

Love and Road

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Love and Road is all about
passion.
Our passion for traveling, for
telling stories and inspiring
people.

MEDIA KIT 2024



Blog & Social Media

Loveandroad.com:



23.018 page views
17.329 unique visitors



1.783 newsletter subscribers

Social Channels:



63.000 followers



21.000 followers



66.500 followers



1.920 subscribers



9.870 followers



7.500 followers



Age:

30% of the readers are between 25 - 34 yo

Top 5 Countries:

US 23%
Brazil 13%
Thailand 9%
UK 7,5%
Portugal 5%

Loveandroad.com: 2024 - Q1 monthly average from Google Analytics.
Social Channels: Updated on April 9th, 2024.



Who we are

We are Rob and Nat, a Brazilian couple traveling around the world since 2014, sharing our adventures, places we visited and experiences.

A journalist and a photographer on a mission to inspire people to travel more and in a better way. That's why we don't write only travel tips, we share stories. We put our hearts and souls into every trip, every article, video, and photo we publish.

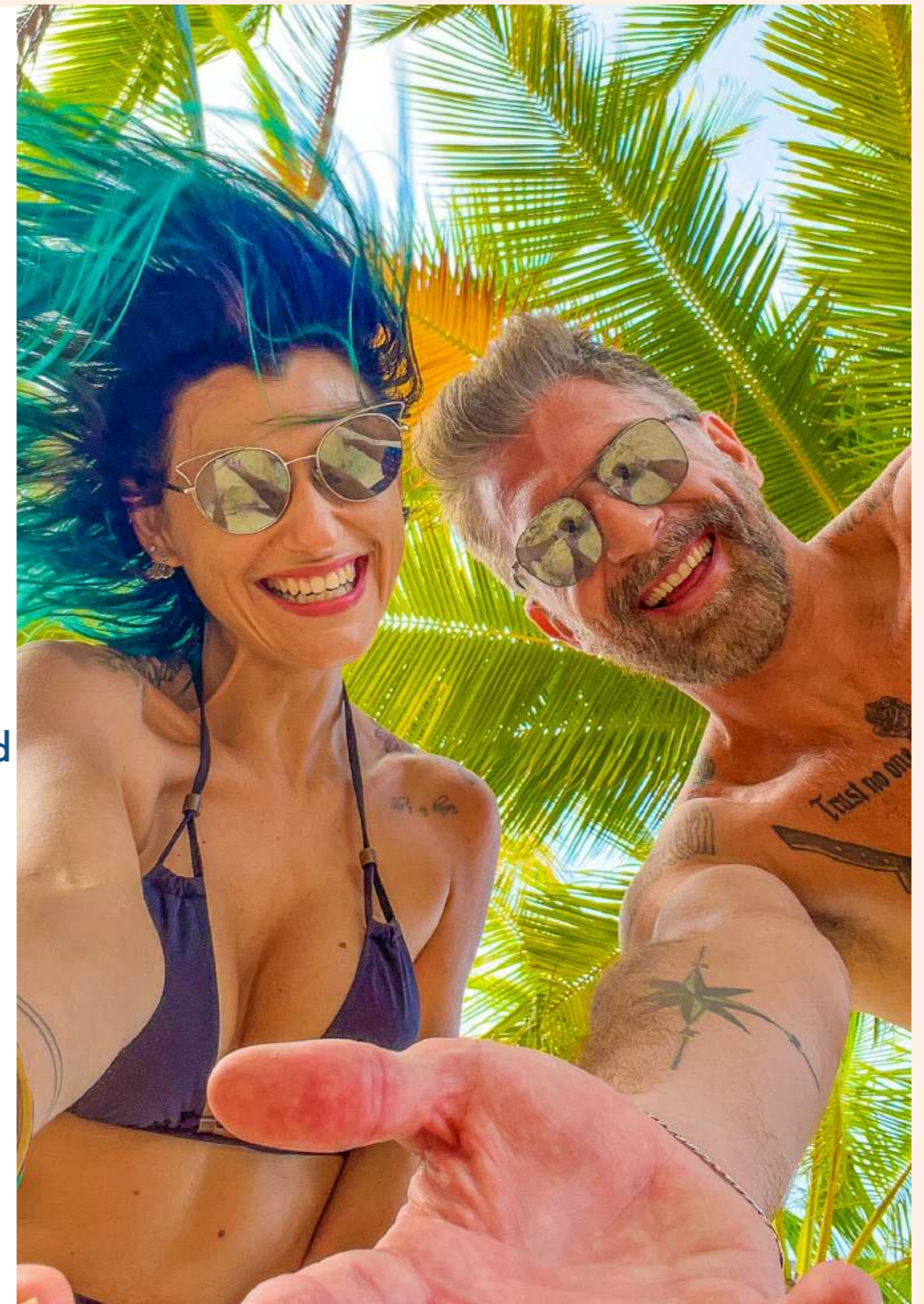
Love and Road is an award-winning blog with bilingual content reaching readers from English and Portuguese-speaking countries.

How can we work together?

Let's create a personalized campaign that brings value to your brand and our readers.

We are experts in Creative Content Creation (photos, videos & SEO-optimized articles) that can be published on our platforms and yours— from social media campaigns to push brand awareness and sales to photo/video production and writing.

Our travel industry knowledge and our experience working with worldwide brands give us responsibility and ethics when influencing people and connecting brands with consumers.



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. Here are a few of them:



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**



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Are you ready to start a new and exciting project?

[Loveandroad.com](https://loveandroad.com)

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