



Lose the Map Media Kit 2026



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Joanna Kalafatis

I am an Athens & NY-based travel blogger, travel photographer, and actress. My blog, [Lose the Map](#), takes readers through my experiences and journeys in over 45 countries around the world. I primarily focus on adventurous and cultural travel, as well as lesser-known destinations and traveling like a local.

I have an engaged and rapidly growing social media following on Facebook and Instagram. Most of my audience is US-based and interested in off-the-beaten-path travel, immersive cultural travel, & adventures.

Work Featured In:

- National Geographic
- Time Out New York
- GreekReporter.com

- Matador Network
- Business Insider
- Southwest Travel & Life

Blog Stats

Each number is a monthly average.

Page views: 22,200+
Unique Visitors: 18,623+
Time on site: 1:58
Domain Authority: 39

Social Media Stats

*As of 1/2/2023

Instagram Followers
(@Joanna.kalafatis) 31,000+
Facebook Fans
(Lose the Map): 2,700+

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
- Professional Photography
- 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 68%

Previous Partnerships

- RailEurope
- JUCY Campervan
- Sail in Greece Adventures
- Much Better Adventures
- Noma Collective
- TourRadar