



theplanetD

Adventure is for Everyone!

# Media Kit 2015



# Dave and Deb



**WE ARE DAVE & DEB AND  
IN 2007 WE DECIDED TO CHANGE  
OUR LIVES BY FOLLOWING OUR  
PASSION TO TRAVEL THE WORLD  
AND INSPIRE OTHERS ALONG THE  
WAY.**

## **Passionate Storytellers**

*We are travel's most passionate storytellers. Exploring the world one experience at a time, we travel the globe showcasing our real-time journeys and broadcasting stories through professional travel writing, award winning photography, video, and engaging social media.*

*We aim to inspire people to follow their dreams and push their boundaries.*

***For us, everyday is a new adventure!***

# How you can Benefit

## *Loyal Engaged Audience*

We have spent the last 8 years building a 1 million+ strong social media following and a large loyal blog readership that we will promote your brand or destination to.

## *Professionalism & Experience*

With over 50 destination and brand campaigns to our credit we can guarantee the utmost in professionalism, enthusiasm and honesty when it comes to promoting you to our readership.

## *Diverse Skill Set*

We are [award winning](#) writers and photographers with a 15 year background in the film industry. This has allowed us to offer a skill set that encompasses narrative, photography and videography that is incorporated into all of our campaigns.

## *Evergreen Content*

By producing high quality informative evergreen content that lives on [theplanetd.com](http://theplanetd.com) we are able to create articles that will be found in search engines for years to come.

*"We have seen an immediate impact on new direct passenger bookings by consumers referencing the exclusive promo code we established with ThePlanetD. They have created great content to help educate consumers about Antarctica as a destination which has helped highlight our brand to a new consumer base of active travellers."*

Greg Hayes  
eCommerce Manager  
Quark Expeditions

# Our Audience

## Our Fans

|   |                        |         |
|---|------------------------|---------|
|    | Monthly Unique Visits* | 150,000 |
|    | Monthly Page Views*:   | 232,000 |
|    | Facebook Fans:         | 143,000 |
|   | Twitter Followers:     | 102,000 |
|  | Instagram Followers:   | 25,000  |
|  | Google + Followers:    | 900,000 |
|  | Youtube Views:         | 650,000 |
|  | Pinterest Followers:   | 25,000  |

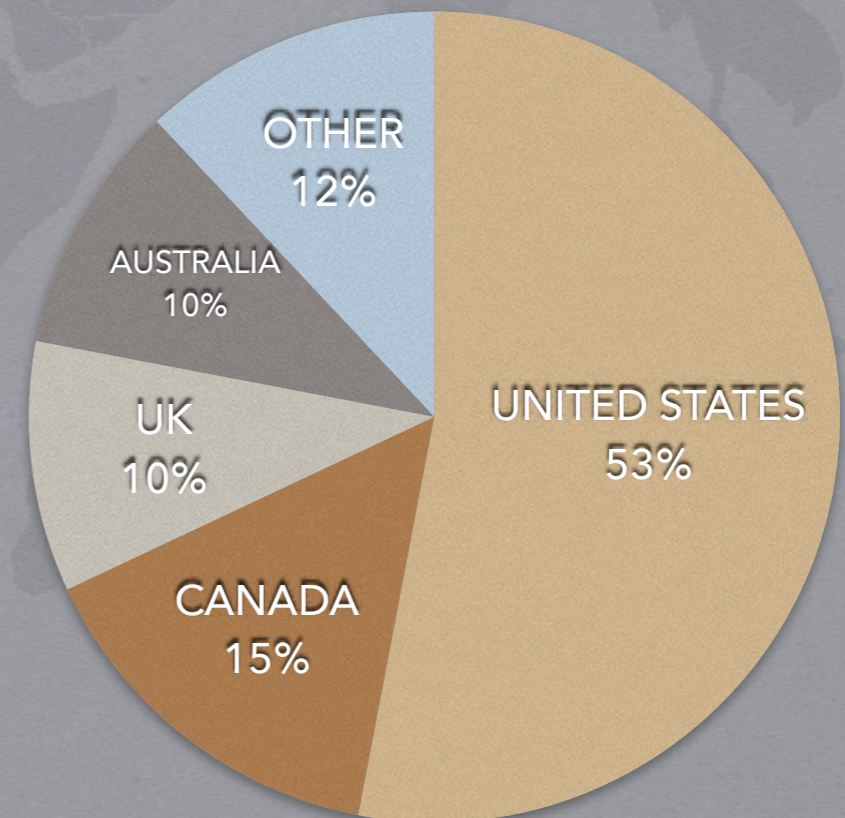
\*Source: Google Analytics

## Demographics

Age: 25-44

Gender: Female

## By Region



\*Source: Google Analytics

# Most Recent Case Study Ontario Tourism

## *January-August 2014*

A Multi-Media campaign that consisted of 2 distinct sections: Winter and Summer. Winter included 4 Adventures & Summer 7 Adventures.

### The Results:

- Total Pageviews: 133,000\*
- Total Tweets: 351
- 40 million Twitter Impressions
- Total Facebook Reach: 1,600,000
- Total Facebook Likes: 64,000
- Youtube Views: 65,000
- Instagram Likes: 58, 244
- Instagram Comments: 2594

\*As of Dec 31, 2014

\*More Case Studies available upon request.

## Awards & Recognition

- Winner: 2014 Best Travel Blog- Society of American Travel Writers
- Winner: 2014 Best illustration of Travel: Society of American Travel Writers
- Winner: 2013 Best Wildlife Photography: Society of American Travel Writers
- 2014 Best Travel Instagram Account: Yahoo Travel
- 2013 Top Travel Blog: The Huffington Post

Members of the Society of American Travel Writers

## Media Features

*The Planet D has been featured in numerous media outlets on National Television, Radio, Print and Online including The Today Show, Mashable, BBC and Yahoo Travel.*

### FEATURED BY



# Testimonials

*"I approached The Planet D to act as Royal Robbins ambassadors because I was intrigued by the vigor they have for traveling, and for life in general. I thought they'd bring some much needed exposure to the travel benefits of our clothing line. What I glimpsed then, and what I understand and appreciate so much more now, is that the positive, worldly sense I had of them was due not only to their inherent lust for travel, but also because they are skilled content creators. The photos they provided, the blog posts they wrote for us, and the social media strategy they executed were all top notch. Dave and Deb are able to deliver the goods with minimal direction, and for that I am so, so grateful. I recommend them very highly and look forward to a continued relationship with them in the future."*

Joe Franklin  
Marketing Director  
Royal Robbins Clothing

*"Working with bloggers to test-drive our Cards and share their experiences with their readers helps us raise brand awareness among our target customers and encourage Card acquisition. American Express partnered with ThePlanetD to test-drive the Gold Rewards Card and we have seen a direct link from their posts to new Card applications."*

**Maggie Dunlop** | Account Executive  
High Road Communications  
American Express Canada Account

*"Thank you for taking the time to provide us with such a thorough description! You have sold us on the trip, and we are booking today :) Now we just have to wait until September to go!"*

ThePlanetD Reader  
on booking an Intrepid Galapagos Tour

*"Working with The Planet D has allowed Intrepid to increase our brand visibility in that we are able to reach a highly-qualified and targeted audience that may never have heard of Intrepid before. What's more, with the power of social media, many bloggers share each other's stories and experiences which expands the reach ten-fold - allowing Intrepid exposure to a much wider audience than a company can, realistically, gain anywhere else."*

**Katy Rockett**  
Marketing & PR Specialist  
Intrepid Travel Canada

# Public Speaking

## Recent Speaking Engagements

- 2015 Toronto Outdoor Show: The Best of Summer in Ontario
- TBC Asia 2014: Keynote Speakers
- Ontario Motorcoach Association: Keynote Speakers
- TBEX Cancun 2014: From Pitch to Profit
- 2014 Toronto Outdoor Show: The Best of Winter in Ontario
- TBEX Toronto 2013: Keynote Speakers
- 2013 Travel Information Services Conference: Keynote Speakers
- 2012 Adventure Travel World Summit: The State of Travel blogging
- 2012 Cultural and Heritage Institute: The Evolution of Social Media

*Dave and Deb have spoken around the world as Keynote Speakers about how travel has changed their lives. They have also used their expertise in Social Media as well as Blogging to educate Industry and Bloggers. As leaders in their field they are highly sought after to speak around the globe.*

*Please check out our [Public Speaking Page](#) for more information.*



# Contact Us

To further discuss your sponsorship, advertising or speaking engagement needs (and how we can help) please contact:

## Sponsorship Enquiries:

Owner/Founder- Dave Bouskill

Owner/Founder- Debra Corbeil

Email: [theplanetd@gmail.com](mailto:theplanetd@gmail.com)

## On the Web:

Website: <http://theplanetd.com>

Facebook: <http://www.facebook.com/ThePlanetD>

Twitter: <http://twitter.com/theplanetd>

Instagram: <http://instagram.com/theplanetd>

## Phone:

We run a virtual business model here at The Planet D and are in many different countries throughout the year.

This makes it difficult to maintain a consistent telephone number.

If you would like to talk about any of the above mentioned ideas we are available via SKYPE at "theplanetd" or drop us an email and we can set up a time.