



MARGINAL BOUNDARIES MEDIA PACKAGE

Explore. Discover. Live.

Cultural Immersion Travel – One Country at a Time



ABOUT US

We

are Tim Anderson and Cristina Barrios, an American/Mexican traveling couple. Tim has been on the road full-time since January of 2008 and has lived in Sofia, Bulgaria and Bogota, Colombia before making his way to Cancun, Mexico. Cristina is a Mexican who has been part of the Marginal Boundaries team since January of 2011.

We are a respected travel blogging couple who blog and produce YouTube content for a global audience of followers in both English and Spanish with a focus on immersion travel; living in and adapting to cultures on a long-term basis, rather than just passing through on holiday.

Our focus is on providing our followers with in-depth information on a life of full-time travel utilizing passive income from a blog or online business that allows you to travel the world with zero plans, no budget and no time restraints.

Tim Anderson is the author of [Life On The Road – The Business of Travel Blogging](#), [The Expat Guidebook](#), and [Beyond Borders – The Social Revolution](#), along with other publications. He is a social media strategist for the travel industry, consultant, public speaker and the editor-in-chief of Marginal Boundaries.

Cristina Barrios is the presenter of the Viajes Con Cristina series [for our YouTube channel](#), as well as the tour leader for our [Mexico adventure tours](#). She also teaches Spanish and runs [Cancun Apartment Rentals](#).

Together, we also teach the [Destination Freedom brand boot camps](#), helping other bloggers build their individual brands to earn an online income to pay for their life of full-time travel.



In an increasingly web-driven world, travelers are turning to web-created content, and travel blogs are becoming a more prominent part of that space. Paper and print publications are dying out, not simply because of a focus on sustainability, but because print is an old-fashioned, outdated form of communication and relaying information.

Rather than waiting 6-18 months for information to appear in print, travel bloggers have the ability to reach audiences immediately with social media and blogs. Everything we produce is in-the-moment, fresh and relevant with information from today, perfect for the instant-gratification user. Our content is also everlasting and easily searchable on the internet.

Along with the other top tier travel blogs, we have cultivated strong credibility based on our boots-on-the-ground research and writing, resulting in a trusting and loyal audience.

How you benefit from working with us

We provide high quality, relevant links from our website to help boost your presence in search engine results for your targeted keywords. On top of that, we have a highly diverse social media network that spans the globe, **with a global network of over 12,000+ followers and a monthly reach of over 1+ million views of Tweets, posts, pictures, videos, links and beyond.**

OUR READERS ARE HIGHLY ENGAGED AND INTERESTED IN:

- ADVENTURE TRAVEL
- COUPLES TRAVEL
- IMMERSION/SLOW TRAVEL
- LUXURY TRAVEL
- GROUP TRAVEL
- SOCIAL MEDIA
- PASSIVE INCOME
- BRAND MANAGEMENT
- CULTURAL IMMERSION
- CAREER BREAKS

Our followers are primarily in the 25 – 35 year old age bracket, and consist mostly of tech-savvy users who are utilizing mobile means to access our information: tablets and smart phones. We also have followers who are subscribed to the blog through the Kindle blog subscription program, and others who read via laptop or desktop. However, the majority of our users are modern, technologically up-to-date users.

Part of what we provide when writing blog posts and covering our adventures via social media is include up-to-date information in the form of social media links as well as Google maps with direct contact information built-in. Our readers want to connect with what we are recommending to them, and they want to follow in our footsteps, and we provide them with that information.

Our social media profile and Klout ranking speak for themselves; our readers are highly engaged with our social media postings because we are offering them modern, up-to-date coverage of exactly what they want when it comes to travel and lifestyle tips.



SITE STATISTICS

We have a huge advantage over traditional media because we have a **highly targeted, relevant, and engaged niche audience of over 12,000 readers** in the travel industry. Our followers come from around the world in both **English and Spanish**, and we have **over 1+ million monthly views of our content between the website, newsletter and social media outlets**.

Our primary focus is on social media, as opposed to the website. **Our Facebook page is a driving force within our social media network, with a monthly reach of 300-400k views and a 1.2 to 4 percent click-through-rate on posts and a 25 percent minimum engagement ranking.** This is in comparison to the average Facebook page which receives a 0.2 to 0.4 percent click-through-rate on average and a three to six percent average engagement ranking. Our Twitter network is also highly engaged, with our Tweets reaching around 100k impressions per day according to Tweetreach (see [Report 1](#) and [Report 2](#)).

Our [Klout ranking is 67+](#). We have over 6,000 followers on [Twitter](#). We have over 2,800 followers on Facebook between the [brand page](#) and the personal pages of [Tim](#) and [Cristina](#). Over 2,100 at Google+ between the [brand page](#) and our separate personal pages for [Tim](#) and [Cristina](#). 200+ followers at [StumbleUpon](#). 241+ followers and 28,000+ views at our [YouTube page](#). 300+ RSS and newsletter subscribers. We also have a [Pinterest](#) account with 1,000+ followers and we've recently added [Instagram](#) as of January 2014 with 1500 followers.

Meanwhile, we have a PR2 website with between 8,000 to 10,000 views per month from Over 5,600 monthly visitors. Our newsletter has an over 25 percent click-through-rate due to the loyalty of our readers, giving us a unique edge to market travel-related information and product.



2.8K+ Followers
300-400K Monthly Reach
1.2-4% CTR
25% Min. Engagement Rate



6K+ Followers



2.1K+ Followers
1.5-8K - 48-72hr Reach



8-10K Views per Month
5.6k+ Monthly Visitors
300+ Newsletter Subscribers
25% CTR | Newsletter



67+ Klout Ranking



1.5K+ Followers



1k+ Followers

You can also view our Midgame profile, which showcases our monthly reach with several social media outlets and more accurately shows our overall reach beyond a static number - [Midgame Profile](#)



WHAT WE CAN DO FOR YOU

- Full coverage of any press trips at the Marginal Boundaries website and in our private newsletter. This includes adventures, food, accommodation reviews, sightseeing and travel resources. Minimum of three blog posts/newsletters per week.
- During the trip we will keep our followers, and more importantly you, updated on our trip with live, daily updates through Facebook, Google+, Twitter, StumbleUpon and Pinterest. This generates instant interest and brand awareness, as well as referrals based upon our personal recommendations to our loyal followers.
- We shoot professional videos in full high definition (1920 by 1080) for our YouTube channel along with high-res photographs for our Facebook, Twitter, Google+, StumbleUpon, Pinterest and website/newsletter to showcase your destination. Videos are given a Creative Commons license so that you can then use them freely for additional promotion if desired.
- We write for a number of other travel blogs, online media sites and traditional print media, and we will offer to promote and feature your destination on their sites. This opens up a much wider audience to target for you. We also promote travels through press releases and paid advertising via StumbleUpon and Facebook, allowing us to reach an even wider audience for your site, product or services.



PRESS COVERAGE EXAMPLES

Spring 2013 Destination Freedom Adventure Tour
With [Snail Adventures](#)

[Cancun to Merida – Ik Kil Cenote and Chichen Itza](#)

[Merida to El Panchan and Palenque](#)

[Palenque to Misol Ha, Agua Azul and Ocosingo](#)

[San Cristóbal de las Casas, San Juan Chamula and Zinacantán](#)

[San Cristóbal to Campeche, Mexico](#)

Life in Cancun

[Market 28 in Cancun](#)

[Isla Mujeres, Mexico](#)

[Parque Las Palapas in Cancun](#)

[Parque Urbano Kabah in Cancun](#)

[Tacos in Cancun – Tacos Rigo](#)

[Gourmet Italian in Cancun - Assaggiare](#)

[Market 23 in Cancun](#)

[Beaches in Cancun – Playa Tortuga](#)

[Día de los Muertos in Cancun](#)



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Google+:	<u>https://plus.google.com/u/0/+Marginalboundaries</u>
Twitter:	<u>https://twitter.com/MarginalBounds</u>
StumbleUpon:	<u>http://www.stumbleupon.com/stumbler/MarginalBounds</u>
YouTube:	<u>http://www.youtube.com/user/marginalboundaries</u>
Pinterest:	<u>http://pinterest.com/MarginalBounds/</u>
Midgame:	<u>http://www.themidgame.com/profile/update/id/144</u>
Klout:	<u>http://klout.com/MarginalBounds</u>
Instagram:	<u>http://instagram.com/marginalboundaries</u>

