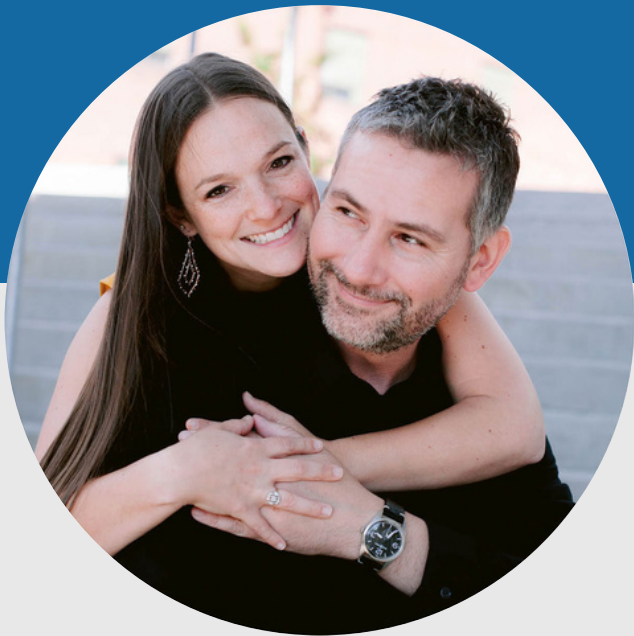


SOMETIMES SAILING

CRUISE INFORMATION AND IDEAS FOR
TRAVELERS PLANNING THEIR NEXT SAILING





THE COUPLE BEHIND THE BRAND: MIKKEL & DAN

Mikkel and Dan are professional Content Creators with years of experience in digital marketing.

Dan has been a Creative Director and in the marketing arena for nearly two decades and is SH's art, beverage and brand development expert.

Mikkel has been a full time professional photographer for 13+ years and is the site's main writer and documentarian.

They do all video content, brainstorming and decision-making together.

ABOUT SOMETIMES SAILING

BENEFITS OF WORKING WITH US



MSN Direct Publishers
AP Wire
Google News approved news source

Primary focus: Collaborating with brands to create long-format evergreen articles that average 2,000+ words, accompanied by superior photography and best SEO practices. Features on Sometimes Sailing yields lasting results.

*While we have “influence,” we consider ourselves
CONTENT CREATORS, not Influencers.*



Imagery that wows:
Expertise in professional
photography, digital
marketing & brand
strategy.



Contributor to
Cruise Critic,
Cruising Journal,
Thrillist, Porthole, &
additional outlets.



Continuously
delivers measurable
results for their
partners.

BRANDS WE'VE WORKED WITH


EMERALD
CRUISES


PRINCESS

THE MAINE
WINDJAMMER
ASSOCIATION


VIKING

 **CELESTYAL CRUISES**


European
WATERWAYS

Celebrity **X** Cruises

 **AMAWATERWAYS™**


AMERICAN
CRUISE LINES

 **STAR CLIPPERS**


OMEGA

KONTIKI

Porthole
Cruise
and Travel



CAPTIVE AUDIENCE

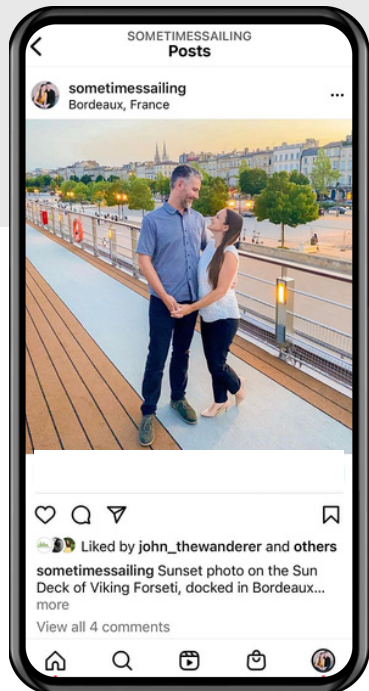
SOMETIMESSAILING.COM
ANALYTICS OVER 90 DAYS

4M
IMPRESSIONS

117K
PAGE VIEWS

99K
SESSIONS

1,216
SOCIAL
FOLLOWING



AUDIENCE FEEDBACK

"**Great article** and very timely as I'm headed [to Icy Strait Point] in August."
- Shannon Christen, reader comment on Icy Strait Point Port article

"Are you on a river cruise in Budapest? If so, **we need to talk when you get back! We want to hear all about it.**"
- @dcl_duo, via IG in response to a posted IG feed picture

"Wow this looks lovely! What a **great way to experience part of Germany!**"
- @serena_alice, via IG in response to a Reel



AUDIENCE INFO

GEOGRAPHY

United States: 78.4%
Canada: 6%
United Kingdom: 4%
Australia: 3%

US:

Florida: 11%
California: 9%
Georgia: 7%
Texas: 7%
New York: 5%
Virginia: 5%

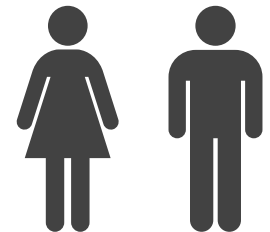
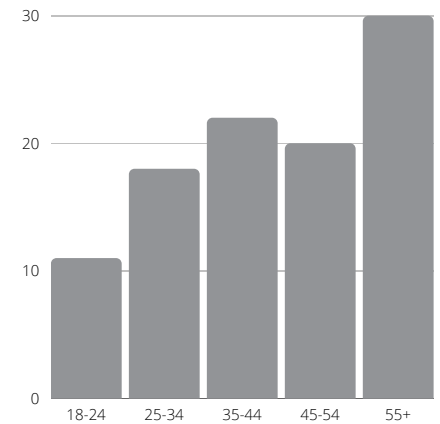
UK:

England: 87%
Scotland: 6%
Wales: 4%

ACQUISITION

Organic: 84%
Direct: 10%
Social: 4%
Referral: 2%

DEMOGRAPHICS



58%

42%



CONTENT CREATION



Focus on small format cruises, ship-within-a-ship concepts, culinary (including beverages), ports, excursions and sustainability.

PHOTOGRAPHY

STOP MOTION VIDEOS

GIVEAWAYS

GUEST BLOG POSTS

SOCIAL MEDIA TAKEOVERS

PRODUCTION

PRODUCT REVIEWS

WHAT PARTNERS ARE SAYING ABOUT US

" I traveled with Dan and Mikkel on a week long, river cruise press trip through the Netherlands and found them to be **highly professional, easygoing** and a lot of fun to travel with. It was clear they were committed to getting solid content as they **eagerly attended every tour, class and event** offered during our week together. The **photography that came out of this trip was phenomenal**, and their **social media posts were beautiful and engaging**. It was nice to work with them on a collaborative approach to the blog content they created post-trip, and **my client was thrilled with the results.**"

— Lauren Frye, Vice President, Gillies and Zaiser Public Relations





SOMETIMESSAILING.COM

mikkel@sometimesailing.com | dan@sometimesailing.com

    @SometimesSailing

 @SometimesSail

Portfolio: sometimesailing.com/portfolio

