

# Sponsored Posts

*An Outline*



# What Do You Get?

A sponsored post consist of:

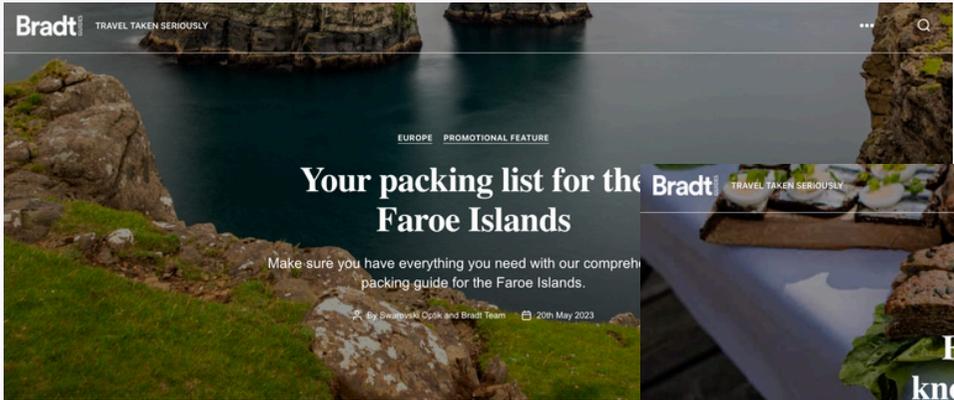
- 1500+ words of SEO optimised content on a pre-agreed topic, written by us
- A selection of images (sourced from image libraries)
- A 'more information' section including any relevant logos/prices/links (*marked rel=sponsored*) you would like included

All posts will be written according to expert keyword research to boost ranking on Google.

**Sponsored posts can be bundled to form a spotlight campaign.**

## **EXAMPLES**

- [Everything you need to know about food in Estonia](#)
- [What to pack for the Faroe Islands](#)

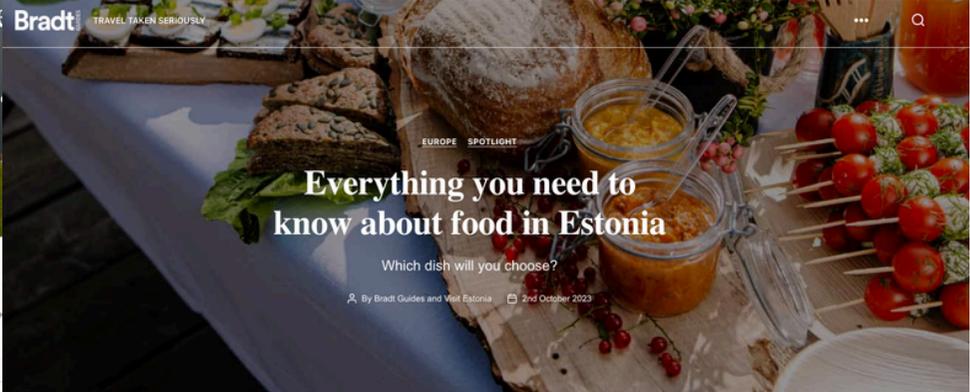


The Faroes can be spectacular, no matter the season. You've got a group of 18 tiny islands located in the North Atlantic Ocean with immense green fields, sky-scraping peaks, and jagged shores, just perfect for a week-long adventure.

Although not as popular as Iceland, this destination is quickly becoming a huge attraction for tourists in love with Nordic countries, who are drawn to the volcanic islands for the landscapes and hiking opportunities they offer.

However, the Faroes are also renowned for their unpredictable weather and rough terrain.

So, if you've decided to check this destination off your bucket list, it's essential to consider your packing carefully.



**Estonia on a plate: your inside guide to the very best food in Estonia.**

Known for its charming medieval towns, serene natural beauty and friendly people, Estonia is a unique blend of Scandinavian and eastern European influences – and its food is no exception. A blend of hearty and unpretentious fare that's perfectly suited to the cold Baltic winters, it takes full advantage of local ingredients, reflecting the country's rich agricultural heritage.

How about a flavourful blood sausage served with lingonberry jam, or a sprat sandwich topped with delicately smoked fish? With each bite, you'll be tasting a piece of the nation's vibrant history.

Join us on a culinary journey as we delve into the delicious ingredients and mouthwatering traditional dishes that Estonia has to offer.



**Bradt**  
The world's leading independent travel publisher.

**Serious about travel?**

Join our mailing list and we'll give you **30% off** your next purchase from our website.

It's essential reading for anyone who's serious about travel.

# Examples

# Promoting your article

Promotion will take place across our **social media channels** ([Facebook](#), [Twitter](#) and [Instagram](#)) and in our **weekly newsletter**. Links and tags to your accounts will be included wherever relevant.

Articles will remain live on our website for a minimum of 12 months.

# Promotion Examples

**Bradt Guides**

December 14, 2023 · 🌐

Everyone knows New Zealand is home to some of the world's most beautiful movie-set landscapes, but were you also aware of its excellent stargazing opportunities? Or its fascinating Māori culture?

Here's everything they don't tell you about the 'Land of the Long White Cloud.'

<https://www.bradtguides.com/visit-new-zealand/>

Ad

[Discover the World](#)



BRADTGUIDES.COM

**Five reasons to visit New Zealand | Bradt Guides**

From excellent stargazing opportunities to fascinating Māori culture, here are five reason...

**Bradt Guides**  
@BradtGuides

The Falkland Islands are one of the best places in the world for wildlife watching.

Whether you want to marvel at magellanic penguins or spot southern sea lions along the coast, the Falklands are a must-visit!

[bit.ly/3UNdjEI](https://bit.ly/3UNdjEI)

@FITBTourism



8:30 am · 3 Oct 2022

# 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* - 29K
- *Instagram* - 8.5K
- *Facebook* - 9k
- *Newsletter* - 18K

## 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**

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