

# Media Kit

INDIANAJO.COM

INDIANA *Jo*  
where your travel  
adventure begins...



/indianajoblogs



@indiana\_jo



# About



*Jo Fitzsimons* is the person behind Indiana Jo.

In 2010 she left her career as a lawyer to travel full-time. She has visited over 50 countries.

**Indiana Jo is about two things: independent travel and adventure.**

*On independent travel:* Indiana Jo is a resource for people to plan their independent travel adventure on their own terms. From a two-week honeymoon in Hawaii to a month in Central America to a bucket list trip to India. But it's not always about going solo - even adventurers know that sometimes a local tour guide is the better choice.

*On adventure:* Adventure travel isn't just about extreme sports. It's "**any unusual, exciting or daring experience**" - a definition that will mean different things to different people. For some it will be volcano boarding, for others, adventure is found in that first trip overseas.

*On budget versus luxury:* Indiana Jo is no stranger to luxury but she knows budget too. The trick is knowing when to sleep in a tree-house so that you can splurge on a Michelin-star restaurant.



# Readers



*"I am loving reading your blog - I'd buy your book if you do one! Keep up the great work." Rosa*

## Readers (Jan 2016)

+68,000 page views

++49,750 unique visitors

## Location

41% USA and 14% UK

followed by Canada & Australia

*"I have been truly inspired by your adventures. I've been reading a few travel blogs but I keep coming back to yours, I love the personal touch you add to each blog!" Stephane*

## Social Media Followers



+2,000



+5,000



+1,900



+1,500



+490

# Worked with...



Seen in...



*Wanderlust*

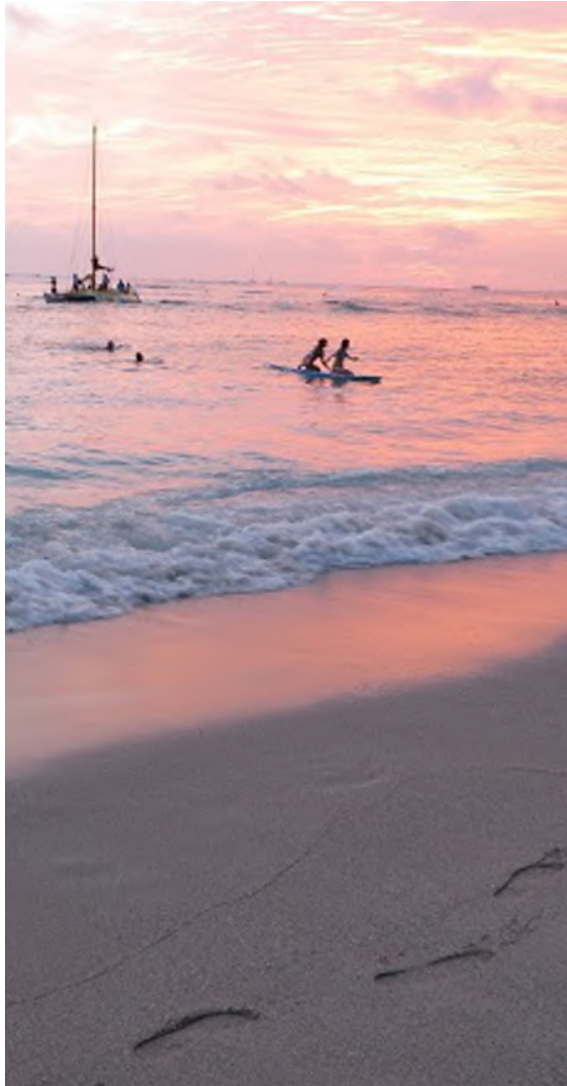
THE  
HUFFINGTON  
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INTERNATIONAL BUSINESS TIMES

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The Press and Journal  
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