



MEDIAKIT
YOURAMBASSADRICE.COM



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 the platform.

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.



your Ambassadrice

360° VISION AND CURIOSITY. WHAT DO YOU WANT ME TO DISCOVER?





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, journalist at Business Insider and social media consultant for Amsterdam Marketing, 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, sustainability and travel. Create awareness about responsive travel and make Your Ambassadrice a brand people associate with curated things in life, be an ambassadrice for this exclusive world.”





BLOG STATISTICS

who what where

Your Ambassadrice targets the Dutch market welcoming an average of 50.000* unique visitors per month 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.

*Latest measurement: July 2019

50.000

UNIQUE VISITORS PER MONTH



SOCIAL INFLUENCE

facts and figures

Channel	Followers
Twitter yourambassa3e	99
Twitter Sabine de Witte	7991
Instagram Your Ambassadrice	1134
Instagram Sabine de Witte	7095
Pinterest	188k monthly views, 20k followers
Facebook Your Ambassadrice	1001
Newsletter	439 subscribers
Foursquare	602
YouTube	52

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 late 2017 and are mostly used when contributors go out and about.





RATES

numbers numbers

Interested in collaborations? Your Ambassadrice aims for long-term partnerships besides the press trip invitations. Should you think you have an interesting press trip for Your Ambassadrice - there are a few conditions:

- all expenses are paid
- a day fee of €250 applies
- in exchange agreements about the content you can use will be tailor made

Other options for paid content creation:

- 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 already published content to make it relevant again.
- 5) Hosting/attending an event
- 6) Reviews
- 7) Influencer marketing campaigns

Of course Your Ambassadrice is always interested in other ways of collaborating, don't hesitate to get in **touch**!

Sharing is caring

Sabine started Your Ambassadrice a decade ago not only because she loves writing and traveling, but she supports sharing. Life is best when shared: experiences, advise, reviews, tips and opinions. If Sabine isn't able to join an event or press trip in person but it suits the platform, she will find the right contributor so it can still be covered.



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