

# The Sweetest Way

TRAVEL & LIFESTYLE DESIGN



The Sweetest Way began in 2014 as a site dedicated to long-term travel and has since transformed into a trusted resource for digital nomads and other travel lovers seeking to create a lifestyle of location independence.

Readers of The Sweetest Way care about the stories behind travel experiences and the personal transformation travel can foster. They are dedicated to creating lives of personal freedom, whether through remote work, freelancing, or online entrepreneurship.

**At The Sweetest Way, travel and the work-from-anywhere lifestyle go hand-in-hand.**

## SITE DEMOGRAPHICS:

The Sweetest Way reaches an engaged worldwide audience of travelers with the majority of readers hailing from the United States, Canada, and United Kingdom.

**68,000**  
MONTHLY PAGE VIEWS

**48,000**  
UNIQUE MONTHLY VISITORS

- Male: 54% | Female: 46%
- 60% of readers are between the ages of 18-34
- 58% of readers polled are location independent or plan to become location independent
- 87% of readers polled have made or would consider making a travel booking based on The Sweetest Way's recommendations

## SOCIAL MEDIA:

 **4,400**

 **20,000**

 **6,800**

 **10,100**

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## COLLABORATION OPPORTUNITIES

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The Sweetest Way works well with travel destinations and tourism boards, socially conscious tech and fashion brands, eco-friendly travel products, fitness and wellness brands, co-working and co-living spaces, and resources for digital nomads.

### SPONSORED CONTENT

The Sweetest Way will create exclusive, high-quality content showcasing your brand to help you reach a new audience. Posts are written in an engaging, informal tone and include photography styled, shot and edited by Leah.

### CONTENT CREATION

Need content for your own website or blog? The Sweetest Way will write a fun and informative blog post that will delight your audience and send new traffic to your site.

### PRODUCT OR DESTINATION REVIEWS

Leah will personally review your product, app, brand, or destination in a comprehensive, fair, and informative blog post that will reach new readers and generate brand awareness.

### INTERVIEWS

Would your audience like to know more about location independence or how they can make a living while traveling the world? Leah loves sharing her knowledge and is always available for interviews.

### SOCIAL MEDIA PROMOTION

The Sweetest Way can promote your brand, product, or destination to our combined social media audience of 40,000 or on individual platforms as per your goals.

### TAILORED CAMPAIGNS

We'll work closely to promote your brand as widely as possible through a combination of blog and social media coverage. Available for ongoing and long-term partnerships.

*Please inquire for current pricing and availability.*



## FOUNDER

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Leah Davis is a travel enthusiast and a storyteller hailing from Washington state. She thrives on adventure and the unfamiliar and can always be found with a camera in her hand.

Leah has worked hard to turn The Sweetest Way into a thriving business and now blogs full-time, sharing advice and resources to help others achieve a lifestyle they don't need a vacation from.

She's the author of the e-book *Take Your Life Back: Finding Freedom Through Location Independence*, which is a comprehensive, actionable guide that has helped hundreds begin or further their journey. She has been featured in well-known publications both in print and around the web including *Travel Now Magazine*, *The Penny Hoarder*, *TripAdvisor*, *Buzzfeed*, and more.

Her ultimate goal is to help others live their sweetest lives while using travel as a vehicle for growth and self-discovery.

Leah currently resides in the Pacific Northwest after living a nomadic lifestyle for five years.

“SHE DESIGNED A LIFE SHE LOVED”