

Lose the Map Media Kit 2015



Joanna Kalafatis

I am a 25-year old freelance writer, travel blogger, and actress. The aim of my blog, [Lose the Map](http://losethemap.com) is to encourage real exploration and authentic experiences during travel. I primarily focus on 20something travel, adventure travel, and off the beaten path destinations - I love to explore lesser known places and find unique stories and experiences.

I have an engaged and rapidly growing social media following. I also work as a guest blogger on **Kiss From the World online magazine (93,000+ visits/month)**, on which I can cover all the destinations I visit.



<http://losethemap.com>

losethemap1@gmail.com

Work Featured In:

- Hipmunk.com
- Matador Network
- GreekReporter.com
- Trekity.com
- KissFromtheWorld.com

Blog Stats

Each number is a monthly average.

Page views: 10,500+
Unique Visitors: 8,700+
Time on site: 1:58

Social Media Stats

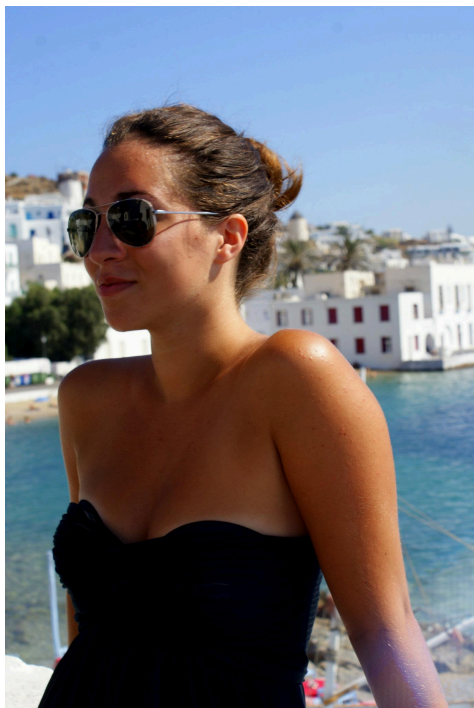
*As of 10/20/2014

Facebook Fans: 1,335+
Twitter Followers: 2,255+
Instagram Followers: 3,227+
Klout Score: 66

Services Offered

I am interested in both long and short-term partnerships with travel organizations and tourism boards, and can customize my services and coverage to suit any client's needs. Clients will be promoted through my professional writing, blogging & guest blogging, and photography skills, as well as my strong and constantly growing social media following.

- Sponsored posts
- Product reviews
- Freelance writing
- Press trips
- Brand ambassador
- Giveaways



Audience Demographics

Numbers via Facebook Insights

Gender: Men 54%/Women 46%

Age: 18-24 (24%)/25-34 (39%)

Country: USA 76%

Previous Partnerships

- Visit Meteora
- Hipmunk
- Holiday Lettings (TripAdvisor site)

**Top Twitter Travel Influencer
(As ranked by Leaderboarded)**