



# VALERIE & VALISE

*Bucket List Travel in the American West & Beyond*

# What is Valerie & Valise?



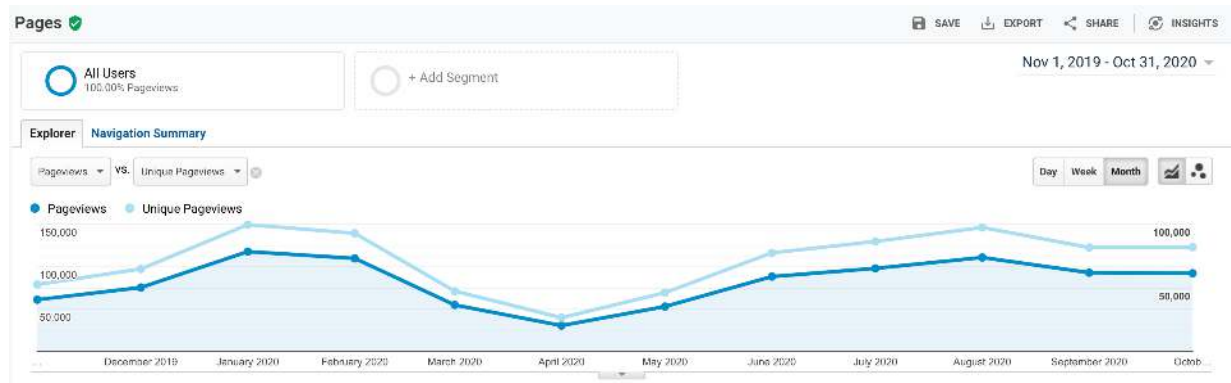
I started Valerie & Valise in October 2013. Since then, I've developed a trusted personal travel brand and reputation for thorough, informative content. In 2019, I introduced "Mr. V" (real name Jacob), my life partner and photographer.

Our mission is to inspire travelers through captivating stories and resources and colorful, engaging visual assets. If our readers travel smarter and pack lighter, we have achieved our goal!

# Traffic

In October 2020, I received 92,500+ Pageviews and 82,000+ Unique Pageviews. This is a yearly increase of 40%. Valerie & Valise (valisemag.com) has a DA of 33.

My site has recovered after a tumultuous March to May 2020; I typically experience an annual seasonal dip in Q4.



Screenshot from Google Analytics, Monthly Traffic for last 12 months (November 2019 - October 2020)

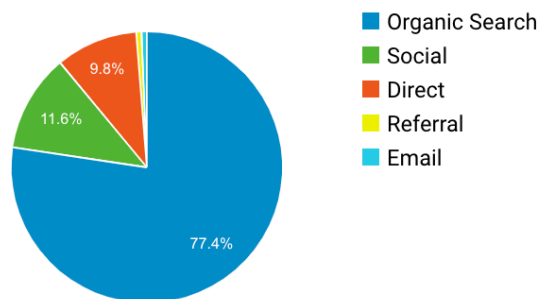
# Engagement

Google Organic traffic contributes 77% of my sessions.

Visitors stay an average of 4:58 on my site.

Visitors see an average of 1.2 pages per session.

Top Channels



Avg. Time on Page

00:04:58

Screenshots from Google Analytics, September 2020 data

# Demographics

## Top 3 Countries:

- 1. United States (90%)
- 2. United Kingdom (3%)
- 3. Canada (1.5%)

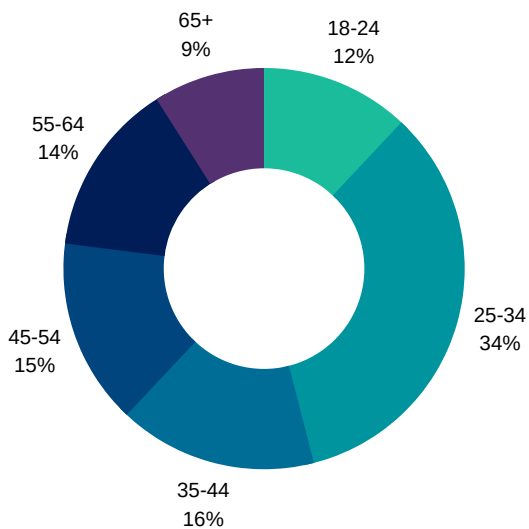
## Top 5 Cities:

- 1. Seattle (5%)
- 2. Los Angeles (4%)
- 3. San Francisco (3%)
- 4. New York City (3%)
- 5. San Diego (2%)

## Gender Breakdown:

- 63% Female
- 37% Male

## Age Breakdown:

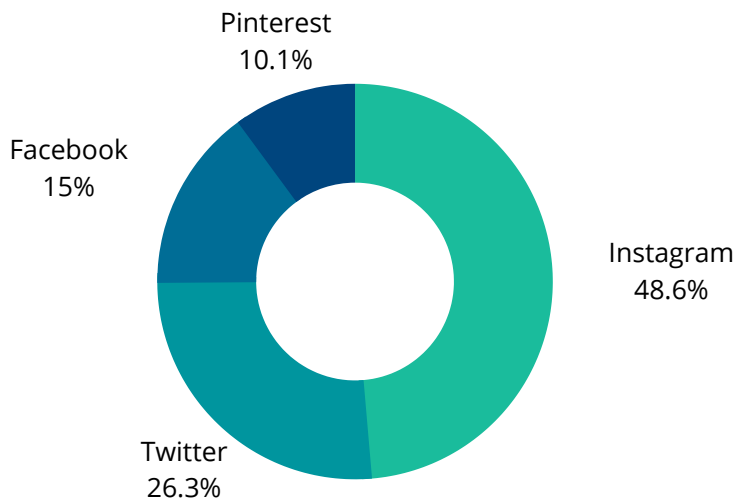


# Social Media

**69,300+ Followers**

across four main social networks

Diverse reach and opportunities for promoting written content from my blog, including Instagram stories and Pins.



33,700+ Followers



18,200+ Followers



10,400+ Fans



7,000+ Followers

# Ready to Collaborate?

## What We Offer



Paid Press Trips & Ambassadorships



Licensed Photo & Video Assets



Influencer Campaigns



Bespoke Partnerships

## Testimonials

*Valerie is one of the most versatile travel journalists we have worked with. She is a skilled writer with a wealth of experience at the highest levels. Her creative approach to finding the story behind the story is remarkable. The quality of her work shines through in the stories she writes.* – Chris Vomvolakis, Visit Santa Rosa



*It was a pleasure working with Valerie from Valerie & Valise. She was not only easy to work with but helped in every way possible from building social media followers to giving the hotel the exposure that it needs. I look forward to working with her again!* – Joyce Lee, Best Western Premier



*The team loved following along on your trip, and members commented that your Stories made it seem like they were right there with you. We had a great time working with you and can't wait for future collaborations!*

– Maddie Rubalcava, Allison+Partners on behalf of Toyota



**TOYOTA**

**Ready to work together?** Contact Valerie via email: [v@valisemag.com](mailto:v@valisemag.com)

**Need more info?** See Testimonials and past partners at:

[valisemag.com/work-with-us](https://valisemag.com/work-with-us)