

A Dangerous Business Travel Blog

2022 Media Kit



Amanda Williams
Round Door Media, LLC
www.dangerous-business.com



Meet Amanda

Amanda Williams is the award-winning blogger behind A Dangerous Business, a travel blog that aims to inspire people to fit more travel and adventure into the lifestyle they already have.

Since starting the blog in 2010, Amanda has traveled to more than 60 countries on six continents from her home base in Ohio, and has worked with dozens of brands and destinations to promote safe and thoughtful travel experiences.

Amanda firmly believes that you DON'T have to quit your job in order to travel the world.



Meet the audience

The majority of visitors to A Dangerous Business hail from the United States (79%), followed by the UK, Canada, and Australia.

Readers are predominantly women in the 25-44 age range.

My readers are purchasers, too. Every month, A Dangerous Business helps drive \$30,000+ in sales to its affiliate partners.

Travel style

In a recent survey of ADB readers, 60% of those surveyed reported that they travel on an “average/moderate budget.”

Monthly unique visits
200,000+

Monthly pageviews
250,000+

Domain authority: 55

Facebook fans:	35,000+
Instagram followers:	20,900+
IG Stories avg. views:	600+
Twitter followers:	29,000+
Pinterest impressions:	1.1M
Newsletter subs:	6,000+
YouTube subscribers:	800

Services

- **Campaigns.** Short or long-term partnerships that include travel and specific deliverables, such as blog posts, social media coverage, and assets for brand use.
- **Branded content.** Unique content to be published on A Dangerous Business focused on destinations, stories, tours, attractions, activities, or products that will reach a highly engaged audience of readers.
- **Social promotion.** Promotion of destination content, contests, deals, etc. on A Dangerous Business' social accounts. Does not require travel.
- **Social media takeovers.** Either as part of a campaign or separately. Could include Instagram takeovers, Twitter chat hosting, Facebook Lives, and more.
- **Content creation.** Written, photography, and video content can all be commissioned, either as part of a campaign or on its own.

NOTE: Amanda does not usually participate in group press/FAM trips, but please contact her to discuss.



Past Partnerships

Amanda has been working with travel brands and destinations since 2011. Samples below.

TRAVEL BRANDS

Intrepid Travel	Booking.com
Viking River Cruises	Skyscanner
Universal Orlando	Spirit Airlines
Avalon Waterways	Greyhound
Rocky Mountaineer	Acacia Africa
Grand Ole Opry	Enterprise
Monograms Travel	Hotwire
Columbia Sportswear	

TOURISM BOARDS

Florida Keys & Key West	Visit Norway
Visit Faroe Islands	Visit Britain
Seychelles Tourism	Texas Tourism
West Virginia Tourism	Ohio. Find It Here
Destination Ann Arbor	Tourism Calgary
Experience Scottsdale	Travel Manitoba
Explore Edmonton	Dest. Madison
Finger Lakes Wine Country	

Testimonials

“Amanda is a true professional. She has a great sense of adventure, and her readers are engaged and truly interested in what she has to say.” –
Jantine Van Kregten, Ottawa Tourism

“I will be flying to Scotland this Thursday and will be using Haggis Adventures for their 5 day tour. I chose them after reading about them on your site. I can't wait.”

“I'm heading to New Zealand in September and I can't get over how useful your blog has been.”

Awards

- 2013 – Winner of the 2012 Ottawa Tourism Travel Writing Award
- 2018 - Silver Award for Best Travel Blog in the Lowell Thomas Travel Journalism Competition
- 2019 - 2 Silver awards in the North American Travel Journalists Association Awards
- 2021 - Gold Award for Best Travel Blog in the Lowell Thomas Travel Journalism Competition

Professional Organizations

- Society of American Travel Writers (SATW) - former Digital Publishers Council officer
- Adventure Travel Trade Association (ATTA)



Want to work with Amanda?

Check out the site:

www.dangerous-business.com

Send an email:

adangerousbusiness@gmail.com

Follow on Twitter & Instagram:

@DangerousBiz

Find on Facebook:

facebook.com/dangerousbiz