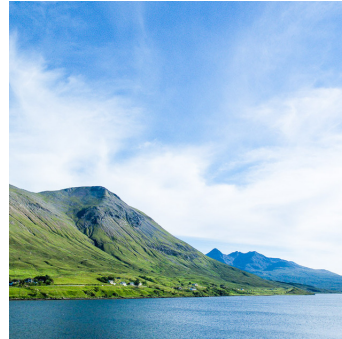


# *this* IS MY HAPPINESS

## SUSTAINABLE TRAVEL & LIFESTYLE MEDIA KIT 2019



### JENNA FRANCISCO

Meet Jenna, a writer with 8+ years' experience and founder of This Is My Happiness, a sustainable travel & lifestyle blog from Northern California. She has a keen interest in what makes each place special and advocates responsible travel choices that respect local culture and heritage. She's also a believer in family travel as the parent of two curious boys, ages 11 and 8.

### BLOG NUMBERS

100k monthly pageviews

60k+ monthly readers

Avg time on page: 5 mins

#1 Google ranking for more than 34 keywords

### WHO ARE THE READERS?

50% female, 50% male

55% = income over \$60k

55% = education of a B.A. degree or higher

## SOCIAL MEDIA

Pinterest: 20k+ followers  
85% female

Twitter: 11,200 followers

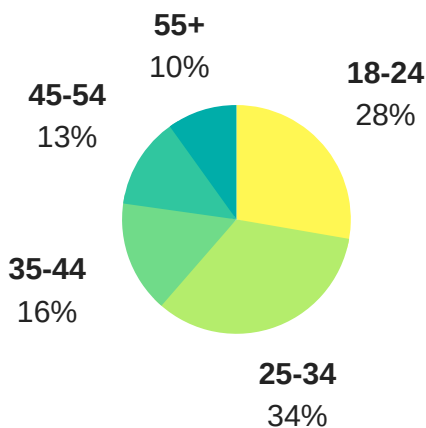
Instagram: 3650 followers

Facebook: 3200 followers  
74% female

## WHO I'VE WORKED WITH

Vail Resorts | Visa | Zappos |  
G Adventures | Michelin Green  
Guides | Grand Pacific Resorts |  
Bota Box | Visit Norway |  
Gallo Wines | Fetzner Vineyards |  
See Monterey | Do Napa |  
& numerous wineries

## AGE



## REGION

U.S.: 74%

California: 38% of U.S.  
readers

## CASE STUDIES

In every partnership, I strive to get the best results, as seen in the success of blog posts that have resulted from collaboration with CVBs and brands, including:

See Monterey: 138,000 page views

Grand Pacific Resorts: 158,000 page views

Downtown Napa: 245,000 page views

My work as one of six ambassadors for Northstar ski resort contributed to the success of the project: an average of 65k page views in the winter ski season, more than \$200k in revenue, and a GOLD award by Travel Weekly for the top overall blog in the travel industry for 2017.

# TESTIMONIAL

"Jenna was a great partner to work with for Northstar California's inaugural ambassador program for the winter 2016/2017 ski season. She was communicative, astute and timely with her work, while writing content that was informative and practical.

Jenna has a clear understanding of family travel and how to communicate that in words. She's keenly interested in exploring destinations around her, both near and afar. I would work with Jenna again, and recommend her to any publications or travel brands looking to work with a family travel writer or blogger." Spencer Spellman, Vail Resorts

## OPPORTUNITIES:

- Sponsored posts on the blog
- Sponsored influencer campaigns
- Ambassadorships for on-going relationships
- Social media promotion e.g. Twitter chats & sponsored shares
- Instagram takeovers
- Original images & video for your marketing use
- Original content for your client's website

## FOLLOW ALONG:

Facebook: [/thisismyhappiness](#)

Twitter: [/thisismyhappiness](#)

Pinterest: [/jennafrancisco](#)

Instagram: [/jennafrancisco](#)

## LET'S CONNECT

Website: [www.thisismyhappiness.com](http://www.thisismyhappiness.com)

Email: [jenna@thisismyhappiness.com](mailto:jenna@thisismyhappiness.com)

