

# breadcrumbsguide

...A trail of crumbs to follow around the world...

## About Breadcrumbs Guide

Breadcrumbs Guide creates travel guides that are **helpful**, **authentic**, and **trustworthy**, and **inspire** people to travel **independently**. I tell it like it is, and will do anything to help my readers have the best experience possible.

On Breadcrumbs Guide, you will find **destination guides** with highly curated **itineraries**, destination-specific **packing lists**, hotel reviews, gear reviews, and many posts highlighting specific activities and the best ways to go about them. **It's all about giving readers the inspiration to travel and the tools to travel smarter!**

## About Me

I'm Sonja Riemenschneider, a **PhD chemical engineer with a dream to make travel guides**. For years I pushed it away, telling myself it would never work. Then in 2014, partway through my engineering PhD, I decided to start small, with this blog.

Since then, that dream has become a passion. After finishing my degree in May 2016, I took a risk, something I rarely do, and I began growing Breadcrumbs Guide into the career and business of my dreams.

## How I Can Help

I can feature your destination, activity, hotel, or travel product that fits my editorial content. I offer...

- Coverage and access to my community through blog posts, social media exposure, and newsletter promotion
- Editorial content for your publication, website, or blog
- Photography of your destination, activity, hotel, or travel product
- Ad placement on breadcrumbsguide.com
- Newsletter sponsorship – logo placement in sponsor section of email newsletter (144 subscribers, 41% average open rate)
- Sponsorship of contests and giveaways
- Creative partnerships



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## Core Values

### Helpfulness

*"Thank you thank you my dear, for this thorough post about Machu Picchu mountain! I've searched the internet for three hours trying to get an idea of which mountain to hike, HP or MPM and your post is the best one I've found. It has also persuaded me to hike this one 😊"* –Misty

*"Thanks so much for your posts as it was very helpful with my hike. I just finished the Inca Trail last week and your little pack list and what to expect was very helpful."*  
–Jayme

*"Thank you for your website, I find it very useful and a fun read! My sister and I are planning a trip to Big Island and we're considering a 5 or 6 day itinerary. We're definitely planning to hit many of the spots you describe"* –Taronna

### Inspiration

*"Those pictures make me feel like I am actually there! You have captured everything so beautifully. India is on my list..."* –Rachael

*"Your photos and your words have made me even more desperate to visit... and I'll make sure I stay as long as it takes to get a real feel for the place. I'm ready to embrace the chaos and revel in the beauty :)."* –Gabby

### Authenticity

*"I hope you do continue to write truthfully and completely, as it is the true human experience, whether similar or different from our own, that is absolutely captivating for your readers (as evidenced by the plethora of comments you've received – nice work!)"* –Becky

*"Girl. You kill me. I died with this article. It's exactly how I felt about India!"* –Erin

### Trust

*"My partner and I are planning on spending a month in India while on our RTW trip and finally I have found a post that is honest. I can't wait to visit India – but I am also glad I have read this as a heads up so I know what I am in for. Thank you!"* –Sarah

*"I've never traveled by myself before and this would be a first. I'm worried about safety and getting around on my own. Any pointers?" ... "Thanks again for your help and encouragement!"* –Erin

### Independence

*"Your photos are seriously bringing me back! Love that you did it on your own – what a badass 😊"* –Emily

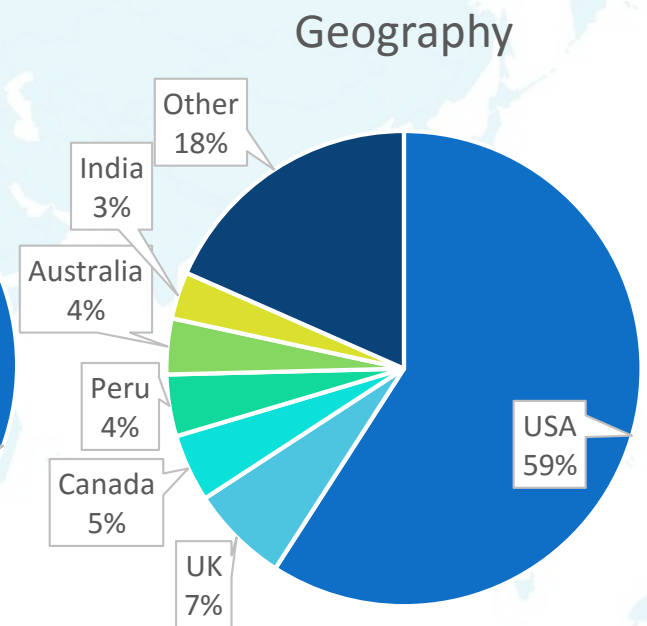
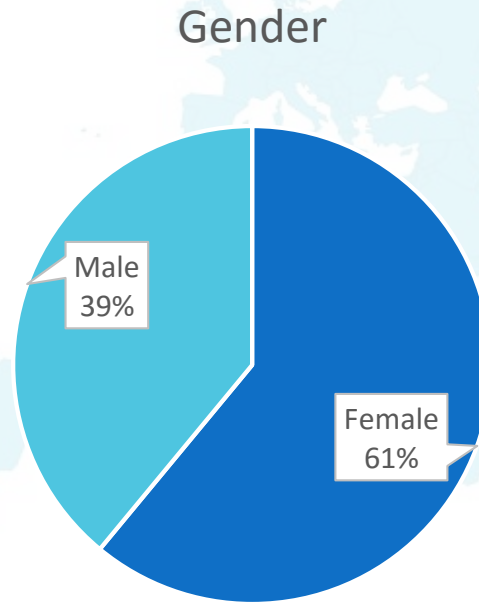
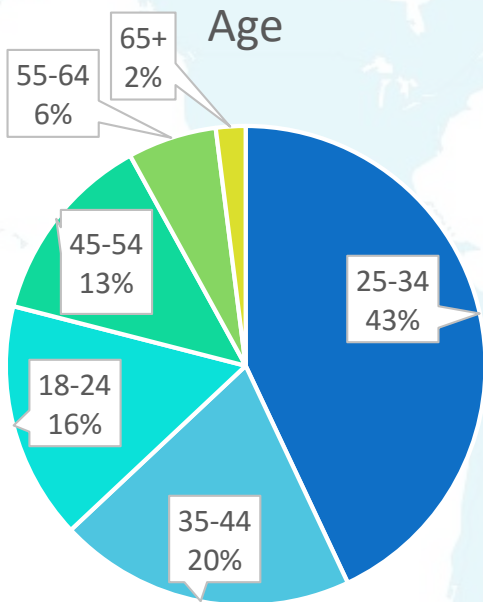
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## Audience

Breadcrumbs Guide is for **ordinary people who have big travel dreams** and want inspiration and insider tips on how to achieve them. They want to skip the expensive excursions and crowded tour groups and travel independently on an average budget. They are not luxury travelers nor are they budget backpackers, but they want to get **good value for their money**.

- **Unique monthly visitors:** 2,200
- **Pageviews/month:** 4,800
- **Average pages/session:** 1.69
- **Average session duration:** 2:39





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## Social

- **Facebook** – 600+ fans, 12% engagement rate
- **Twitter** – 580+ followers, 3.8k monthly impressions
- **Instagram** – 360+ followers, 26% engagement rate
- **Pinterest** – 200+ followers, 1k+ monthly impressions
- **Email Newsletter** – 140+ subscribers, 41% open rate

## Rankings

- **Domain Authority** – 22
- **Page Authority** – 31
- **Klout Score** – 55
- **Alexa Ranking (3 month)** – 3,172,080
- **Alexa Ranking (USA)** – 1,467,911

## Featured In



## My Skills

- **Researching** and crafting in-depth travel guides.
- Blend of **informative, personality-infused** writing.
- **Authentic coverage** – My readers know a rave review really is a rave.
- **Search engine optimization** – each post is optimized for Google search so it continues to drive traffic after it is published.
- **Editing** – each post is carefully edited for quality control.
- **Photography** – A critical component of each post, I shoot with professional equipment to showcase each destination in the best possible light.
- **Social media promotion** – On-the-ground coverage plus blog post promotion.

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## Previous Partnerships

### Le Méridien Philadelphia

Provided coverage and access to my community through blog posts, social media promotion, and newsletter promotion.

Blog post: [Le Méridien Philadelphia – Modern Design in a Historic City](#)

#### Stats\*

- 54 page views, 6 comments
- Newsletter stats: 53 opens (42%)
- Facebook stats: 1,551 reached, 56 reactions/comments/shares, 84 clicks
- Instagram stats: 144 likes, 8 comments
- Twitter stats: 120 impressions, 5 engagements

\*(after 1 month)

*“You have been a pleasure to work with! Your content and pictures were fabulous and we really appreciate the exposure. I would recommend a partnership with you to anyone.”* –Angela, Le Méridien Philadelphia

### Hostal Wara Wara, Cusco, Peru

Blog post: [Best View in Cusco: Hostal Wara Wara](#)

*“Wow, what can we say. We reeeeeally appreciate it! It is just awesome!”* –Viviana and Miguel, Hostal Wara Wara

## Let's Work Together!

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## Contact Me

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Phone or skype by appointment