



HELLO@INDIGOSAHARA.COM | UPDATED JULY 2022

## ABOUT INDIGOSAHARA.COM

Indigo Sahara is your go-to resource for travel tips and guides from around the world. At Indigo Sahara, we believe that travel is a fundamental ingredient to personal growth, and thus aim to make travel accessible to everyone.



## ABOUT INDIGO

As an MA in global leadership, Indigo is eager to make travel a tangible reality for all, educate others in cultural competence and motivate people to adopt a culture-inclusive mindset. She has explored 14 countries, lived abroad, learned multiple languages and now desires to share her experiences in hopes of inspiring others.

## DEMOGRAPHICS

*by age* 40% millennial  
30% gen z

*by gender* 70% women  
30% men

*by location* 60% USA  
20% Canada,  
UK, etc.

## TRAFFIC

17,000+ Monthly blog pageviews

200,000+ Monthly Google impressions

11,400+ IG followers

200,000+ Monthly IG reach



17k+ views/month  
indigosahara.com



50k+ views/month  
@indigosahara



2% ER  
@indigosahara



10% ER  
/indigosahara

## SPONSORSHIP & CAMPAIGN OPTIONS

Blog Posts (search engine optimized & keyword researched)	Press Trips & Events
Photography	Instagram Posts/Stories
Videography	Pinterest Pins
Instagram Reels	

## CONTACT

Let's connect and discuss how Indigo can support you in your campaign goals:

hello@indigosahara.com  
indigosahara.com

## PAST & CURRENT PARTNERSHIPS

