

An aerial photograph of a beach with turquoise water and white foam waves crashing onto the sand. The text is overlaid on the top left.

# Round-ups

## *Campaign Outline*

# About Bradt Round-Up Pieces

Our round-up pieces contain a selection of hand-picked entries around a certain theme. For example, the *Best Places to Visit in 2025* or the *Best Safaris in Africa* .

Such articles draw on the expertise and first-hand knowledge of our staff and authors and aim to answer a specific question. They feature on our home page, are heavily promoted across our social media networks and are extremely popular with readers and search engines alike.

Partners can sponsor a specific slot in the article, gaining views now and credibility for both now and in the future.

**Featured  
on the  
Homepage...**

## The best places to travel in 2024

SEE THE LIST

**THE  
BEST  
PLACES  
TO  
TRAVEL IN  
2024**



## Latest features

Inspirational stories from around the world



**New Travel Writer of  
the Year 2024:  
Shortlisted Entries**

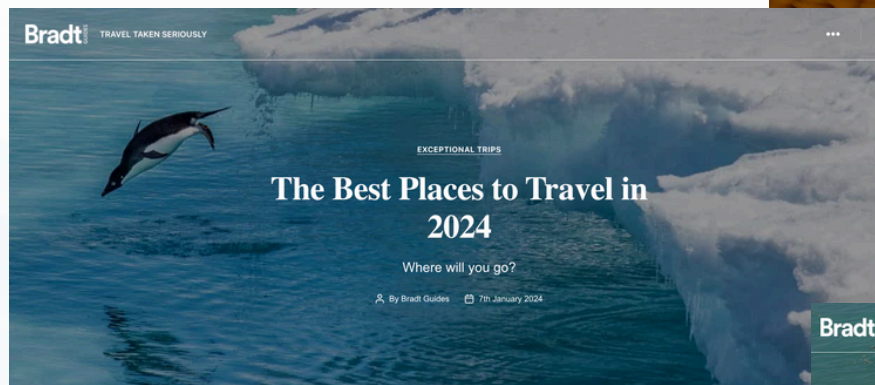


**The best places to stay  
in South Devon and  
Dartmoor**



**The best things to do in  
Hunter Valley**

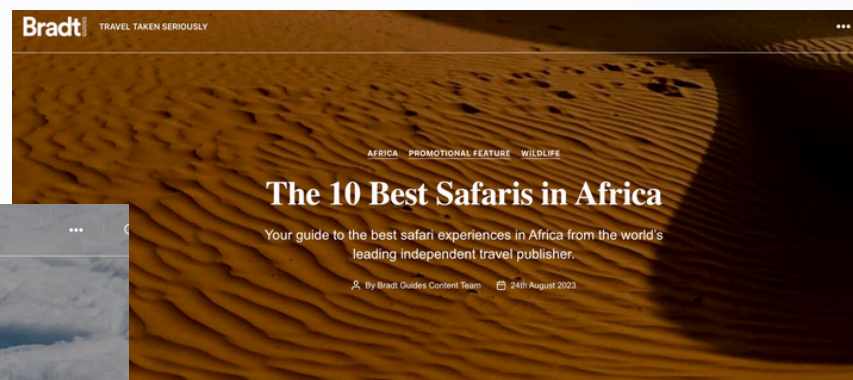
# Examples...



From snowy Switzerland to the plains of East Africa, the list of the best places to travel in 2024 is here.



Our pick of the best places to travel in 2024

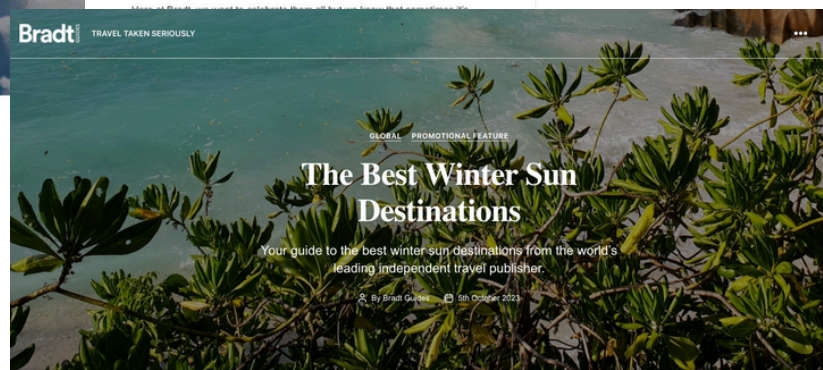


The best safaris in Africa promise not just a checklist but an encounter with the rhythms of the wild. An invitation to witness vast savannahs, dense jungles, and wild, untamed skies.

But safaris come in many forms, with creatures great and small.

**Bradt**

The world's leading independent travel publisher.



It's that time of year when the Northern Hemisphere is shivering its way through winter, while the Southern Hemisphere is basking in warm temperatures and sunny days.

Here at Bradt, we've put together our collection of the best winter sun destinations to brighten up your day.

Are you craving white sand beaches and the ease of a tropical climate? Do your days need an extra dose of sunshine?

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# Sponsor an Entry

Entry into the campaign consists of:

- 200-word description to fit the article
- A 'how to do it' section
- Any relevant links/logos/prices you would like included in the final section for that slot

All entries will be edited according to expert keyword research to ensure maximum SEO ranking.

## **EXAMPLES**

- The Best Safaris in Africa
- The Best Places to Visit in 2025

# How We Will Promote Your Work

Promotion will take place across our **social media channels** and in our **weekly newsletter**. Links and tags to your accounts will be included wherever relevant.

Promotion takes two forms:

- General promotion of the round-up piece
- Specific promotion of your destination: including an Instagram reel and designated newsletter entry

Roundups will remain live on our website for a minimum of 12 months and will feature on the Bradt home page for at least one month.

# Promotion Examples

**Bradt Guides**  
January 8 · 🌐


It's that time of year again, when we at Bradt put our heads together to select our top destinations for the year ahead.

It's a much-anticipated list that requires a lot of thought, research, and above all travel, but we think we've succeeded in compiling a compelling and diverse selection of the best places to travel in 2024.

Take a look and see whether you agree...

| Ad

<https://youtu.be/OIKc3MjvoM4?si=HsD1TQqH72GT1qbq>

A composite image featuring the Aurora Borealis in the sky, a castle, a sailboat, and penguins.

GLOBAL PROMOTIONAL FEATURE

## The Best Winter Sun Destinations

Your guide to the best winter sun destinations from the world's leading independent travel publisher.

By Bradt Guides 📅 5th October 2023

**Bradt**  
GUIDES  
BEST AFRICAN  
SAFARIS  
2023

A dead tree in a desert landscape.

Can't make up your mind about which safari's right for you? Read through our latest piece on [the ten best African safaris](#). Detailing numerous unique safari experiences from around the continent, you're sure to find something perfect for you!

# At a Glance: Bradt Stats

## The Bradt Website

Our site receives 600K visitors and over 1 million page views per year.

## Socials and Newsletter

- *Twitter* - 30K
- *Instagram* - 7K
- *Newsletter* - 17K

## Media Kit

More detailed information can be found in our [media kit](#).

# Take the Next Step

Contact our digital team today to reach an audience serious about travel.

**Harriet Solomon**

Digital Executive

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