tourism Board
Turismo Emilia Romagna
Visit Morocco
Netherlands Tourism Board

WHAT READERS HAVE TO SAY ABOUT GLOBOTREKS

Ever have that moment when you are looking for something, you don't know exactly what the "something" is, and then BAM it hits you in the face?! That moment happened to me when I came across your website. - Tonya, 2015

I just want to take a minute to say that I appreciate the hard work that you put into your writing and photography- it is a great resource to have access to! Your adventures and attitude toward life are quite inspiring. - Kevin, 2014

FEATURES

theguardian

The Washington Times

Matador

Marriott

VICE News

the village VOICE