

# ABOUT YOUR AMBASSADRICE

*what your ambassadrice is all about*

**Your Ambassadrice** is the website for recommendations, reviews, and stories about luxury travel and lifestyle. Art, cocktails, culture, fashion, flights, gadgets, gastronomy, golf, hotels, perfumes, weekend tips, wellness, wines, travel tips and all the delights forming the 'good life' are discussed by your ambassadrice Sabine and her team of **contributors**. As long as it's luxury, high end or exclusive, it deserves a spot at Every contributor has a different specialty, varying from travel, sustainability, trends, motherhood, photography, fashion, minimalism, architecture, art, interior and gadgets.

Combining business and travel, because all clichés are true: work hard, play harder. And who said you can't have some fun, great food and local vibes on a business trip?

All with a personal touch and we dare to give our honest opinions. Sharing is in our DNA, that's why we do story-telling on Your Ambassadrice. Because we all want to experience the extraordinary!

## ABOUT ME

*this is me in a nutshell*



Sabine (1985), started curating her interests on the internet in November 2008, when writing was still a hobby. She likes to discover the world, far away and close by. She's a professional sleeper, hotel explorer, food lover, and forever curious. Therefore she made it a quest to find the best things in life and share them.

"Different languages and cultures always intrigued me, but I didn't know how to combine all my interests and make it into a profession. Luckily the internet offered me a platform. Nowadays I dare to call myself a travel journalist. Next to writing for Your Ambassadrice, I'm a Digital Nomad for National Geographic Traveler in the Netherlands, was a Blendle Curator for the Travel section. frequently seen on tv as a travel expert in EditieNL. In 2017 my dream became true: I co-wrote the Monocle Amsterdam Travel Guide. My ambition? Share phenomenal (travel) stories, combine philosophy, culture, and travel. Create a brand people associate with curated good things in life, be an ambassadrice for this exclusive world."

## BLOG STATISTICS

*who what where*

YourAmbassadrice targets the Dutch market, welcoming 50.000\* unique visitors per month in between the age of 25-45, divided between 60% female and 40% male. It has an average of 105.000 pageviews per month. Added value is people can identify themselves with Sabine, the contributors, and their interests. Visitors are looking for places to go on their trip, not wasting time on researching themselves, but trusting Your Ambassadrice's recommendations.

\* measured January 2018



## SOCIAL INFLUENCE

*facts and figures*

TWITTER	7828
PINTEREST	19374
INSTAGRAM SABINE DE WITTE	6891*
INSTAGRAM YOURAMBASSADRICE	771
GOOGLE +	2090
FACEBOOK	950
NEWSLETTER	389

\*INSTAGRAM STORIES ARE WATCHED BY AN AVERAGE OF 1000 DAILY VIEWERS  
DISCLAIMER: MEASURED JANUARY 2018

Over the years Sabine noticed her followers are mostly active on Twitter, Instagram, and Pinterest. As the target audience is highly educated, they prefer to communicate over e-mail, which is more sophisticated and private. Engagement, therefore is mostly visible in Sabine's inbox. Therefore her focus is on these channels as well. The Your Ambassadrice Twitter and Instagram accounts were created in 2017 when guest editors started contributing to the website.

## CONTENT CREATIONS & COLLABORATIONS

There are a few options to collaborate with YourAmbassadrice while using paid content.

1) An advertorial, with focus on your unique brand or product only. SEO optimised and shared on social media. - words with a link to the homepage and one deeplink €750,-. This can be a unique feature in Highlight Hotel, Travel Wish, Food Fest, exclusive brand mention.

2) Unique spotlight categorised on your specific brand or product type. 150-350 words, one preferred link, featured on social media €500,-. Category to be discussed, exclusive brand mention.

3) A mention in the weekly returning Five Delights, SEO optimised and shared on social media. Contains around words maximum and one link €350,- + mention on social media. Your brand is mentioned between 4 others.

4) Or a post on social media. When you are interested in a sponsored post, let us know your preferred channel so there's a focus in creating the content to maximise output. You'll be featured on all other channels as well. Price € 150,-. This is mainly interesting for clothing, shoes, travel gear or to draw extra attention to it.

5) Hosting/attending an event

6) Reviews

7) Influencer marketing campaigns

Of course Your Ambassadrice is always interested in other ways of collaborating.

## RATES

*numbers numbers*

ADVERTORIAL	€750
FEATURE	€500
NEWSLETTER/FIVE DELIGHTS	€350
SOCIAL MEDIA MENTION	€150

