

Apeadero.es Travel Blog Media kit



Apeadero is a travel Blog created in 2006 by Ivan and Nuria, a couple of travel enthusiasts from Spain. It's written in Spanish and addressed to Spain and South America travellers.

In Apeadero we write about every aspect of **travel industry** from hotels to transports trying to give our personal touch to the contents.

Nuria's passion for traveling was ignited when she got a student holiday in UK when she was 16 years old. Since then, she has visited more than 50 countries in 20 years.

When nobody knew about the Internet, **Ivan** was working on it. He is there from the beginnings and now he is committed to use all his experience in getting Apeadero clients to success.





SOCIAL

Apeadero is very active in **social networks** and has earned international recognition.



+20.000 likes



+2.000 followers



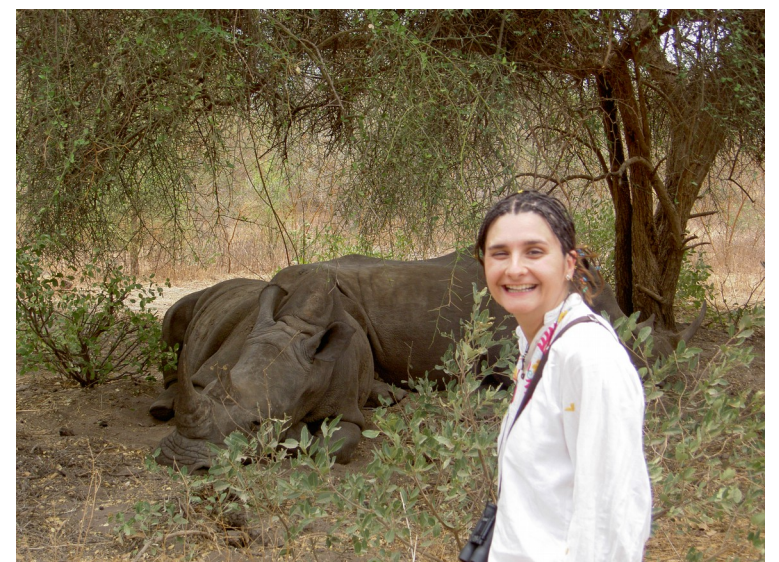
+4.000 subscribers



+1.000 readers

Apeadero has worked together with brands, individuals and communities to bring their clients the most successful results in their **promotion campaigns**.

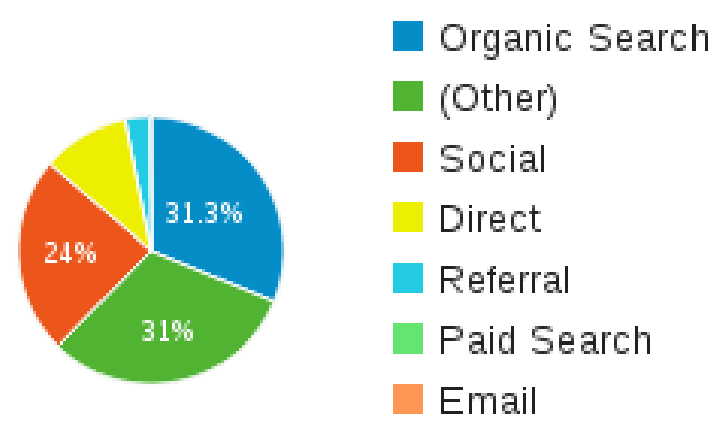
- Voted 3rd best blog in Spain by '20minutos' newspaper (<http://goo.gl/mvreH6>)
- Member of 'La Comunidad Viajera', a 50.000+ members community.
- Potential reach of over 80.000 people.



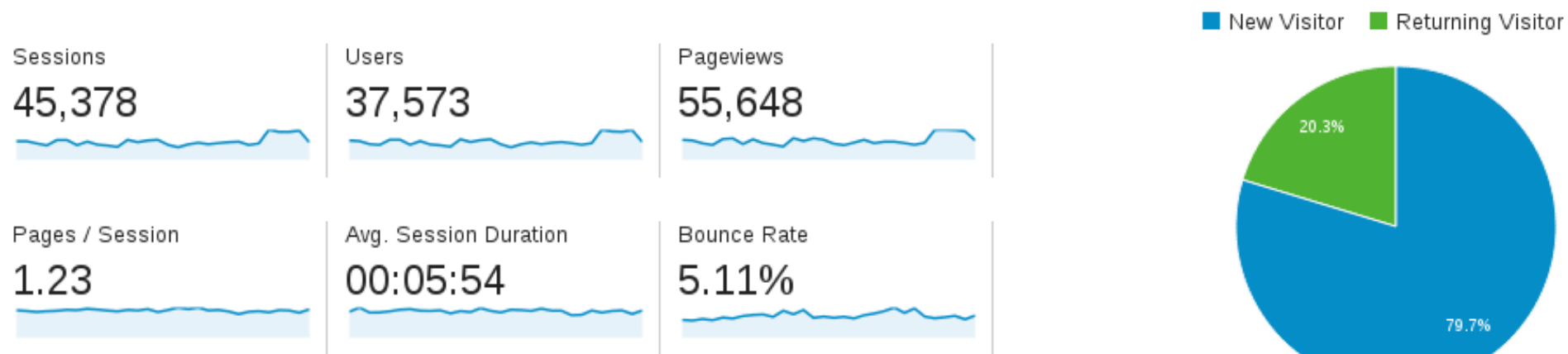
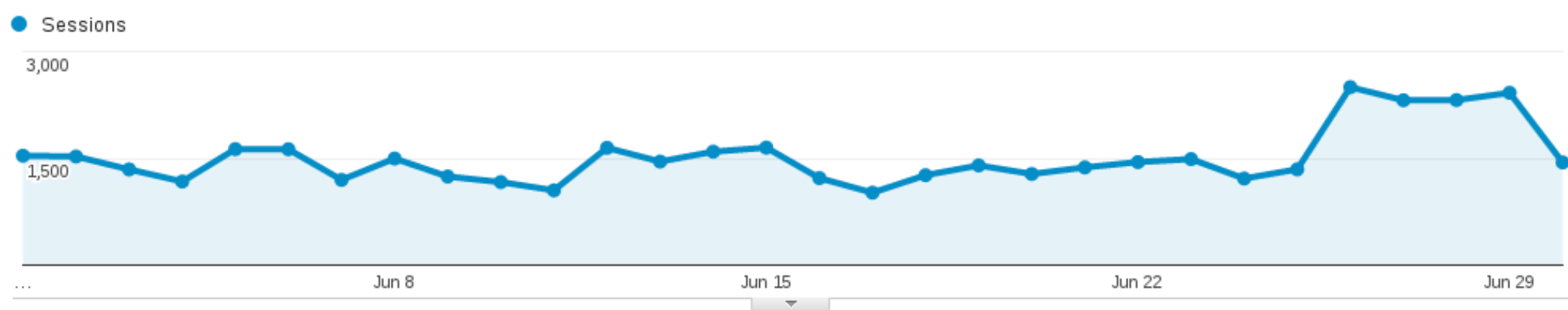
ANALYTICS

1.	 Spain	37,179 (81.93%)
2.	 Mexico	1,120 (2.47%)
3.	 Argentina	964 (2.12%)
4.	 United Kingdom	557 (1.23%)
5.	 Panama	517 (1.14%)
6.	 United States	497 (1.10%)
7.	 Colombia	457 (1.01%)
8.	 Chile	347 (0.76%)
9.	 Germany	278 (0.61%)
10.	 Peru	266 (0.59%)

According to statistics, Apeadero visitors are mainly from Spain, followed by Mexico, Argentina, UK, Panama and USA. Apeadero has around **40.000 visits** each month.



All our reviews are **SEO oriented** and some of them have been viralized and got tens of thousands of visits in few days. We do our best for all our clients.



(*) This data corresponds to the month of June 2016.

WHAT CAN WE OFFER YOU?



Ads and **banners**
banners in our blog site
(ask for rates).



Free **reviews** on
some selected tourist
attractions and business.



Highly targeted digital
marketing **campaigns**.



Follow-up **reports**
after each campaign.



Put your **business** in
the map and tourists' wish
list.



Boost your business between
the Spanish **consumers**,
a 14+ billion dollar market.

HOW DO WE WORK? (Reviews)



SUCCESS STORY

MAGNOLIA's HOMESTAY NETWORK FROM CUBA

When we visited Cuba last 2015, we had the chance to work with Magnolia and his homestay network around Cuba. She needed to **promote** her lodges and we had the right platform.

First, we stayed at several Magnolia's lodges and took photos, made videos and took notes to write a **review**. The review was published and promoted in our social networks in September.

The review was **viralized** and got a lot of attention in Spain and South America in October. Now it appears at the first place in Google when you look for “red de alojamientos cuba” ('Cuba lodge network').

Magnolia's network is receiving tens of Spanish clients because this review. Her **testimony** is direct: 'Thanks to Ivan and Nuria from Apeadero my homestays are always full'.





CONTACT



<https://apeadero.es>



info@inusion.es



<https://www.facebook.com/apeadero/>



<https://twitter.com/ApeaderoViajero>