



## WHO ARE WE?

We're Michael Rozenblit and Maggie Turansky, founders of **The World Was Here First**, a travel website that focuses on getting off the beaten path around the world, promoting responsible tourism and supporting local economies.

The World Was Here First was created to inspire people to **travel beyond the ordinary** and to seek out destinations and experiences away from the conventional tourist path. We do this because of the ever-growing importance of **minimising the effects of over-tourism** and to **stimulate local economies** that otherwise see few foreign visitors.

## WHY WORK WITH US?

We both have extended experience travelling to offbeat destinations and use that real-life knowledge to tell our readers what we wish we would have known.

We focus on **writing detailed, informative, and search engine optimised articles** to ensure that our content is evergreen and travellers can find relevant and helpful travel information when planning and booking their trips.

Our advice has been featured in leading publications such as **Travel + Leisure, The Washington Post, Hostelworld, MSN, Yahoo! News, U.S. News & World Report** and many more!

## OUR AUDIENCE

We receive **over 140,000 monthly unique visitors** resulting in **more than 200,000 monthly page views** where readers spend an **average of more than 8 minutes on the page**.

We reach our readers primarily through **organic search** and from our **over 450,000 monthly unique viewers on Pinterest**.

We also directly reach our dedicated audience through our **loyal and engaged email list of over 3,300 subscribers**.

## DEMOGRAPHICS

**Age:** 25-34 (39%), 35-44 (16%), 45-54 (13%)

**Gender:** Female (60%), Male (40%)

**Region:** North America (45%), Europe (36%, including 17% in the UK), Australia (5%)

## CONTACT

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