



# Adventurous Kate

The Solo Female Travel Blog

by Kate McCulley

[www.adventurouskate.com](http://www.adventurouskate.com)

## About Adventurous Kate

**Adventurous Kate: The Solo Female Travel Blog ([www.adventurouskate.com](http://www.adventurouskate.com)) is a solo female travel blog geared toward independent travelers.** Kate McCulley started Adventurous Kate in early 2010 and it has since become one of the premier sites for solo female travel on the web, while retaining its trademark self-deprecating humor and fun-loving voice.

Beyond her experiences as a solo female traveler, Adventurous Kate features stories from Kate's adventures around the world. Kate rarely says no to anything, and as a result, has many colorful tales, from drinking snake blood in Vietnam to jumping off cliffs in the Alps to swimming in the Mekong to storming the stage at a Vanilla Ice concert. Most famously, she survived a shipwreck in Indonesia.

Adventurous Kate's primary topics include solo female travel, women's interest travel, adventure travel, budget travel, backpacking, food and wine, location independence, digital nomadry and online entrepreneurship.

Currently, Adventurous Kate's geographic focus is on Europe and Southeast Asia, with additional coverage in the Americas – but with so many places to explore, that could change at any moment!

## Why work with travel bloggers?

Travel bloggers provide immediate content for your destination that is easily searchable on the web, broadcast to a loyal audience, shared exponentially via social media, and easily tailored to your liking.

By contrast, working with travel journalists nearly always results in lesser coverage at a date far in the future, and the coverage you desire could be scrapped by an editor at any time.

In an increasingly web-driven world, travelers are turning to web-created content, and blogs are becoming a more prominent part of that space. Most top tier travel bloggers have cultivated strong credibility, resulting in a trusting and loyal audience.

However, not all travel bloggers are equal. For every top tier travel blog that provides value to advertisers, there are thousands that do not.

**What matters is choosing a quality blog with a sizable audience, much traffic, loyal readers, excellent writing, and top-notch photography. Adventurous Kate has all of those – plus a vibrant personality that will knock your socks off.**

## Why work with Adventurous Kate?

### **Because she's a seasoned pro.**

Kate frequently goes on press trips all over the world. Tourism boards, PR firms and travel and tourism businesses choose to work with Kate because she delivers top-quality content quickly, accurately and professionally.

### **Because she's a great writer.**

Kate holds a degree in Creative Writing from Fairfield University. Her writing is bright, witty and instantly recognizable with its trademark bouncy voice, making it a standout in the travel blogosphere.

### **Because she has a background in SEO.**

Kate's former career was in SEO, working in the travel space and beyond. As a result, she's able to write content that shoots to the top of the search engine results pages. If you'd like to be near the top for a certain phrase, she can make it happen.

### **Because she rarely says no to anything.**

Kate got punched in the face and bled from the eye for three weeks. Why? Because she thought fighting Muay Thai in Koh Phi Phi, Thailand, would make a great blog post. Though she steers clear of dangerous stunts these days, she will do nearly anything for the sake of making her readers laugh.

### **Because she takes great photos.**

As an amateur photographer often mistaken for a professional, Kate takes great care of her photos and refuses to let any of them be seen without extensive editing. She makes it her mission to bring out the beauty of every destination.

### **Because her readers trust her.**

By building an intensely personal travel blog and communicating frequently, both privately and publicly, with her readers, Kate's readers have developed a trusting relationship with her. By rejecting more than 90% of her sponsored content offers, she only features products that she thinks her readers will enjoy.

### **Because she delivers results.**

Thanks to Kate's endorsements, a number of readers have followed in her footsteps, from visiting the same destinations to choosing the same vendors she perused, even ordering the same items on the menu at memorable restaurants. Combine that with her content ranking high in search engine results, as well as a wide social media network, and Kate has brought business to numerous vendors around the world. See "Testimonials" for more details.

# Adventurous Kate Site Profile

## Audience Profile

**Demographics:** Female, highly educated, age 25–49, primarily from the United States and United Kingdom, and mostly without children. Adventurous Kate also attracts male and female readers of all ages researching world travel.

**Geographic Breakdown:** 39.4% United States, 13.1% United Kingdom, 6.1% Canada, 5.9% Australia. Strong followings in Thailand, Germany, Italy, France, Singapore, India and the Philippines as well.

## Traffic Statistics

- Monthly visits: 45,000+
- Monthly unique visitors: 35,000+
- Monthly page views: 100,000+
- RSS Subscribers: 1,900+

## Social Media Statistics

- Twitter Followers: 7,600+
- Facebook Fans: 3,100+
- YouTube Subscribers: 140+
- YouTube Views: 80,000+
- Instagram Followers: 900+
- Newsletter Subscribers: 600+
- Klout Score: 58

## Web Rankings

- Alexa Rank: 52,216
- Alexa Rank, USA: 39,491
- Alexa Rank, UK: 7,800
- Google Page Rank: 4

## Press Trips, Partnerships, and Campaigns

Kate McCulley attends press trips frequently — in the past year, she has attended approximately one per month. Some trips are custom-designed for Kate by DMOs; some are group trips with other bloggers; other trips she builds herself from scratch.

A campaign, or a themed travel series throughout AdventurousKate.com, is an excellent way to promote your destination to AdventurousKate.com's audience of highly educated and adventure-loving female travelers. DMOs, tourism boards, and PR agencies have taken advantage of this opportunity.

### Most Recent Campaigns

- **Discovering the Faroe Islands** with [Visit Faroe Islands](#) -- June 2012
- **Croatia Island Hopping** with [Busabout](#) -- June 2012
- **Adventure in Iceland** with the [Iceland Tourist Board](#) - May 2012
- **Food, Wine, and Handicrafts of Umbria** with [Umbria Region Tourism](#) - April 2012
- **Las Fallas in Valencia, Spain** with [Busabout](#) — March 2012
- **Up Helly Aa in Shetland Islands** with [Haggis Adventures](#) — January–February 2012
- **Stylish Paris** with [Elegancia Hotels](#) — January 2012
- **Jordan for Solo Female Travelers** with the [Jordan Tourism Board](#) - November 2011
- **Delicious Emilia Romagna, Italy**, with [Emilia–Romagna Tourism](#) - October 2011
- **Salzburg for Music Lovers** with [Austria Tourism](#) and [Salzburg Tourism](#) - September 2011
- **Why Go to Liechtenstein?** with [Tourismus Liechtenstein](#) - August–September 2011
- **Race to the Alamo** with the [San Antonio Convention and Visitors Bureau](#) - August 2011

## Campaign highlights:



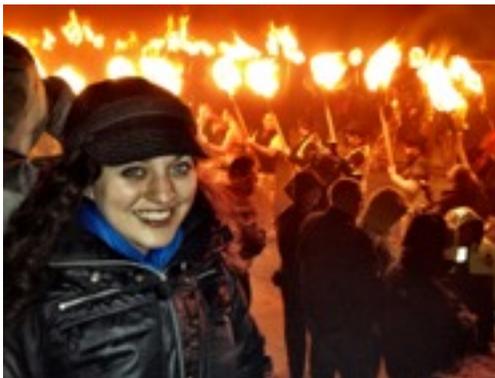
In partnership with the **San Antonio Convention and Visitors Bureau**, Kate and her sister Sarah competed in the **Race to the Alamo in San Antonio, Texas** – bike racing, lassoing, speed bonsai-trimming, samba dancing, and getting splashed by whales at Sea World.



In partnership with **Wilde & Partner PR** and **Emilia-Romagna Tourism**, Kate ate her way through Emilia-Romagna, Italy: sampling balsamic vinegars in Bologna, making pasta in Forlimpopoli, gathering chestnuts in Castel del Rio, and hunting for truffles with dogs in Sant'Agata Feltria.



In partnership with the **Jordan Tourism Board**, Kate spent a week traveling through the **Kingdom of Jordan** – camping with Bedouins in Wadi Rum, exploring Petra, dining with local families, relaxing in the Ma'in Hot Springs, cooking traditional Jordanian meals, and floating in the Dead Sea.



In partnership with **Haggis Adventures**, Kate traveled to Britain's remote Shetland Islands to experience **Up Helly Aa** – the Viking celebration of fire. Kate wielded a torch of her own, sang and danced all night with Vikings, and even appeared on BBC News.

# Sponsorship

Looking for substantial targeted promotion for your company? Consider sponsorship.

At Adventurous Kate, we seek out sponsorships from companies that reflect our values:

- Companies whose products make it easier for women to travel safely, frequently, and adventurously;
- Companies that prioritize travel for all people;
- Companies who don't dumb down travel to women;
- Companies that believe in protecting our planet;
- Companies that keep business in the hands of local merchants.

Sponsorship are available for three durations -- one-off basis, a campaign basis, or a long-term basis -- and every sponsorship is customized. Here are some of the things we can offer:

- Advertorial content appearing on the site
- Banner advertising
- Chats, contests, and other product tie-ins
- Product discounts tied into the site
- Social media discussions and other features
- Brand ambassadorship
- Appearance in promotional materials for the company
- Representing the company at corporate events

## Reader Testimonials

Kate McCulley is more than your average professional travel blogger -- she has the experience, relevance, and influence. Dozens of readers have followed in her footsteps around the world.

Here are some testimonials from Adventurous Kate readers in the past year:

“My girlfriends and I \*LOVE\* to travel, but this year has been particularly tight for all of us, so we hit up the rooftop pool at the Colonnade Hotel in our hometown of Boston instead. We followed many of your suggestions (sat in the back, snagged some firefly and lemonade, and indulged in the bruschetta and Pizzeria Regina) and by the end of the day dubbed the Colonnade Pool one of our favorite spots ever. My friend said it was her best birthday in a very long time — can’t beat that!”

--Rebecca, 33, Boston, Massachusetts

“I wasn’t sure what I wanted to do for my birthday, since I was celebrating it in Dallas far away from home. It was right around the time you did the San Antonio posts, and after your third post on the city, I HAD to go. I printed out your blog posts on it and took the 5.5 hour drive down and loved every minute of it.”

--Ashley, 22, Hartford, Connecticut

“I actually came across your blog when my fiance sent me the link to your Firing My First Gun in Cu Chi story. He wants to go to Vietnam and do that while we are on our 3 month honeymoon!”

--Lauren, 30, USA

“You saved our lives at this very moment. We are in Mataram (Lombok) now, waiting for the pick-up tomorrow for the boat trip to Komodo and Flores. We were having doubts, but your story [about shipwrecking on a similar cruise] made it clear. We are going back to Bali right now!

We think it’s great you are making a mission of informing other people about this. We will help you by sending the link to others.”

--Frank and Nynke, Netherlands

## Get in touch

### Have any questions?

Kate is always happy to throw ideas back and forth with potential clients and advertisers. The goal is always to put together a deal that benefits each of us greatly.

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## About Kate McCulley



Kate McCulley grew up in the Boston area. After earning a degree in Creative Writing from Fairfield University, she spent four years climbing the corporate ladder in Boston, working in the competitive search engine marketing field.

Kate began freelance travel writing in late 2009 and launched [AdventurousKate.com](http://AdventurousKate.com) in early 2010. In fall 2010, she decided to quit her job to follow her dream of traveling the world, and spent six months traveling Southeast Asia solo.

During that time, Adventurous Kate took off, and it has since become her full-time business. Kate hasn't yet returned to the corporate world -- instead, travel has become her full-time job.

Kate is now based in Chester, England, returning home to Boston a few times each year.

Kate has found that she is happiest when saying no to convention - and yes to everything else!