

etrip.tips



MEDIA KIT 2018





Who are we?



Chris Lambert has a long history in web dev and analytics. He has worked for TripAdvisor doing Big Data analytics and also lived out of a suitcase while doing forensic data analysis for EY



Angela Pearse is a freelance copywriter specialising in travel blogging. She completed an MA and has been a professional writer for five years.



Together we travel the world and write about it on **etrip.tips**

etrip.tips focuses on “comfort” travel – less backpackers, more 4*/5* hotels. Travel typically for a slightly older crowd, those for whom its worth spending the extra dollar to get a comfortable experience





Brands we've worked with



Growth Stage

stats 

We're in a growth phase

Sessions grew

46%

Users went up

89%

Pageviews was relatively steady at

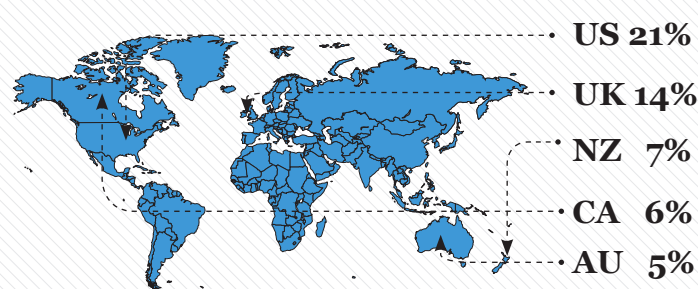
3%

New sessions were up

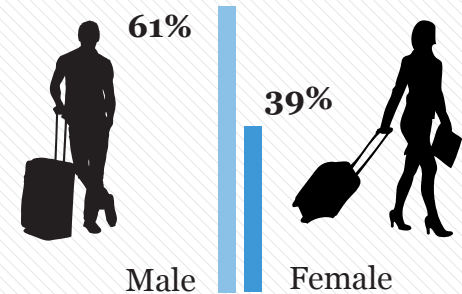
21%

Audience - stats

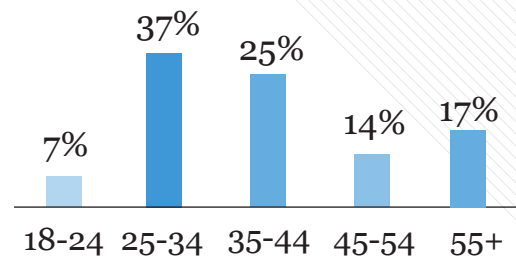
Where are we big?
Our biggest audiences are in



Gender split



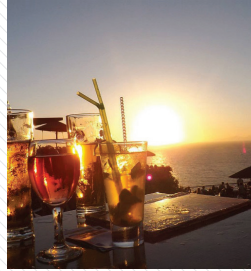
What does our audience look like?



What does our audience like best?

37% of traffic is to our hotel review pages





Views - *stats*

Those that saw a hotel review page spent



9min 25s on the site on average and saw **5.21 pages**



Our organic search traffic (from Google) who see a HR page spend on average



14min30 and see **11 pages**



And when we get traffic from deep links they see



4.5 pages but stay on the site for **25m 26s**



How do they view the site?

Desktop

50%



Mobile

42%



Tablet

8%



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email us at
sponsorship@etrip.tips
we'd love to chat.

