

# 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 targeted 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-Tydemann, 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.