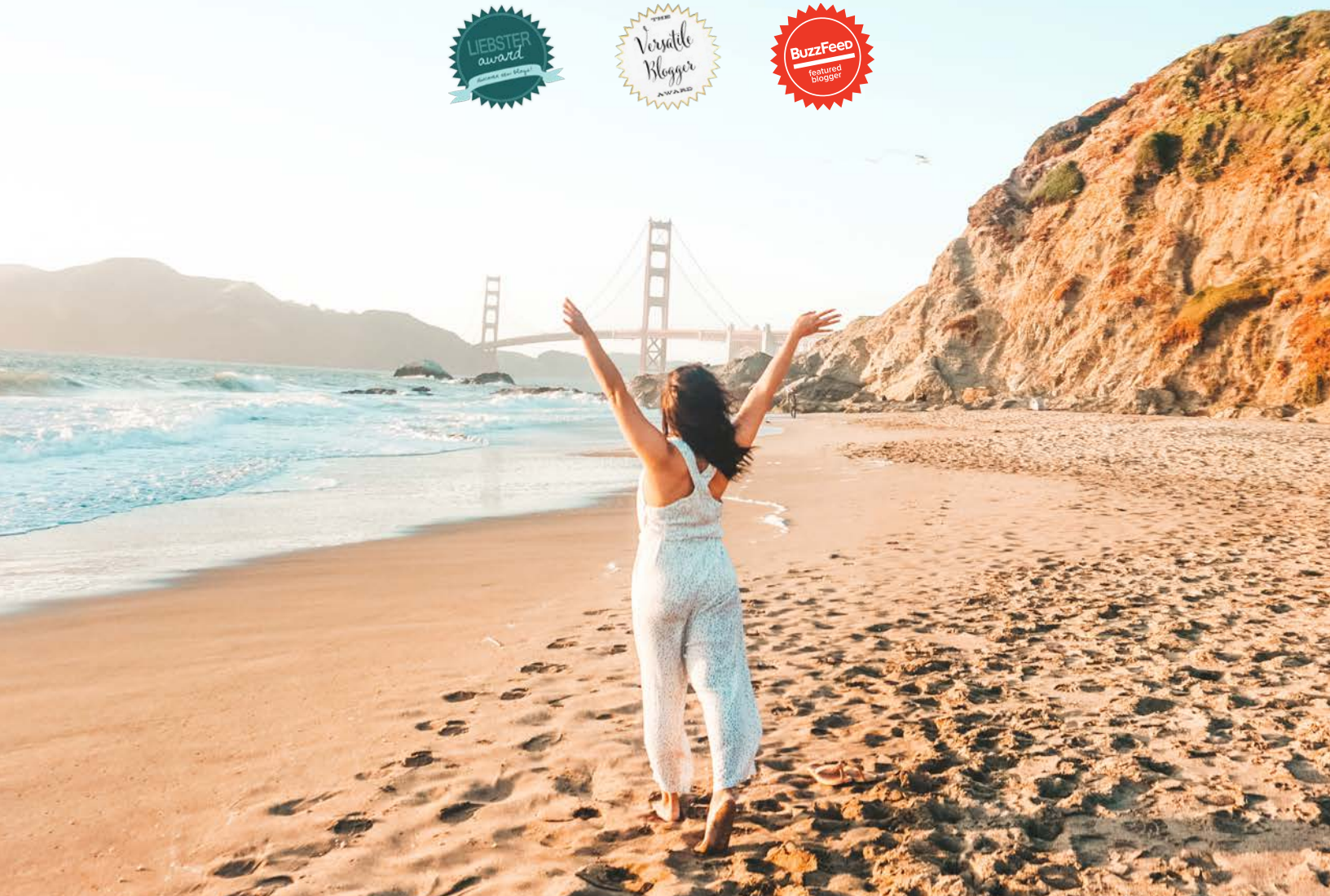


# SEVEN DAY WEEKENDER

TRAVEL & LIFESTYLE | [WWW.SEVENDAYWEEKENDER.COM](http://WWW.SEVENDAYWEEKENDER.COM)



19K+

[@sevendayweekender](https://www.instagram.com/sevendayweekender)



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

1,100+

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



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

18.7K (MONTHLY VIEWS)

[@7dayweekender](https://www.pinterest.com/7dayweekender)



[www.pinterest.com/7dayweekender](https://www.pinterest.com/7dayweekender)



# WHAT SETS ME APART

Raised in the Pacific Northwest, I was previously based out of New York City and spent a majority of my time between NYC and Montréal, which allowed me to infuse my creative design background with my passion for travel—putting visuals at the forefront of everything I do.

Focusing on high-low travel, unique experiences, outdoor adventures & food/drink my blog, Seven Day Weekender, is a two-time award winning, BuzzFeed featured, site where I immerse myself in local culture inspiring others to have the same passion for life no matter where they are.

I personally write every article featured on my blog, and as a solo traveler take every photo myself that is featured on my social accounts. My readers and followers are able to personally relate to my adventures because of this.

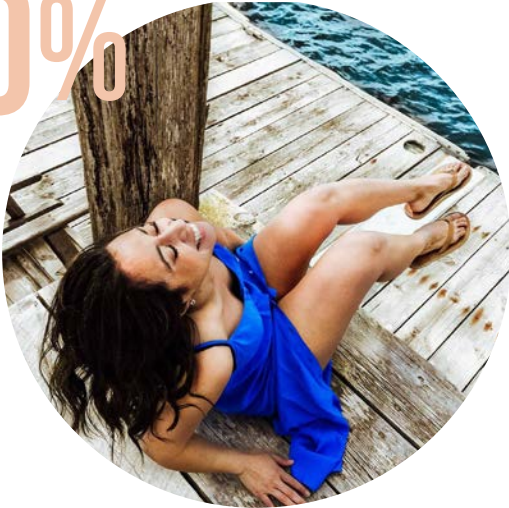




# AUDIENCE DEMOGRAPHICS

2.0%

AVERAGE ENGAGEMENT



♂ 60% FEMALE  
♀ 40% MALE

AFFLUENT  
MILLENNIALS &  
POST-GRADS  
**25-34**

## TOP LOCATIONS (BY COUNTRY)

U.S.A.  
UNITED KINGDOM  
CANADA

AUSTRALIA  
GERMANY  
ITALY

## SOCIAL

(ACROSS IG, FB & PINTEREST)

32,000+

TOTAL REACH

7,172

AVE. VIEWS PER POST

411

AVE. LIKES / POST

37

AVE. COMMENTS / POST

## BLOG

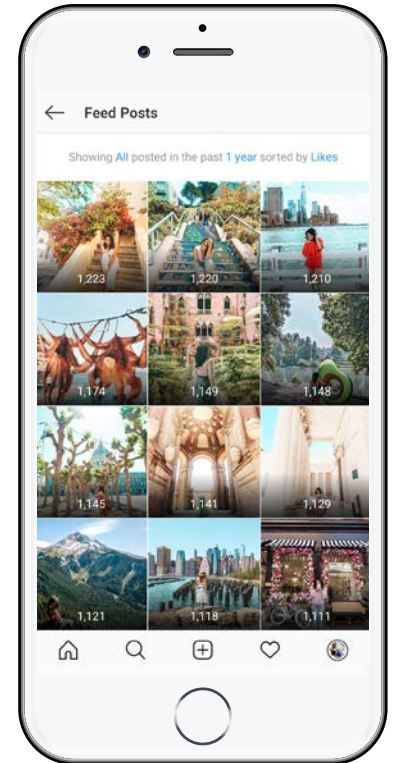
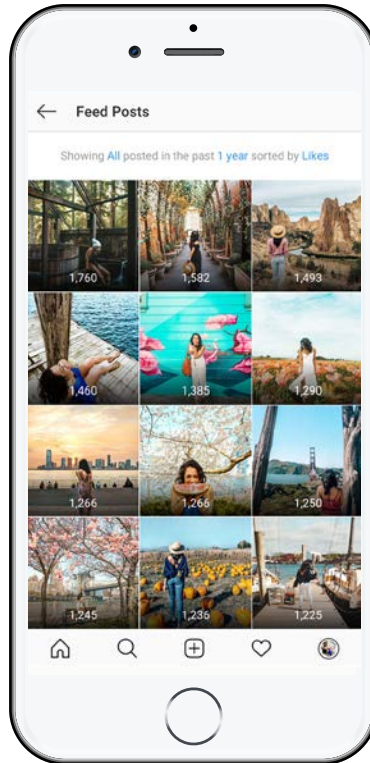
MONTHLY SITE METRICS  
(as of June 2020)

2,945

AVERAGE PAGE VIEWS

2,549

AVERAGE PAGE SESSIONS



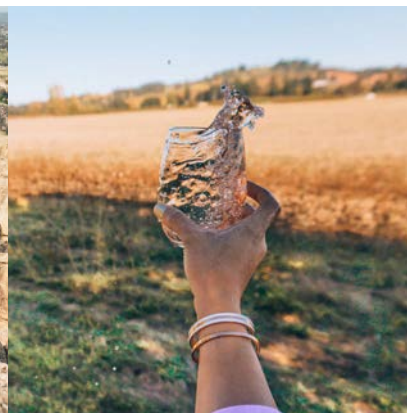
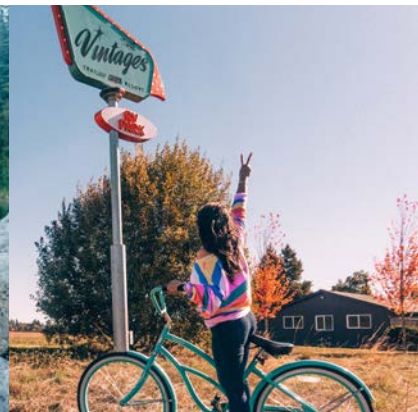
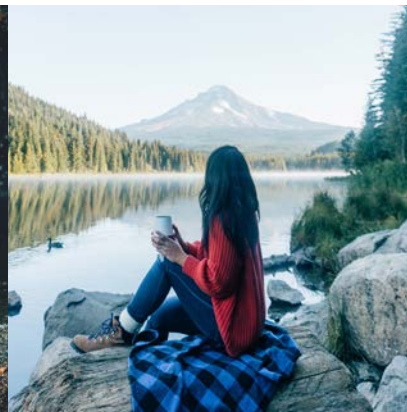
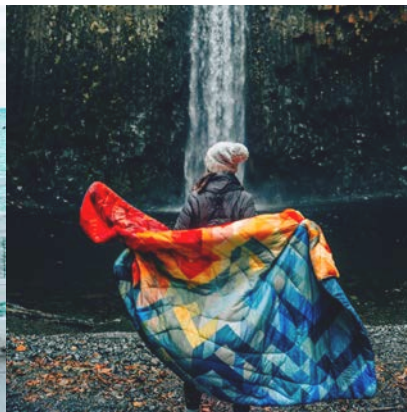


# SAMPLE COLLABORATIONS & CONTENT

## HOTELS & TOURISM BOARDS



LIKE A HOTEL



## BRANDS

(TECH | FASHION | LIFESTYLE | EXPERIENTIAL)





# LET'S COLLABORATE AND MAKE YOUR BRAND STAND OUT!

**PHOTO PACKAGES | FEATURED POSTS | SOCIAL TAKEOVERS |  
CONTENT CREATION | INNOVATIVE BLOG STORYTELLING**

I AM AN EXPERIENCED CONTENT CREATOR HAVING WORKED WITH OVER 50 BRANDS, HOTELS,  
COMPANIES AND TOURISM BOARDS.

MY GOAL IS TO CREATE HIGH-QUALITY IMAGERY THAT IS ENGAGING & THAT INSPIRE OTHERS, WHILE  
ALSO PROMOTING A PRODUCT, DESTINATION OR EXPERIENCE.



**SEVENDAYWEEKENDER@GMAIL.COM  
WWW.SEVENDAYWEEKENDER.COM  
@SEVENDAYWEEKENDER**

**SDW**  
SEVEN DAY WEEKENDER



Collaboration with:

# OKKO HOTELS (LYON, FRANCE & PARIS, FRANCE)

# SEVEN DAY WEEKENDER

2 nights stay (September 2017)

1 blog post

1 post on social media

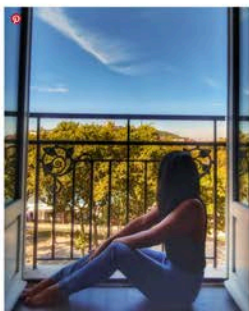
\*\*posted an extra post on Facebook

## BLOG POST

REVIEW POST HIGHLIGHTING LYON & PARIS PROPERTIES



YOUR UBER MODERN "HOME AWAY FROM HOME"



With the abundance of accommodation options when you travel how do you know where to stay? So many price points, so many experiences, so many styles.

If you're looking for something that is cozy but not commercialized, visually appealing and refreshingly modern, that gives you the comforts of being at home without the headache of lifting a finger (in a four-star setting) look no further than the [OKKO Hotels](#).



### SO, WHY OKKO?

"Why should I choose the OKKO over a hostel or Airbnb", you may ask? Because of these simple, yet incomparable reasons...

### THE PROXIMITY TO THE CITY

You're not right in the thick of it but can easily get to where you want. You can see another part of the city you may not thought of visiting. Access to public transport - both locations were easily accessible to both the Metro and the airport/train stations.

### THE AMENITIES

The en-suite bathroom features a spacious walk in shower with rain shower head. Flat screen TVs feature an abundance of entertainment options. (the Lyon location had a whole library of free new-release movies you could watch!)

### THE SERVICE

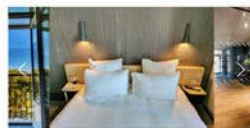
Need to store your bag? Not a problem! Want to bring your pet? All pets weighing under 15 kg are welcome at no extra cost! Worried about your personal items? All of their rooms come with a small safety deposit box - and they will let you use their main safe upon request. And if you fall in love with the décor they even offer a selection of designer items and furniture for sale in their [online boutique](#) chosen by the team and interior designer Patrick Norguet!

### OKKO PORT DE VERSAILLES IMAGES



Staying in the OKKO Hotels again would not be something I would have to question. It was quite possibly one of the best experiences I have had. I've stayed in some pretty great hotels but there is a level of service and comfort that the OKKO offers that I just haven't come across before.

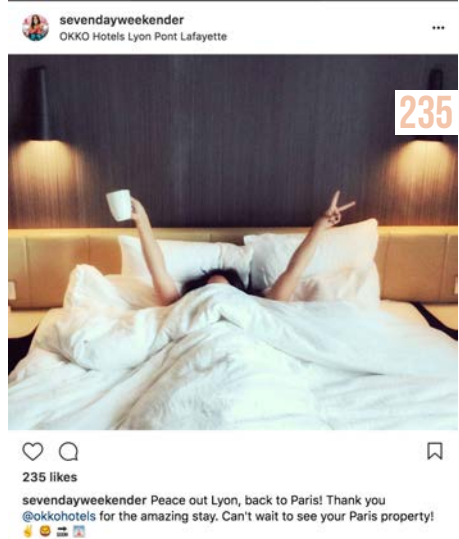
### OKKO PONT LAFAYETTE IMAGES



### THE CLUB (need I say more)

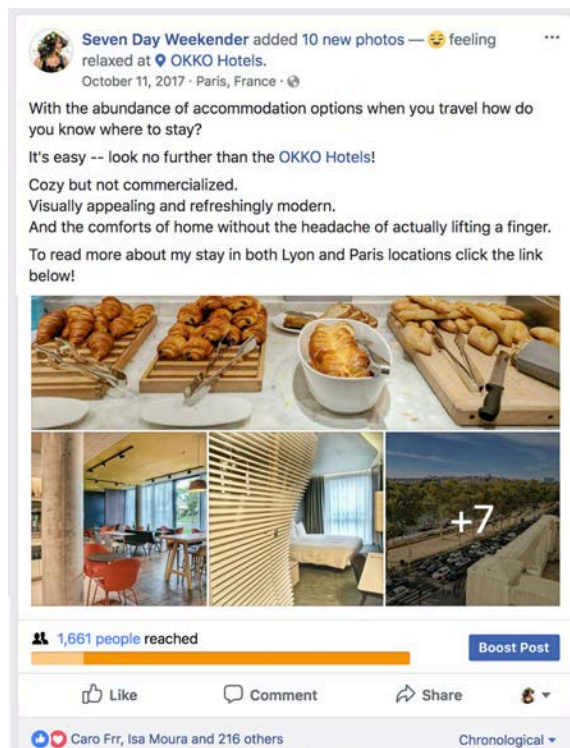
Everyday the famous 'OKKO apéritivo' takes place from 7-10pm featuring wine, cheese and meat. A daily complimentary continental breakfast to fit everyone's needs. And outside of those two planned meals The Club offers endless snacks and drinks.

## INSTAGRAM POSTS



### OKKO HOTELS REPOST

## FACEBOOK POST



1,661 PEOPLE REACHED | 218 LIKES | 6 COMMENTS

Collaboration with:

# COOK CITY SUITES (PHILADELPHIA, PENNSYLVANIA)

# SEVEN DAY WEEKENDER

1 night stay (October 2017)

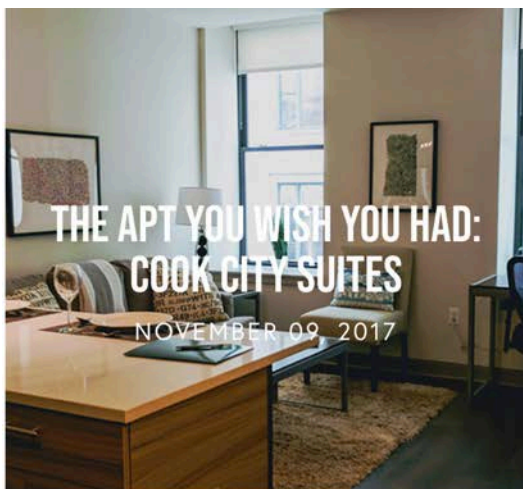
1 blog post

1 post on social media

\*\*posted an extra post on Facebook

## BLOG POST

COOK CITY SUITES REVIEW

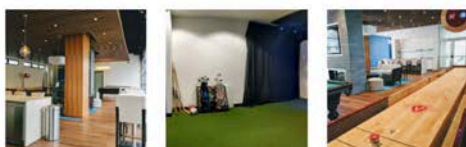


You know that feeling when you are trying to book accommodations and all of the good (non-sketchy looking) Airbnbs are taken, and the hotels in your price range don't have availability? What do you do? Don't panic! Have you ever thought about luxury, temporary housing?

Yes, this is a thing. No, it's not just for business people. Yes, it's affordable. And even bigger bonus, you can have all of the comforts of being at home with all the amazing amenities of a 4-star hotel (minus the room-service bit).

### WHO IS COOK CITY SUITES?

Started by a father-daughter team this Philadelphia based company is technically another temporary housing provider, but they are so much more than that, and really what the



## INSTAGRAM POSTS



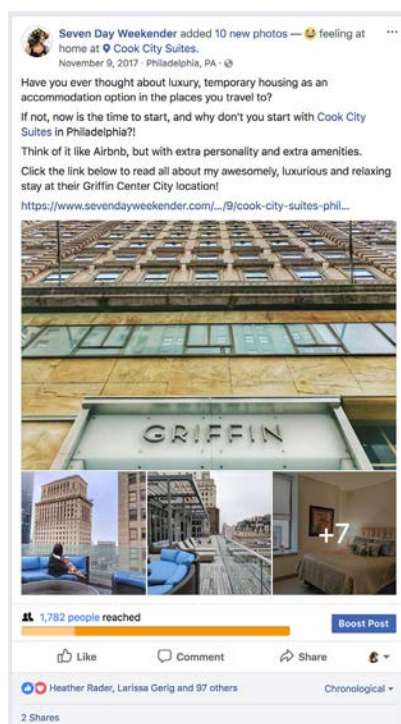
463 LIKES

72 COMMENTS



COOK CITY SUITES REPOST

## FACEBOOK POST



1,782 PEOPLE REACHED | 99 LIKES | 3 COMMENTS | 2 SHARES



# SEVEN DAY WEEKENDER

## 2020 RATE SHEET

PACKAGES AVAILABLE UPON REQUEST

### INSTAGRAM CAMPAIGN

1 Instagram photo with tags

\$200

### SOCIAL MEDIA CAMPAIGN

1 Instagram photo with tags

+

1 cross-promoted post on Facebook & Twitter

\$320

### BLOG POST + SOCIAL MEDIA CAMPAIGN

1 blog post + a combination of the above

*prices negotiable*

*(based on post length)*

### A LA CARTE PRICING

1 Instagram photo with tags

\$200

1 Instagram Story

\$65 / per frame

Additional Assets

(mention in a round-up post, dedicated blog post, image gallery)

*prices negotiable*

