

THE MAN WHO HIKED THE WORLD

INSTAGRAM MEDIA KIT



EVERY IMAGE TELLS A STORY

Hello! My name is Peter Elia, also known as '[The Man Who Hiked The World](#)'. I'm a BBC featured photographer and freelance journalist who travels the globe in search of incredible walks along the path less travelled.

I combine my love for hiking with my passion for photography, and since 2016, I have documented my journey on Instagram. As a result, my community continues to grow with over 80,000 followers.

CAMPAIGNS AND PACKAGES

A compelling story is paramount when it comes to influencing decisions. I will create stunning photography with a thought-provoking caption to connect my followers to your brand.

I will individually design each post with a carousel of images that inspire my audience to follow in my footsteps. In addition, I use targetted hashtags to maximise reach and engage with every comment to boost your visibility.

PRICE PACKAGES

- One post - £350
- Two posts - £550
- Three posts - £700
- Four posts - £800

All packages include two promotional Instagram stories which introduce your brand to my followers.



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TESTIMONIALS

— **Maria Jose Goncalves, Madeira Tourist Board.**

"It was a great pleasure to work with you. Your posts generated lots of interest and we would love to work with you again."

— **Ibrahim Hanif Bostan, Turkish Airlines**

"Your image and caption were exactly what we were looking for. Thanks so much for collaborating on this with us."

— **Lauren Cooper-Tydeman, Cotswold Outdoor**

"Wonderful post Peter! We're delighted with the level of engagement. and results."

VALUED PARTNERS

BBC COUNTRYFILE MAGAZINE, COTSWOLD OUTDOOR, THE INDEPENDENT, VISIT NORWAY, MONTANE, TURKISH AIRLINES, RAB CLOTHING, VISIT MADEIRA, THE i PAPER, TRAIL MAGAZINE AND MANY MORE.....

AUDIENCE: 80K+ FOLLOWERS

47% - FEMALE

71% - UK AND EUROPEAN FOLLOWERS

76% - 35 TO 54 YEARS OLD

EXPECTATIONS PER POST

REACH - 25k+

LIKES - 2,4k+

COMMENTS - 90+

Following is composed of passionate walkers seeking brand inspiration and destination guidance in picturesque locations.