

Love and Road

26°54'31.8"S 48°39'42.0"W

MEDIA KIT 2023



LOVE AND ROAD IS ALL ABOUT PASSION.
OUR PASSION FOR TRAVELING, FOR TELLING
STORIES AND INSPIRING PEOPLE.



Who we are



We are Rob and Nat, a Brazilian couple who since 2014 has been traveling around the world in a pursuit of new adventures, culture, unique places to visit, and experiences of a lifetime. So far our passport has over 55 stamps and counting. Mixing stunning beach holidays, urban getaways, adventures and a bit of romance, we became a reference when it comes to travel on an affordable luxury style, making the most of every destination.

We want to inspire people to travel more and in a better way, that's why we don't write only travel tips, we actually share our experiences, we put our hearts and souls into every trip, every article and photo we publish. That's why Love and Road is bilingual, gathering readers from English speaking countries, and also from Brazil, Portugal and other nations that speak Portuguese. We believe everybody has the right to travel and to find good information to plan their dream trip.

Social media and stats

Loveandroad.com:

 48.666 page views
38.333 unique visitors

 1.685 newsletter subscribers

Social Channels:

 65.000 followers

 22.000 followers

 67.000 followers

 1.900 subscribers

 192.500 impressions

 7.700 followers



Age:
28% of the readers
are between 25 - 34 yo

Top 5 Countries:

US 38,5%

UK 8,5%

Brazil 8,5%

Thailand 4,2%

Australia 3,3%

Loveandroad.com: 2023 - Q3 monthly average from Google Analytics.
Social Channels: Updated on October 1st, 2023.



What we offer

Let's work together?

Let's create a personalized campaign that brings value to your brand and to our readers? We strongly believe in long term partnerships, which means doing an outstanding work that will generate positive results even after our contract ends. Here are a few ideas:

- Ambassadorships;
- Branded Content;
- Creative Content Creation (writing, photography and video);
- Sponsored Trips, Press Trips, FAM trips and Tours;
- Brand Awareness and Social Media Campaigns;
- Social Media Takeovers and Twitter Chats;
- Social Media Analyses, Strategies and Management;
- Review of Products and Services;
- Events and Public Speaking;



Partners

We have already successfully partnered with over 50 brands, from hotels and tourism boards to tour operators, including transport companies, travel services and products.

Naturally
LANGKAWI

Czech Republic
Land of Stories

Vorarlberg Tourismus

**VOR
ARL
BERG**

;) **girona**
emociona

Trip.com

SOY BANGKOK
SOFITEL

Incredible India

viator

GoBe

It's more fun in the
Philippines

Taiwan
THE HEART OF ASIA

I amsterdam

ONYX
Hospitality Group

tep

Buffalo tours
Discover Your Asia

wonderful
indonesia

NOVOTEL
HOTELS & RESORTS

Eurail

SALA PHUKET

G!
Costa Brava

amazing
THAILAND

Take me Tour

IRONMAN

**visit
Barcelona**

VISIT **OSLO**

Partner Reviews

"Working with Rob and Nat is pure pleasure. Not only are they working highly professionally from start to end, they are also absolutely wonderful and kind people! It started with a very professional proposal which clearly showed, that Rob and Nat dug deep into offers and delivered a pin-pointed pitch catering to our needs. The whole cooperation went smoothly and they quickly took up any additional request I had during their stay. I am also very pleased that Love and Road won a Traverse Creator Award for the social media campaign they did for Graz.

I can highly recommend working with Nat and Rob and I would be more than happy to welcome back to Austria's second-biggest city!"

Susanne Höller

Head of Destination Marketing

Graz Tourismus & Stadtmarketing Gmbh

"I have been working with Rob & Nat for 7+ years (and counting). They both deliver top-quality results with highly passionate input. It is way beyond influencer service because they will also give you honest + thoughtful comments on the product from their perspective. Love & Road is among my top-secret sauce for tourism products. I would be more than happy to continue working with them!"

Taro Amornched

CEO & Co-found

TakeMeTour

"Love and Road have been a pleasure to work with. Right from the get-go with our initial interactions, I found them down-to-earth, knowledgeable, skilled, and extremely passionate creators. They have gone above and beyond with their deliverables, providing incredible articles and posts that saw high levels of engagement alongside additional materials to help our partnerships team train our Ambassadors (affiliates) on how to boost their earnings by leveraging their links. Love And Road are highly respected partners of SafetyWing, and we're excited to continue working with them in the future in what continues to be a fruitful collaboration. It is genuinely enjoyable working with creators who are happy to assist in developing the creative community and share our core values."

**Luke Poulson - Operations Manager -
Partnerships Department - SafetyWing**

Partner Reviews

"Working with Nat and Rob is really fun, easy, fuss-free couple and they delivered the output more than we expected to promote the destination.

Those are the main reasons why we invited them to two different promotion campaigns which are to promote Langkawi as a whole destination and to promote Langkawi as the eco-sports destination during the Ironman Langkawi. We look forward to collaborate with them again in the future."

Lina Azlina Binti Zali

**Tourism Division - Langkawi
Development Authority (LADA)**

"I've worked with Rob and Nat on several occasions, and it's always been a great experience. They are true professionals who start by gaining a thorough understanding of the assignment. In their approach, they're flexible, attentive, and eager to brainstorm and contribute ideas.

I'm a fan of their appealing, informative, and often inspirational and dynamic content. And they've never missed a deadline. Most of all, their friendly, easy-going demeanor makes it a wonderful experience to work with them. I'm more than happy to recommend them!"

Keith Jenkins

CEO and Founder iAmbassador

"I first met Love and Road in 2015 when I collaborated with them at Amari Watergate Bangkok. Since then, we have been in frequent contact and continue to collaborate together for other hotels within my cluster.

Not only does Love and Road have a very impressive blog and following, they are very easy and reliable to work with, which I value very much in a business partner. Also being very active on Social Media, Love and Road will definitely bring the online engagement you need for your hotel."

Laura Rand -

**Cluster Social Media
Manager Onyx Hospitality**



ARE YOU READY TO START
A NEW AND EXCITING PROJECT?

CONTACT@LOVEANDROAD.COM

LOVEANDROAD.COM