



The Expater Media Kit

A LIFESTYLE BLOG FOR EXPAT WOMEN

MARCH 2021
THEEXPATER.COM
HELLO@THEEXPATER.COM

The Expater



ABOUT

The Expater is a lifestyle blog for expat women edited by Nina Hobson.

Established in 2017, it features travel, beauty, parenting, careers and all things expat lifestyle.

WORK WITH ME

- Sponsored posts
- Product reviews
- Affiliate marketing
- Social media campaigns
- Communications consultancy
- Public speaking
- Freelance writing
- Content creation for your site

STATS

- Monthly page views: 25,000
- Domain authority: 25
- Global audience: US, UK, Australia, Canada.



About me

While born in the UK, I have lived most of my life abroad.

I've lived in Syria, Angola, Chile, France, India, Germany, Belgium, Switzerland and will soon be moving to Uruguay.

As well as a BA in French and German from Bristol University, UK, I speak Spanish.

I have a background in marketing & communications, specialising in luxury travel & wellness.

About The Expater



A LIFESTYLE BLOG FOR EXPAT WOMEN



With a magazine style layout, The Expater offers a mix of product reviews, editorials, first person expat stories, interviews with industry experts and practical resources for women living abroad.

Featuring:

- travel
- careers
- parenting
- beauty
- mental wellbeing
- city relocation guides



The Expater provides expat women with trustworthy information from authentic sources.

Audience

My readership centres on globally minded, educated women aged 25-50 with medium to high disposable incomes.

Most of my readers are from the US, UK, Canada, Australia, Spain & Chile.


I have an engaged readership of over 15,000 users / month (and over 17,000 page visits)

I really loved this piece!

Great read! - Lucille

Wow this is awesome!! I'm going to Santiago next week and am glad I found this article - Alice

Love your blog! -
Claire



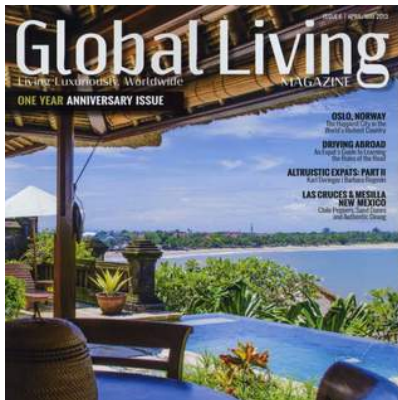
This is an amazing blog. So very helpful to read through as we plan to move to Santiago. - Lisa

Very inspiring. Be well and thanks for posting such an insightful piece to your daily life. - Laura

Portfolio

Alongside my blogging, as a freelance writer, I write for magazines, newspapers, travel websites and books.

The Telegraph



life goals
c.o.

PSYCHOLOGIES
MAGAZINE

WHY PARTNER WITH ME

The Expater is a niche website with a highly engaged readership of affluent, educated and globally minded women.

On the move to a new country, expats are receptive to new ideas, actively seeking out information.

There are limited number of websites targeted at this demographic and offering this personal perspective.

STATISTICS

20K

monthly
unique
visitors

25K

monthly
page views

25

domain
authority

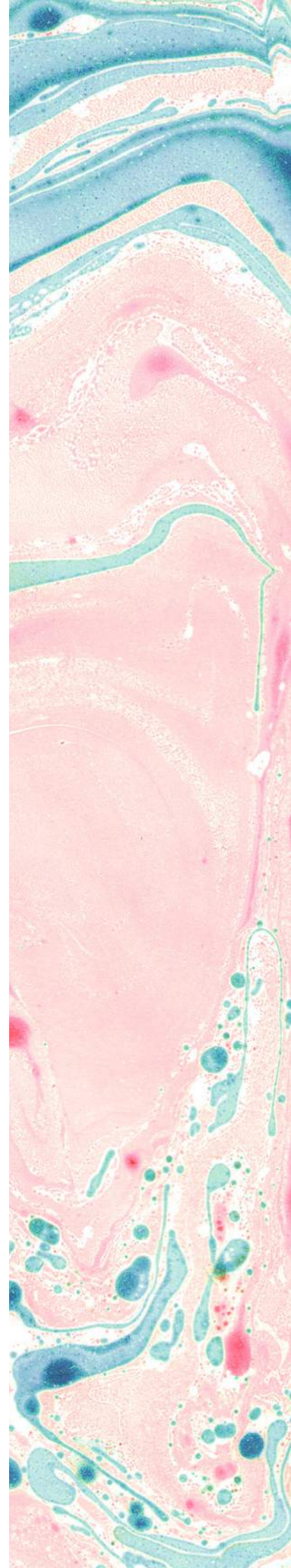
CONTACT ME

hello@theexpater.com
www.theexpater.com

WORK WITH ME

Some of the ways we can work together include:

- **SPONSORED POSTS**
- **SOCIAL MEDIA COMPETITIONS**
- **PRODUCT REVIEWS**
- **CONTENT CREATION**
- **CONSULTANCY**
- **PUBLIC SPEAKING**



WORK WITH ME

SPONSORED POSTS

My meaningful & authentic posts are written with SEO in mind for maximum exposure for your brand.

SOCIAL MEDIA COMPETITIONS

I organise giveaways on my social media channels

PRODUCT REVIEWS

I offer honest reviews written from a personal perspective with the expat woman in mind.

CONTENT CREATION

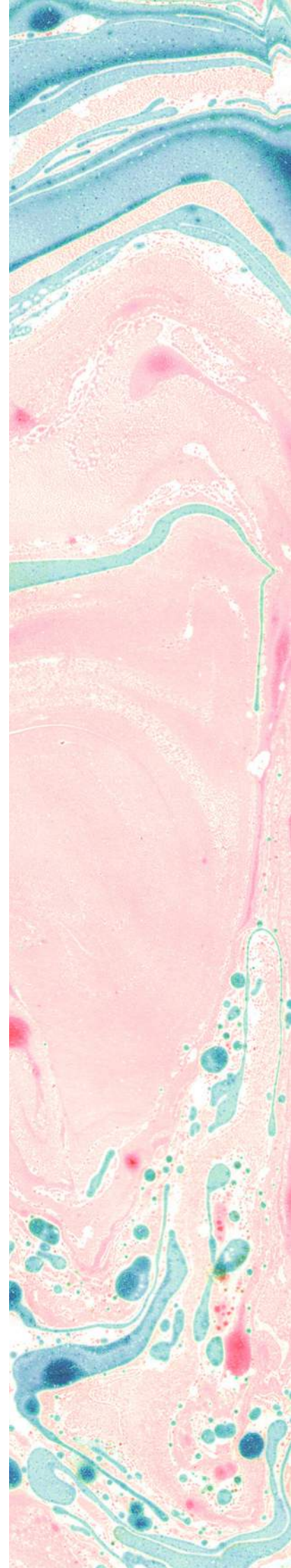
As a published writer, I offer copy writing for your own website, blog or social media channels.

CONSULTANCY

With a background in PR & marketing I offer tailor-made communications consultancy programmes. I can help you reach your marketing goals through fresh and effective strategies.

PUBLIC SPEAKING

I have spoken at / moderated conferences, events, podcasts and webinars. You can hire me to speak at your next event.



How it works

SPONSORED POST

Brief

Client briefs on marketing goals. I propose topics in line with this & The Expater editorial policy.

I outline overall timeline & fees.

STEP
01



STEP
02

I put together a draft in line with SEO, marketing goals & editorial policy

Draft

Approval

Client approves the post. Any necessary amendments are made. Client approves proposed publish date.

STEP
03



STEP
04

The blog post is published on The Expater and promoted via social media

Publish

Payment

Payment is due within 30 days of the blog post approval

STEP
05





SOCIAL MEDIA COMPETITION

MONTHLY COMPETITIONS
ON INSTAGRAM / FACEBOOK
/ THE EXPATER BLOG

CLIENT OFFERS RELEVANT PRIZE/S
(E.G. 'WIN A THREE MONTHS' SUPPLY OF
FLOWERS)

I DO ALL THE WORK IN TERMS OF
CONTENT AND T&CS

ENTRANTS MUST FOLLOW US BOTH ON
SOCIAL MEDIA TO BE ELIGIBLE TO WIN

I RUN IT ACROSS MY SOCIALS & THE
EXPATER BLOG

CLIENT ORGANISES GIFT/S FOR
COMPETITION WINNER/S.



**FOR RATES & MORE INFO
CONTACT**

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