

MEDIA KIT 2021

FROM RUST TO ROADTRIP.

PHOTOGRAPHERS - FILMMAKERS
WRITERS - ADVENTURERS

www.fromrusttoroadtrip.com | [@fromrusttoroadtrip](https://www.instagram.com/fromrusttoroadtrip)





WHO WE ARE.

Lucy and Ben are two mid-twenties photographers, filmmakers and writers, exploring the Outlands of Europe and beyond. The duo have been living and travelling in a self-converted LDV Convoy camper van for five years.

Spanning the length and breadth of mainland Europe, the couple have documented their encounters with the people they meet and cultures discovered, whilst offering a candid insight into life on the road.

Embracing the slow travel ethos, Lucy and Ben immerse themselves in local culture, cuisine, history and politics and document their findings through written and photographic musings and essays.

CONTACT

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[@fromrusttoroadtrip](#)
[@lbjournals](#)

Based in Cornwall, U.K.



SOCIAL STATISTICS

15K

INSTAGRAM FOLLOWERS

@fromrusttoroadtrip

10K

YOUTUBE SUBSCRIBERS

/fromrusttoroadtrip

3.4K

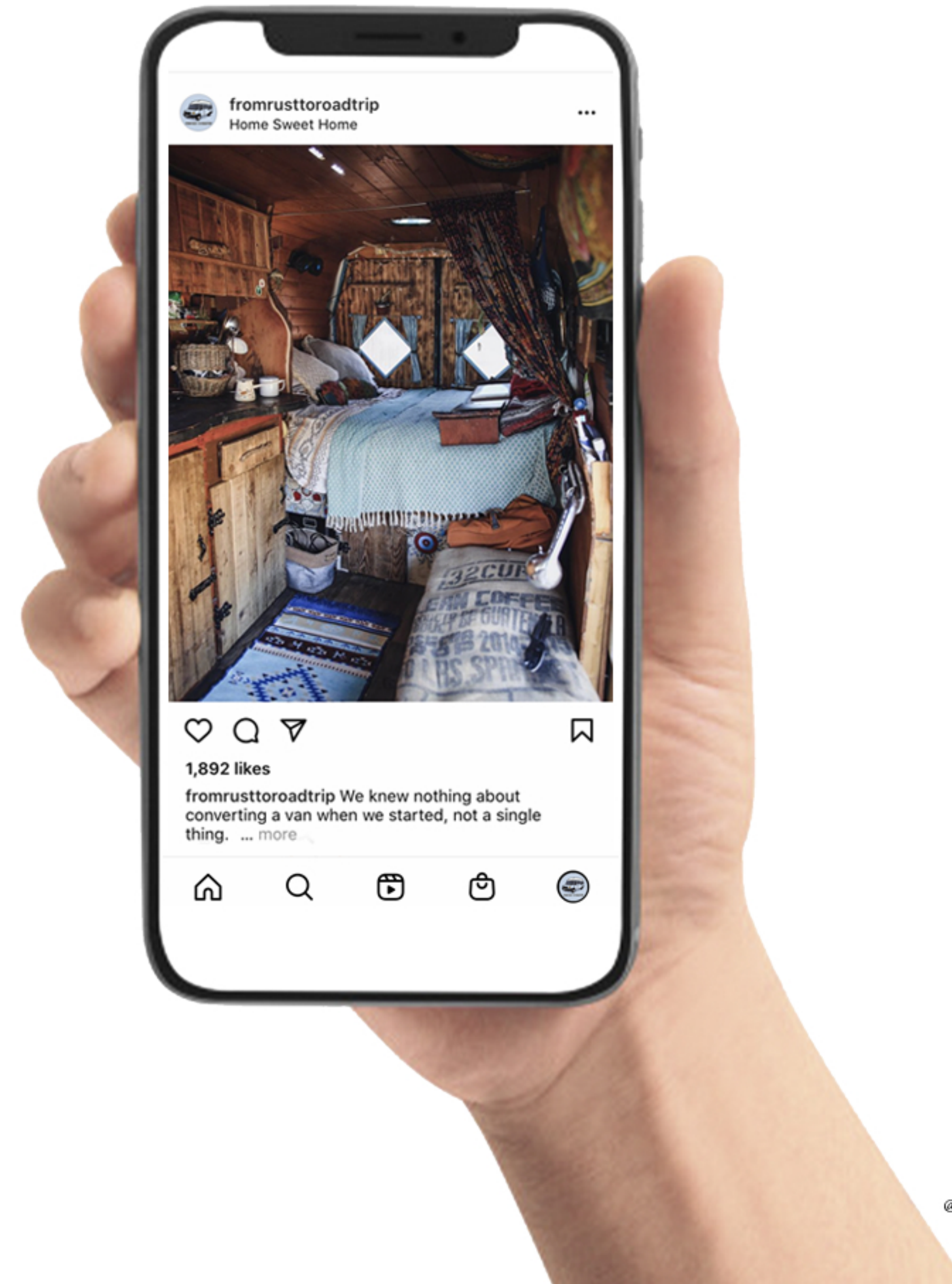
FACEBOOK FOLLOWERS

From Rust to Roadtrip

42K

UNIQUE BLOG READERS

fromrusttoroadtrip.com





TRAFFIC

57K

SESSIONS

43K

UNIQUE VISITS

155K

PAGE VIEWS

66K

ADVERT IMPRESSIONS

2:49

AVG. SESSION DURATION

TOP PERFORMING POSTS

Europe's Best Free Natural Hot Springs

SH74: A Very Albanian Road Trip

"Don't Buy An LDV"

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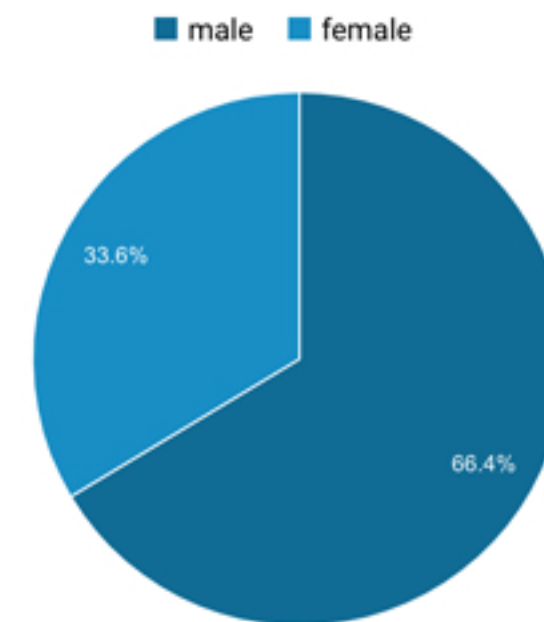
fromrusttoroadtrip.com

TOP 3 COUNTRIES

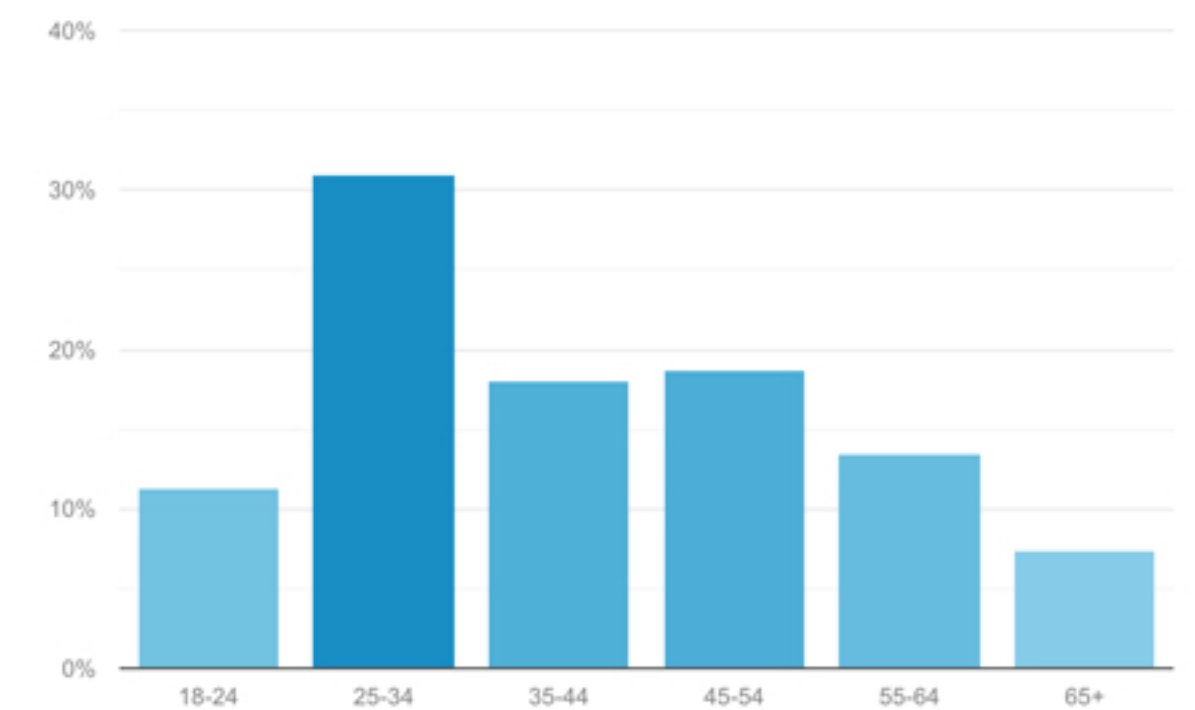


39.5% US 25.6% UK 17.2% Canada

GENDER



AGE





From Rust To Roadtrip

3.4K
FOLLOWERS

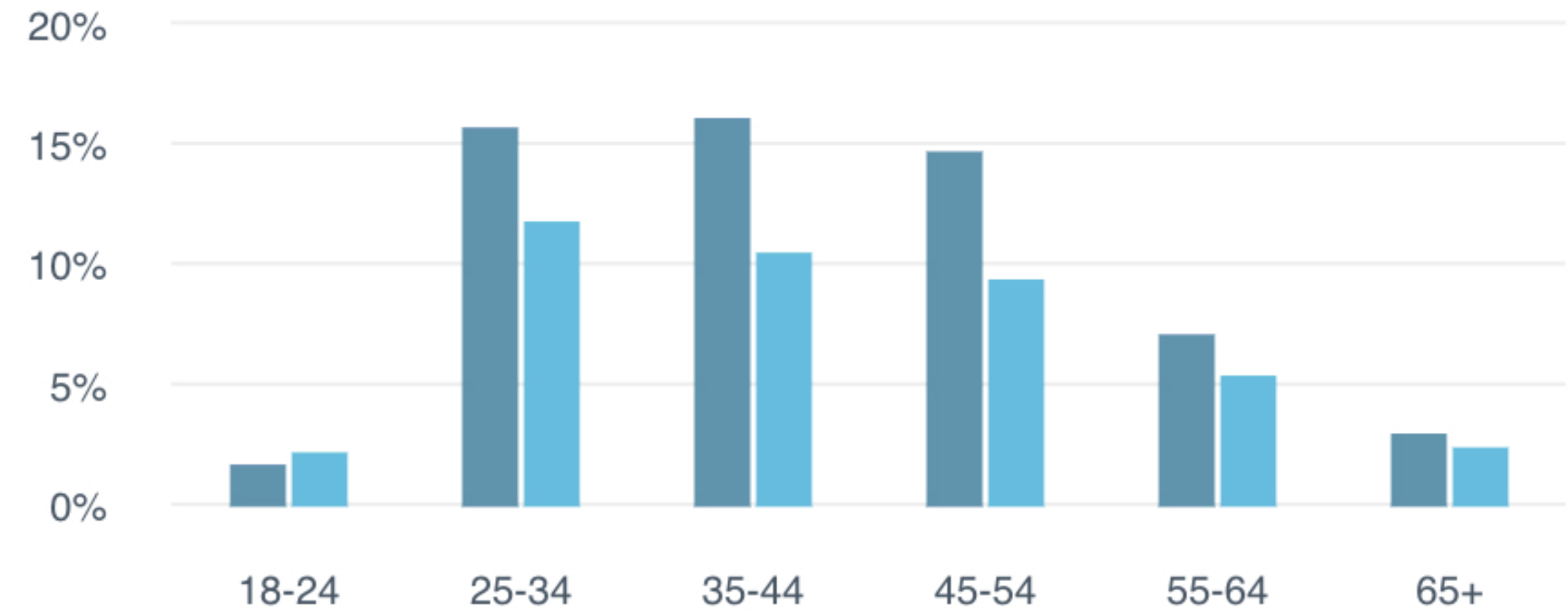
12.7%
AVG. ENGAGEMENT

TOP 3 COUNTRIES



MEN
WOMEN

GENDER / AGE





INSTAGRAM INSIGHTS + DEMOGRAPHIC



@fromrusttoroadtrip

15K
FOLLOWERS

2.5%
AVG. ENGAGEMENT

INSTAGRAM AUDIENCE

54.2% WOMEN
25-34 YEARS OLD

28% UNITED KINGDOM
22% UNITED STATES

INSTAGRAM COLLABORATIONS



MILLICAN

Collaborative photo-series celebrating Millican's outdoor adventure ethos and new range of backpacks.



LIFESAVER

Collaborative series demonstrating the versatile and rugged capabilities of the Lifesaver Jerry can.



BRAND PARTNERSHIPS + COLLABORATIONS



TOMTOM

Mixed-media collaboration aiding the launch of a new SatNav; the TomTom GO. Photo series, short instructional video with adventure narrative and a detailed write-up.



NHK COSMO-MEDIA

A two-part TV series following our adventures across Europe discovering hidden hotsprings and meeting local people. Presented and co-filmed.



MILLICAN

Instagram and Facebook campaign promoting new range of adventure ruckpacs. A journal entry detailing our adventure was published to the company website.



LIFESAVER

Instagram and Facebook campaign targeting adventurers and van-dwellers, promoting a jerrycan capable of filtering drinking water from unclean sources.



BRANDS + TESTIMONIALS



NHK
CosmoMedia
Europe



★★★★★

"Really Awesome Content Guys!"





WORK WITH US.

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