2013

LANDLOPERS

LANDLOPERS ISN'T YOUR AVERAGE TRAVEL BLOG...

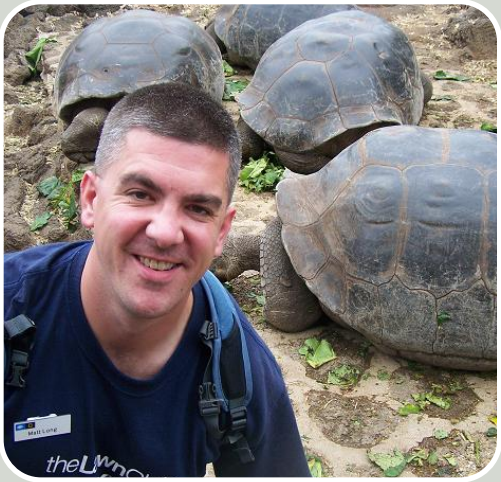
and Matt Long isn't your average travel blogger. Through engaging writing, experiential video and amazing photography, Matt brings travel to life for hundreds of thousands of readers around the world and inspires them to create their own unique travel experiences.

- LandLopers was founded in 2010 and in that short time has been recognized as one of the world's top travel blogs and is a key resource for travelers to learn about **luxury adventure travel** around the world.

- As the founder and author of LandLopers.com, I am solely responsible for the site's original content and the accompanying social media outreach. My unique travel perspective is evident in everything LandLopers produces.

- LandLopers is about my personal travel experiences, what I enjoy seeing, doing and eating as I travel the world. Like most travelers I'm not independently wealthy and haven't quit my job to see the world. Instead I find and share creative ways to experience the best the world has to offer.

- Since the site's inception I have built a strong community of readers who share my values and mission and are as excited about my next travel adventure as I am.



SOME STATS

(As of March 2013)

24,000 Followers on Twitter

5,000 Fans on Facebook

Klout Score of 79

Average monthly unique visits: 55,000-70,000

Average monthly pageviews: 100,000+

Very active on: Instagram, Pinterest, Google+ and many other popular social media platforms

AFAR Magazine Ambassador

Named by Cision as one of Top 10 Travel Bloggers on Twitter

Syndicated to All Top, Pulse and FlipBoard.

- **LANDLOPERS** provides readers with tips and information they need to travel the world more efficiently, comfortably and frequently. My extensive leisure and business travel experience makes LandLopers the perfect resource for the average traveler.

- LandLopers is one of only a few travel sites that provides inspiration and information geared specifically to professionals, couples and families who want to make the most out of limited vacation time, while still getting value from their travel investment.

- LandLopers is a targeted niche website about **luxury adventure travel**. Readers visit the site for its unique combination of insightful and informative articles, videos and stunning travel photography.

- The online marketplace allows longevity that other media outlets cannot guarantee. Quality, professional writing along with well placed keywords means that the content on LandLopers will be found in search engines for many years to come.

- LandLopers encourages readers to participate and engage which provides partners access to an audience that will actively discuss and share information about brands, destinations and products.

- Half of my readers log in from the U.S., but other key countries where LandLopers maintains a significant audience include: Canada, the United Kingdom, Australia, Germany and India.

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WORKING WITH LANDLOPERS

I am very selective when choosing destinations and companies who can bring value to my readers and with whom I share a similar vision. I am committed to developing lasting relationships and have developed creative ways to showcase products and destinations that make full use of multiple digital platforms.

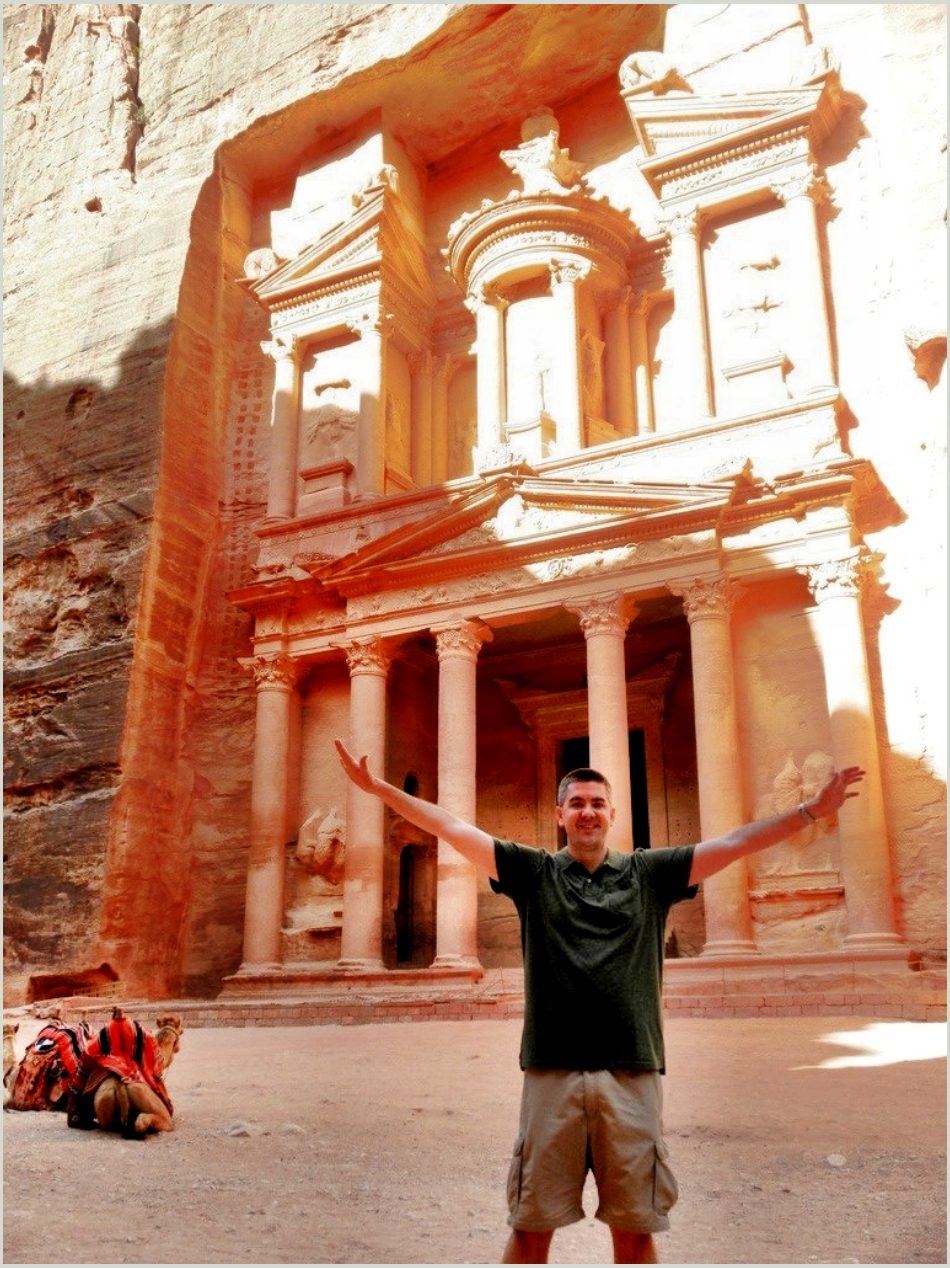
I have worked with many high-profile companies and global travel destinations including: Sabra Foods, Canadian Tourism Commission, Cape Town Tourism, Ritz Carlton Hotels and Resorts, New Zealand Tourism, Jordan Tourism Board, Mandarin Oriental Hotel Group, Eurail, Marriott Hotels and Resorts, ScotteVest, HomeAway.com, Northern Territory Tourism (Australia), Riviera Maya - Mexico, InterContinental Hotel Group and many others. These companies and destinations have realized the value of co-branding with LandLopers and have seen excellent results. I am very progressive when it comes to media campaigns and prefer to work with others who consistently think outside of the box.

I am also a recognized thought leader and influencer within the travel industry and have presented at several conferences including: Travel Blogger's Exchange (TBEX) US and Europe, Getaway Travel Blogger Conference and the ASTA-American Society of Travel Agents Travel Blogger's Show.

LandLopers is much more than just a travel blog - by leveraging social media and other online outlets, I have built a strong and growing brand. In the past year, visitors to LandLopers.com has increased by 500% and my social media following has more than doubled. I believe this trend will continue over the coming years. Come partner with me and reach your most important audience: your guests and customers!

As Seen In:

lonely planet
NATIONAL GEOGRAPHIC intelligent travel
CNN GO
viator
easyJet holidays
WASHINGTON FLYER
PROBLOGGER
THE HUFFINGTON POST



If you want to be a part of the LandLopers travel experience, please contact me directly so we can explore potential partnership opportunities.

Email: Matt@LandLopers.com
Twitter: http://www.twitter.com/LandLopers
Facebook: http://www.facebook.com/landlopers