

A wide-angle photograph of a mountain valley. In the foreground, a person in a red shirt and dark pants stands on a large, dark rock in the middle of a vibrant turquoise lake. The lake's surface is slightly rippled. The middle ground shows a valley floor with some sparse vegetation and a small stream. In the background, steep, rocky mountains rise on both sides, leading to a range of jagged, snow-capped peaks under a bright blue sky with scattered white clouds.

Lost With Purpose

MEDIA KIT | APRIL 2019

Solo female travel blog about backpacking through truly off the beaten track destinations

WWW.LOSTWITHPURPOSE.COM

I'm a full-time backpacking lass journeying around the world, favoring off the beaten track places overlooked by Western tourism.

Photo-heavy **stories** show the **real side** of travel and people in the countries I visit, and my in-depth writing provides travelers with **need-to-know information** hard to find anywhere else on the internet.



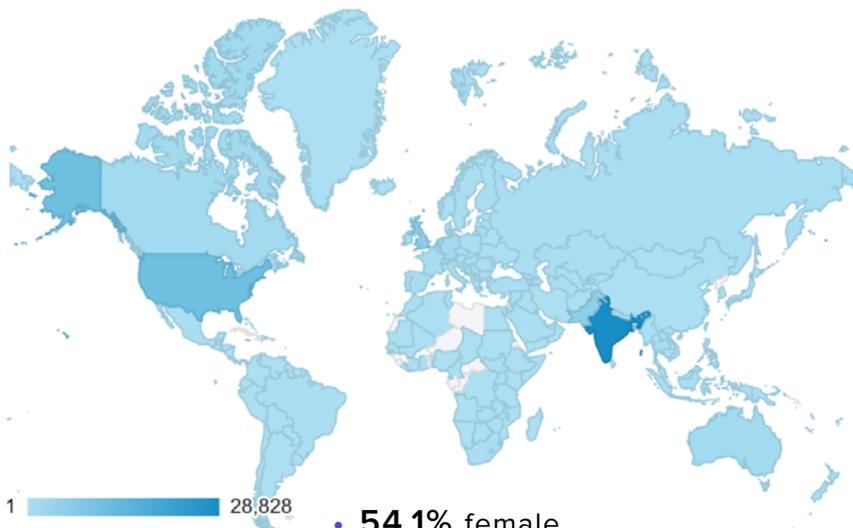
ALEX

American, age 27
50+ countries
Photography
Travel writing
Design

Focus: backpacking, travel photography, adventure travel, female travel

MY READERS

English-speaking travelers with a passion for **offbeat locations**. They follow me for my travel photography and real talk, and stay in touch for honest advice and recommendations.



- 54.1% female
- 54.72% 25 - 34 year olds
- Top countries: India, USA, UK

CONTACT

hello@lostwithpurpose.com

- lostwithpurpose
- lostwithpurposeblog
- lostwpurpose
- lostwpurpose

THE BLOG

- Founded Feb. 2016

SITE TRAFFIC

- 83,000+ monthly visitors
- 114,000+ page views
- 3:30 avg. time on page

SOCIAL MEDIA

- 42,600+ followers
- 9,900+ followers
- 328k+ impressions
- 3,500+ followers

SEEN ON



Los Angeles Times

So where do **YOU** come in?

I'm absolutely in love with lesser-known parts of the world, and want to **help travelers find their way to them.**

To do this, I want to work with businesses and organizations to **promote tourism** to the countries and regions I've visited.

Interested? hello@lostwithpurpose.com

PRESS TRIPS

Show the world how incredible your country, destination, or tour is! I'll craft blog posts, shoot photos, record video, and pimp out the experience on social media. I can do any length of time, anywhere in the world.

SPONSORED POSTS

Show off your company, cause, services, or products via a post on my blog. I ensure your content will be promoted in an organic way, well-integrated into an interesting read.

ADVERTISING

Increase your brand or business' reach by advertising on my blog. I can provide you with banner space or links in our posts and pages. I can also design your advertisement to ensure it fits organically within my content.

PHOTOGRAPHY

Create stunning images of your destination, business, or product to increase your visibility and turnover. I can provide high-quality images to use in whatever way your heart desires.

BRAND AMBASSADOR

Show off how adventurous or worldly your brand is by having Lost With Purpose become one of your brand's ambassadors. I'll give regular shoutouts to your brand in all of my media.

SOCIAL MEDIA PROMOTION

Promote your business, brand, or product on my social media channels. My fans look forward to my words on Facebook and photos on Instagram, and I can put your company at the forefront of their minds.

I'VE WORKED WITH...



Alex was a pleasure to work with. Not only did she provide well-written, engaging and high quality content, but she was efficient and a breeze to communicate with (no mean feat considering she is constantly in transit!). We're delighted with the partnership and wouldn't hesitate to work with her again in the future.

Suzanne
Ding Brand and Social Media Executive

SAMARKAND UZBEKISTAN

Alex somehow managed to capture every moment and the moments between the moments. She's an absolute gift to work with. Thank you, Alex, for lending your chutzpah, love, and eye to our project and your overall work.

Ellen
OneSight Global Storytelling Head

KYZART KYRGYZSTAN

Alex was the ideal blogger/influencer to work with! ... Her images, as well as written content, were authentic, creative and beautifully delivered. We would be thrilled to be featured on Lost with Purpose again!

Ally
Lensbaby Representative

HERAT AFGHANISTAN

We absolutely love your blog!
We've never subscribed to a
blog before, but yours just blew
me away! So informative and so
funny! We feel so much more
prepared about travelling to
Iran now after the truckloads of
information you have provided.
And those photos! Drools...

Corri, Ireland



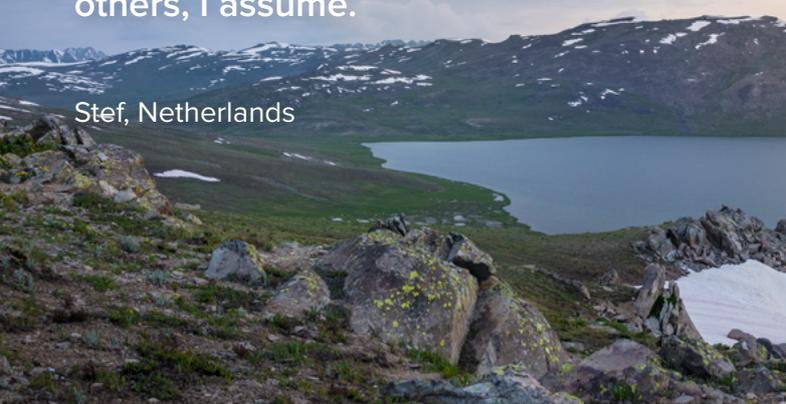
YEREVAN ARMENIA



ESFAHAN IRAN

Your blog is amazing. It kinda convinced
me to book a plane to Iran, like many
others, I assume.

Stef, Netherlands



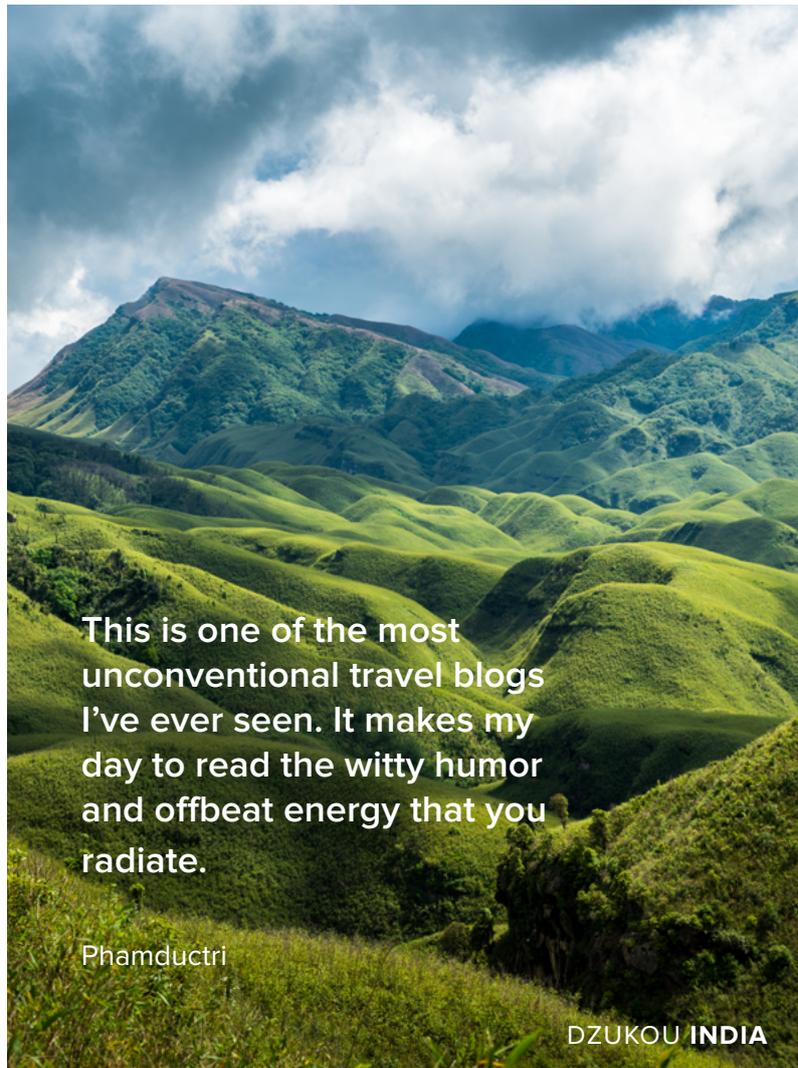
DEOSAI PAKISTAN

I decided to go to Georgia
after reading your blog!

Talha, Pakistan



KUTAISI GEORGIA



This is one of the most
unconventional travel blogs
I've ever seen. It makes my
day to read the witty humor
and offbeat energy that you
radiate.

Phamductri

DZUKOU INDIA



Who is Lost With Purpose?

In short, I'm a backpacking American girl exploring all the overlooked corners of this wild, wild world.

The long version: I'm Alex, a twenty-something girl who ditched her 9 to 5 to travel the world. I have an eye for design and a background in photography, marketing, and web development. More importantly, **I have an insatiable sense of curiosity**, a penchant for going with the flow no matter how chaotic things are, and a desire to constantly learn and evolve as I wander through our great big world.

In 2013, I left my home in the United States to move to the Netherlands. Though European livin' is undeniably pleasurable, I couldn't resist the itch in my feet. Three years later, in 2016, I said *tot ziens* to wet weather and Dutch flatlands and began an overland journey in Tbilisi, Georgia.

Around the same time, I flexed my internet muscles and skills to create Lost With Purpose, a travel blog with all of the information, photos, and stories I always needed but could never find.

Years of experience have proven how traveling off the beaten track in Asia—or anywhere else, for that matter—is not always easy. I want to demystify lesser-known destinations, and encourage other travelers to visit them through stories, guides, and photos. I only publish the sweet stuff I'd want to read myself, and make sure there's always a little smidgeon of dry humor to keep things light and fun. Why write if no one will read?

More at lostwithpurpose.com/what-is-lost-with-purpose/



THE JOURNEY

- Georgia | 3 weeks
- Armenia | 3 weeks
- Iran | 8 weeks
- Pakistan | 6 months
- West China | 3 weeks
- Kazakhstan | 2 weeks
- Kyrgyzstan | 3 weeks
- Uzbekistan | 3 weeks
- Afghanistan | 3 weeks
- India | 12 months
- Nepal | 4 weeks
- Bhutan | 3 weeks
- Bangladesh | 6 weeks
- Brazil | 2 weeks
- Colombia | 2 weeks

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Lost With Purpose

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