

OVERLAND THE AMERICAS

MEDIA KIT 2020



Parque Nacional Los Glaciares, **Argentina**

ABOUT US

We're Taisa and Ernesto of **Overland The Americas**. We embarked on an adventure of a lifetime that profoundly changed our lives and the ways we see our world. We packed our lives in our Toyota 4Runner with the goal of circumnavigating the Americas while exploring the outdoors and remote places of 23 countries. Four years, hundreds of days camping out, thousands of miles hiked, 87,000+ miles driven and countless stories and experiences later we're back home in the US to share with everyone our extraordinary and unforgettable journey.



Parque Nacional Huascarán, **Peru**



Summit Volcan Acatenango, **Guatemala**

ABOUT US

We continue to live a life of adventure in the US and Canada while planning our next multi-year international overland journey across Africa and Central Asia.

Living on the road has led us to discover and connect with our world in a special way. We love sharing stories and our lessons through our photography, videos and articles and hope these inspire others to seek a life of adventure and fulfillment.

– Ernesto and Taisa

INSTAGRAM INSIGHTS

@overlandtheamericas

48,300+ Followers

~120,000 Impressions per week

~32,500 Reach per week

~2,500 Profile views per week

67% Male

33% Female

Predominant Age Group

Tier one 25-34

Tier two 35-44



Parque Nacional Los Illinizas and Cotopaxi, **Ecuador**



Volcan de Fuego, **Guatemala**

FACEBOOK INSIGHTS

facebook.com/overlandtheamericas

7,793 Page Likes / 8,481 Page Followers

~25,000 Reach per month

~14,000 Average post engagement per month

~1200+ Profile views per month

66% Male

34% Female

Predominant Age Group

Tier one 25-34

Tier two 35-44

WEBSITE INSIGHTS



overlandtheamericas.com

2,250 Average unique visits per month

13,700 Average views per month

69% Male

31% Female

Predominant Age Group

Tier one 25-34

Tier two 35-44

~88% Traffic in the U.S.

~8% Traffic in Canada

~4% Traffic in other countries



Exploring Oregon's back country, **United States**



Volcan El Huevo, **Nicaragua**

OTHER SOCIAL MEDIA



YouTube

youtube.com/overlandtheamericas

576 Subscribers



Twitter

[@OvrlandAmericas](https://twitter.com/OvrlandAmericas)

1,970 Followers



Pinterest

pinterest.com/overlandtheamericas

340 Followers

18,000 Monthly Viewers

PARTNERSHIP PACKAGES

12	Instagram post/story combos (6 mos)	\$3,250
6	Instagram post/story combos (3 mos)	\$1,650
4	Instagram post/story combos (2 mos)	\$1,125
2	Instagram post/story combos (1 mo)	\$575
1	Instagram single post/story combo	\$300

** All posts are also shared on Facebook, Twitter, Pinterest and overlandtheamericas.com. Partner's logo and blurb and link is added to Partners section on our website.*

One hour keynote presentation	\$1,000
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Half an hour keynote presentation	\$600
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** Travel costs not included.*

For partnership inquiries please email us at:

partnerships@overlandtheamericas.com



Parque Nacional Chirripo, **Costa Rica**



Angel Falls, Parque Nacional Canaima, **Venezuela**

PRESS, MEDIA, EVENTS

We are honored to attend and participate as speakers and panelists at these events:

- Overland Expo West – AZ
- NW Overland Rally – WA
- BC Overland Rally – BC
- Adventure Van Expo – OR
- Descend on Bend – OR
- Toyo TrailPass – OR
- Rocky Mountain Overland Rally – CO
- Descend on Bend – OR
- SEMA – NV
- Adventure Van Expo – OR

We've been featured and interviewed in national and international media (TV, radio, podcasts, press, vlogs, trade publications, books and blogs).

overlandtheamericas.com/press-and-media/

CURRENT PARTNERSHIPS

We have the pleasure and honor of working with the following brands and businesses. We're grateful for their support, excellent customer service and quality products.

BFGoodrich

ARB USA/Latam

REDARC USA

Maxtrax

Adventure Ready

James Baroud

Sackwear

Expedition Centre

MULE Expedition Outfitters

Dometic

Front Runner

Odyssey Batteries

Adventure Ready

James Baroud

Scheel-Mann USA

Overland Solar

Pelican Cases

Gobi Racks



Mount Shasta, California, **United States**