

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.

Mikkel has been a full-time professional photographer for 17 years and is the site's main writer and documentarian.

Dan has been a Creative Director for two decades and leads Sometimes Sailing's newsletter, branding, and paid partnerships.

They co-create content and make all decisions as a team.

BRANDS WE'VE WORKED WITH



HIGH-PERFORMING CONTENT & MULTI-MEDIA EXPANSION

We focus on small ship cruises, ship-within-a-ship classes and intimate experiences on bigger ships, culinary and beverage programs, ports, excursions, and travel products.

Some of our top-performing posts that resonate with our audience include:

- [Celebrity Cruises The Retreat: Helpful Info about Luminae](#)
- [26 Helpful Things to Know Your First Time on a River Cruise](#)
- [AmaWaterways Food Review \(with Drinks\) on AmaKristina](#)
- [Essential Star Clippers Review: Sailing Ship Cruise](#)
- [Marseille Cruise Port Info: Complete Visitors Guide](#)

24.4K
PAGE VIEWS

SometimesSailing.com
monthly average analytics
for the past 12 months



PODCAST CO-HOSTS

The Only Podcast Dedicated to Small Ship Cruises

SMALL SHIP CRUISE TALK

BECAUSE SIZE MATTERS



[Small Ship Cruise Talk](#) made waves in the travel podcast space, securing a coveted ranking in Apple Podcasts' Places & Travel category shortly after launch.

Breaking the 250-download milestone in just three weeks, our podcast delivers expert insights on intimate cruising experiences through weekly episodes.

We navigate the specialized world of river, yacht, expedition, and barge cruising, and uncover the exclusive "ship-within-a-ship" sanctuaries hidden on today's mega-ships.

Limited sponsorship opportunities are available for brands looking to connect with our engaged community of passionate small-ship cruise enthusiasts.

HOW WORKING WITH SOMETIMES SAILING WILL BENEFIT YOUR BRAND

OUR STRATEGIC MULTI-PLATFORM COVERAGE MAXIMIZES YOUR BRAND EXPOSURE

Authentic Voice in Small Ship Cruising

Our focused approach to small ship cruising has built a dedicated following of luxury and adventure cruise enthusiasts.

Our audience trusts our recommendations.

Multi-Platform Expertise

We excel at creating engaging content on our website and social media.

Our views reach far beyond our following, demonstrating consistent discovery success with organically reaching new audiences, proven with our organic viral reach across Instagram and TikTok.

Engaged Cruise Newsletter

Our highly engaged newsletter community maintains an **exceptional 51.96% open rate** — more than double the travel industry average of 22%, according to Mailerlite.

MSN Direct Publishers

We are part of the exclusive MSN Creators program with **direct access to MSN's massive travel audience**, with the potential to amplify your brand's reach by thousands.

Deep Reader Engagement

According to Agency Analytics, the most common average time on page is between 52 and 54 seconds.

Over average engagement time on a page is very high, at 3 minutes.

Qualified, Cruise-Ready Audience

Our audience is actively seeking small ship cruise experiences. With audiences in two of the cruise industry's key-markets - the US and Canada - we connect you directly to North American travelers ready to book their next cruise vacation.

BEYOND THE NUMBERS

ADDITIONAL BENEFITS OF WORKING WITH SOMETIMES SAILING

What truly sets us apart is our deep understanding of the small ship cruise market.

We create content that:

- Highlights the unique advantages of intimate cruise experiences
- Showcases the exclusivity and luxury of small ship travel
- Connects with travelers seeking personalized adventures
- Emphasizes the distinctive features of each cruise line and destination
- Guides travelers through essential pre-cruise planning, from packing lists to excursion recommendations and transportation logistics

Our proven track record of engaging the right audience with the right content makes us an ideal partner for cruise lines, destinations, and companies looking to increase bookings and brand awareness in the small ship sector.

As CONTENT CREATORS we have “influence,” but we don’t call ourselves Influencers.



Our professional photography gives brands the opportunity to license photos without the need for a separate photoshoot.



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



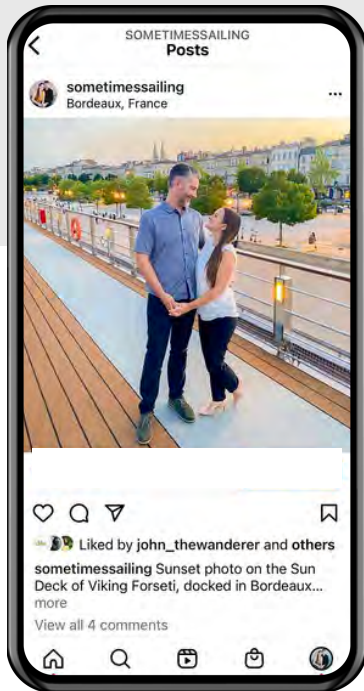
Continuously delivers measurable results for our partners.

SOCIAL REACH

Our social content consistently achieves viral reach with up to 15,700 views per video — proof that our engaging small ship cruise content resonates far beyond our 2.2K following on Instagram and TikTok with a strong engagement rate of ~1.58%.

According to a “State of the Cruise Industry” report by CLIA from 2024, the average age of a cruise traveler is 46. “Millennials are the most enthusiastic cruise travelers of the future.” *And we know where to find them.*

15K
TYPICAL
MONTHLY
VIEWS



AUDIENCE FEEDBACK

"Thank you for this detailed, helpful review!"

- Linda, reader comment on Celebrity Cruises Classes Explained article

"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

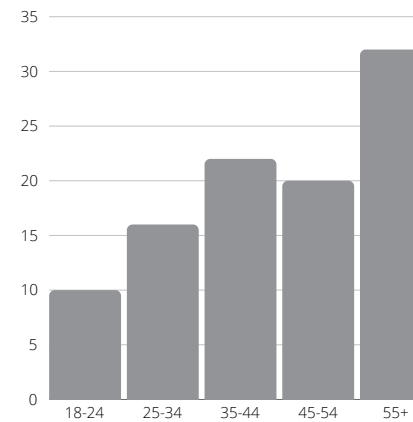
GEOGRAPHY

United States: 80%
United Kingdom: 8%
Canada: 8%
Australia: 4%

ACQUISITION

Organic: 76%
Direct: 14%
Social: 6%
Referral: 2%

AGE



GENDER



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."

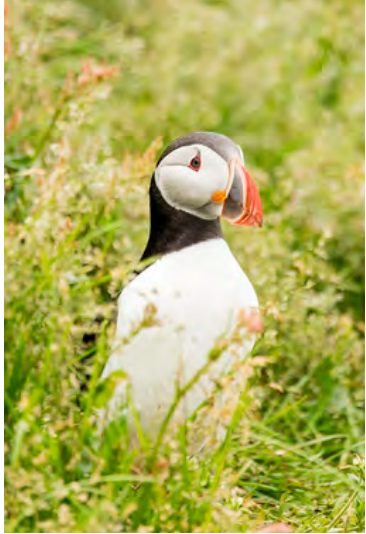
- Lauren Frye, Vice President, Gillies and Zaiser Public Relations



"Working with Mikkel + Dan on a hosted media trip was a wonderful experience. From the moment we began planning, their enthusiasm, knowledge and professionalism were evident. The detailed, in-depth coverage they produced perfectly captured the essence of our client's offerings. Working with Mikkel + Dan is an example of the great value of collaborating with talented storytellers."

- Laura Cocivera, Publicist at Percepture

WE ARE AVAILABLE FOR ADDITIONAL CONTENT CREATION SERVICES FOR YOUR BRAND



PHOTOGRAPHY

STOP MOTION VIDEOS

GIVEAWAYS

GUEST BLOG POSTS

SOCIAL MEDIA TAKEOVERS

PRODUCTION

PRODUCT REVIEWS



SOMETIMESSAILING.COM

mikkel@sometimesailing.com | dan@sometimesailing.com

    @SometimesSailing

Portfolio: sometimesailing.com/portfolio

