

VOYAGES ET VAGABONDAGES

Media Kit 2017



voyagesetvagabondages.com

LUCIE AIDART, FOUNDER AND PUBLISHER

Serial-expat, round-the-world, long-term and solo traveler, I have lived in Sweden, Canada, London for over three years, as well as Argentina. After a 15-months **solo round-the-world trip without itinerary**, I am now a nomad travelling around the world, sharing my passion for travel, wandering and adventure on the blog Voyages et Vagabondages.



French, 30 years old, I have been travelling solo for over 10 years. I like cold countries, but I hate the winter; I love Japanese food, but my favorite playground is **South America**. I also love bungee jumping, getting lost in big cities, wild spaces, learning new languages, reading, karate and challenging myself everyday.

Voyages et Vagabondages



ONE GIRL. ONE DREAM. 1 000 ADVENTURES!

Founded in **2011**, Voyages et Vagabondages is Lucie's travel blog, a nomadic traveler who has been on the road for over three years.

Voyages et Vagabondages is a space for sharing and discoveries around the themes of **solo travel, women's travel, long-term travel and adventures**. The editorial scope is organized around travel stories, practical advice and the categories: "Round-The-World Trip", "Adventures" and "Solo Travel".

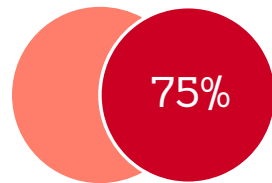
The site wants to help travelers to plan their **independent trips**, give advice, help solo travelers and bring some more general reflections about travelling to help readers realize that it's possible to travel, no matter what.

THEMES

Solo travel
Long-term travel
Women's travel
Nomadism
Travel stories
Round-The-World trip
Adventures
Practical advice for travellers
Travel photography
World cultures
Expatriation
City-breaks

THE READERS

The readers of Voyages et Vagabondages are independent travelers, solo or not, mainly women, looking for travel inspiration, practical advice to prepare their long-term trip, their round-the-world trip, their holidays, their weekends or their gap years in Europe or around the world. They have adventurous spirit, love discoveries, getting off-the-beaten-path, testing new activities, food, etc. They enjoy authentic experiences and trips, meeting locals and world cultures.



18-35
years old



France



Canada



Belgium



US

UK

Switzerland

Argentina

A GROWING AUDIENCE

A person in a black jacket and blue jeans stands with arms outstretched in a geothermal landscape. The ground is covered in colorful mineral deposits in shades of yellow, orange, and red. Several steam vents are visible, with white smoke rising from the ground. In the background, there are rocky hills with patches of snow under a clear blue sky.

30 000

unique monthly visitors

37 000

monthly visits

52 000

monthly visited pages

1:35

average time spent on site

1.43

pages visited per session

The readers of Voyages et Vagabondages are trusting and engaged and form an active and engaged community on the blog and on social networks.



135 000



10 600



600-800 views



7 080



4 425

"I have arrived in my hotel and I'm very satisfied with the room. Many thanks to Lucie for her blog article about London on Voyages et Vagabondages which made me choose Tune Hotel."

Matilda

"Thanks for this blog, this vision of the world and the many advice and experiences you share with us through your blog."

Lucie, 19 ans

MY SERVICES

Providing original content (text and pictures) on Voyages et Vagabondages and its social networks

Participating to your blogging/social network campaigns (alone or with other bloggers)

Writing for your materials (blogs, sites, etc.)

Managing your social media

Consulting about Pinterest

Live coverage on Facebook / Twitter / Instagram / Snapchat

Photography

Blog trips solo or with other bloggers

Sponsored articles or advertising banners

Brand ambassador

Conferences (about social media, Pinterest, influencer marketing...)

Organizing contest for readers

Activities, products or hotels reviews

REVUE DE PRESSE

- Lucie's practical tips to visit Austrian Tirol, published in the French National Geographic Traveler in July 2016
- Comment je finance ma vie de voyages, published the 27/10/2015 on Les Echos Start
- Several radio appearances in the show Allô La Planète on Le Mouv' and Outre-Mer 1ère
- Appearance on a big French TV channel M6 during a story about solo women round-the-world trips on the 11/08/2015
- Publishing of expert advice in the book Le voyage pour les filles qui ont peur de tout written by Marie-Julie Gagnon and Arianne Arpin-Delorme, Michel Lafon.

Full press coverage

<http://voyagesetvagabondages.com/revue-de-presse/>

DISCOVER SOME ARTICLES

Practical guides:

Visiter Komodo et voir les dragons de Komodo: le guide pratique

Travel reflections:

Je suis de nulle part: identité et nomadisme

Destinations:

Découvrir Venise en une journée et se perdre

Solo Travel:

Voyager seule au quotidien

Adventures :

Un trek à cheval en Chine tibétaine

*Voyages et Vagabondages,
it's also more than **550 articles**
and **10 years of travel** to discover!!*




THEY HAVE WORKED WITH VOYAGES ET VAGABONDAGES



GET IN TOUCH!

For any questions, proposals or enquiries about prices, you can email me at aidart.lucie@gmail.com

 [facebook.com/voyagesetvagabondages](https://www.facebook.com/voyagesetvagabondages)

 twitter.com/vvagabondages

 +LucieAidart

 [instagram.com/vvagabondages](https://www.instagram.com/vvagabondages)

 [pinterest.com/vvagabondages](https://www.pinterest.com/vvagabondages)

 <https://fr.linkedin.com/in/vvagabondages>

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