

Uncornered Market



Inspiration. Authority. Quality. Connection. Reach.
Digital storytelling that delivers.

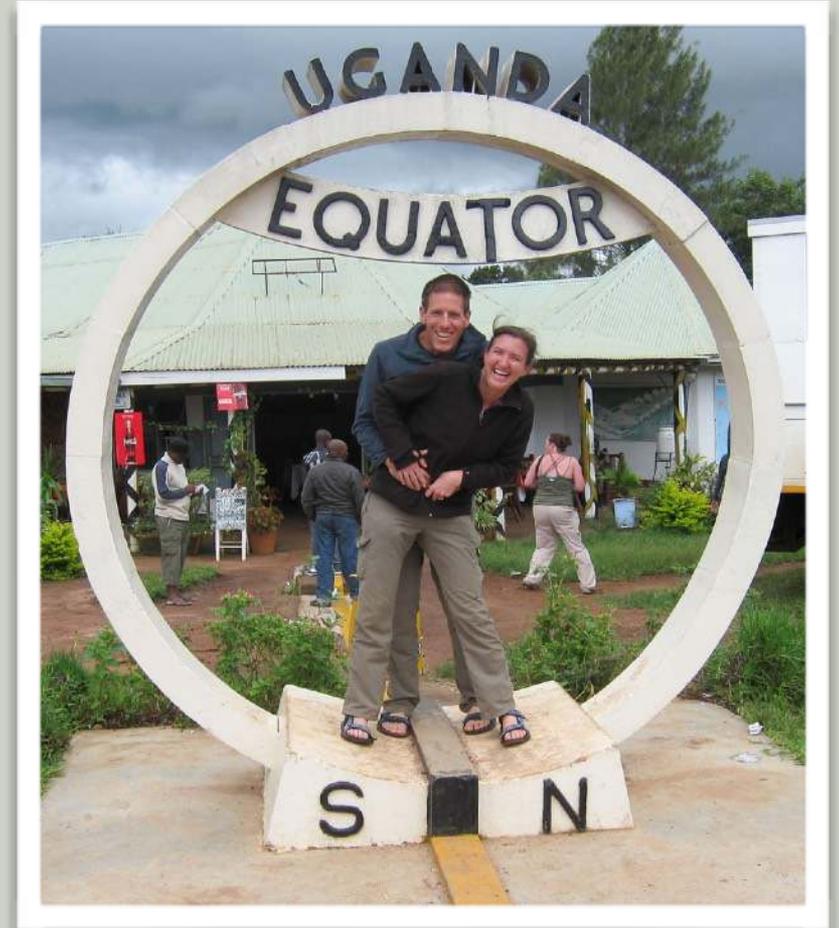


Meet Dan & Audrey

We are Dan & Audrey, a husband-and-wife professional storytelling team traveling the world for almost 9 years and to over 90 countries. We believe that travel enables us to better understand ourselves, our world, and our place in it. And, that **stories connect people** like no other mechanism.

This is what our blog, [Uncornered Market](#), is about. It is a community of respectful travelers who live at the intersection of deeper travel experiences and caring for our planet and its people. A movement that knows travel as a force for good, and who live by the motto: "[Driven by Curiosity, Guided by Respect.](#)"

As we share stories and experiences from our travels — from both the known and unknown parts of our world — our goal is not just to inspire, but to provide the resources and information needed to **empower others to create their own adventures in travel...and in life.**



Why Work with Uncornered Market?



Uncornered Market combines quality and reach. We are professional storytellers who focus on adventure, responsible tourism and offbeat experiences. We find unusual angles in known and unknown destinations.

- © **Reach:** Between the [Uncornered Market blog](#) and social media platforms, Dan and Audrey reach over 1.7 million people per month.
- © **Trust:** People trust people, not companies. Dan and Audrey are not only accessible and likable, but people connect with who they are and trust them for travel advice. People not only make plans using their advice, but they also change their plans based on their recommendations.
- © **Quality:** Effective stories cut through the noise. Dan and Audrey know how to combine storytelling techniques with social media and blogging to deliver long-lasting depth of impression.
- © **Professionalism:** They have over eight years working as bloggers and travelers plus over a decade of previous business experience to bring to the table. Clients hire them for advisory, training, consulting and speaking.
- © **Awards:** Winners of [2015 Best Responsible Tourism Blog](#) at World Responsible Tourism Awards at WTM London.

“Recently Lonely Planet teamed up with Audrey and Dan to produce one of the four videos for our [Weekend Wanderlust travel series](#) in partnership with Ford Motors. We couldn't have asked for better talent with their travel expertise, easy going nature and willingness and excitement they brought to the set both days.” - Hannah Gibson, Digital Design Lead, B2B at Lonely Planet

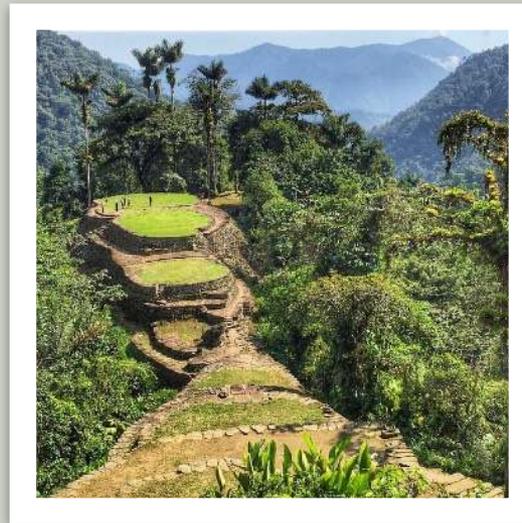
Partnership Opportunities

- © **Brand Ambassadors:** People trust people, so we put a unique story and personal face to your brand and highlight it in unique travel and lifestyle contexts. These longer-term partnerships showcase your brand in different ways, including on Instagram, social media, video, blog posts, media appearances, Twitter chats and more.
- © **Destination Storytelling & Campaigns:** Invite us to explore and experience your destination to share a different angle than the prevailing narrative through social media coverage, long-form articles, photography, video and more. We inspire and empower our audience through our stories and photography, turning the “I can only dream of doing that” into a reality.

Instagram and Video Campaigns:



#MyWeekendWanderlust:
[Lonely Planet video](#)
production for Ford Motor
Company



Launch of new [G Adventures](#) tour - Lost City Trek, Colombia



#MyDailyAdventure with
Rockport Shoes

Statistics + Social Media

Uncornered Market reaches over 2 million people each month through its blog and social media platforms.

- © Monthly Users: 51k
- © Monthly Sessions: 59k
- © Page views: 100k
- © Average on page: 1:50
- © RSS/Newsletter: 5,000
- © [Instagram](#): 48,500
- © [Twitter](#): 45,800
- © [Facebook](#): 19,250
- © [Google Plus](#): 1,994,000
- © [YouTube views](#): 1,251,000

[UncorneredMarket.com](#) is one of the most popular and respected travel blogs in the world. Site demographics include mostly highly educated women (57%) and men (43%) between the ages of 25-45 (54%). The majority of readers are from the United States (52%), United Kingdom (8%) and Canada (7%).

Previous Campaigns

Destination, Travel and Tour Campaigns:

- © [Deep Travel Ambassadors](#) in Berlin, Context Travel
- © [#ThisIsChobe](#) Campaign, Desert & Delta Safaris, Botswana, June 2016
- © [National Geographic Journeys](#) and Australia, [G Adventures](#), January-February 2016
- © [#ChoiceCaribbean](#) in St. Maarten, [Choice Hotels](#), December 2015
- © [Lonely Planet and Ford Motor Company Video](#), September 2015
- © [Colombia](#), G Adventures, May 2015
- © [Haiti](#), G Adventures, November 2014
- © UNESCO in Rhine Region, Germany Tourism: September, 2014
- © [Ethiopia, Uganda](#) and Tanzania, G Adventures and Planeterra: April-May, 2014.
- © [Ireland](#), Fáilte Ireland: October, 2013
- © [South Africa](#), #MeetSouthAfrica campaign with South Africa Tourism: May 2013
- © [New Zealand](#), G Adventures, Air New Zealand, Marlborough Tourism: February 2013
- © [Scotland/#Blogmanay](#): December 2012/January 2013
- © [Japan](#), G Adventures: May 2012
- © Egypt, UNWTO/Egyptian Tourism Authority: April 2012
- © Mexico, Ogilvy/Visit Mexico: March 2012
- © [Iran](#), G Adventures: November 2011
- © [Jordan](#), Visit Jordan: February 2011

Other Brand Campaigns



Testimonials

“Audrey and Dan are valued members of Lonely Planet Pathfinders. As co-hosts of #LPChat in January 2015 they **helped us to achieve some of our best results (in terms of reach and engagement) ever**, thanks to their engaging and inspiring contributions, and promotion to their loyal audience. They write well and take a genuine interest in issues that affect travellers. A pleasure to work with.” - Emma Sparks, Deputy Editor at LonelyPlanet.com

“Dan and Audrey have been outstanding partners since we launched the Wanderers in Residence program late 2010. We chose them because of their stellar work on UncorneredMarket.com and because of the way they interact with and **inspire the global travel community.**” – Bruce Poontip, Founder of [G Adventures](http://GAdventures)

“Dan and Audrey were actually the first of the travel bloggers that JTB hosted on press trips in 2011. Instead of the superficial, touristy coverage of the country, they [Audrey and Dan] delved into its hidden treasures to not only shed light on things not usually reported on, but also to **entice others to travel and experience a country in a different way.** They’re extremely professional, and knew exactly what we needed. Their coverage is well-timed, insightful, and genuine.” - Reine Gammoh, Social Media Manager at Jordan Tourism Board

Dan and Audrey are some of the top bloggers in travel and I have been fortunate enough to work with him on campaigns with tourism boards as well as content creation for G Adventures' blog. They are a huge assets to the travel industry and brands should definitely want to work alongside them as they are **outstanding storytellers that produce phenomenal content on both their blog and in real-time via social media.** - Andrew Hickey, former Social Media Manager at G Adventures

In Focus: Adventure Travel

Adventure travel can be more than just checking off a box on a bucket list. It's about overcoming fears, finding inner strength, and growing from that experience. You emerge different, stronger, better. Dan and Audrey articulate what "OMG" and "amazing" really mean and make it accessible and possible for everyone.

"Around 60 percent of our trekking clients now come from the [Uncornered Market blog post](#) only. We also love to walk with them, because they are aware of everything — Ladakh's fragile environment and also about culture." - Stanzin Odzer, Founder of Ladakh Ecological Footprints



"I had been talking about climbing Mt. Kilimanjaro for years, but **your talk spurred me to action**. I set off to climb it a few weeks later. So thank you." Faisal B, attendee at WDS

In Focus: Perception Shifting

Need a new story angle to breathe life into a destination or brand? Perhaps you'd like to change the perception of your destination due to safety concerns or negative press? Interested in sharing the more human and personal side of your destination?

- © [Colombia](#): To showcase the diversity of experiences and landscapes that Colombia offers, thereby showing another side to the country than what usually comes up in the news.
- © [Haiti](#): To highlight the unique travel experiences Haiti has based on its culture, location and history, and help shed light on this often misunderstood country.
- © [South Africa](#): To explore lesser-traveled regions of South Africa to highlight the country's cultural diversity and sustainable tourism activities.
- © [Jordan](#): To address safety concerns surrounding the Arab Spring and highlight the human dimension and culture of Jordan.
- © [Iran](#): To highlight that G Adventures tours to Iran are indeed safe...and are actually a lot of fun.

"I was thinking about traveling to South America for a long period of time but still had some fears inside. But such kind of posts you are writing - they are full of inspiration and they make me change my mind about such countries as Colombia." - July Gadabot, Uncornered Market reader



"During my G Adventures tour in Iran there were seven Americans in my group. They all had heard of G Adventures for the first time through Uncornered Market." - Kathy Meresz, G Adventures staff

In Focus: Sustainable Tourism

Sustainable travel is an experience enhancer, not a line item. How to put a personal story on [sustainable tourism](#) and responsible travel, to communicate what this means without using jargon? We convey the power of connection – to people and nature – that defines a sustainable travel experience.

- © Our Ethos and Philosophy: [A Manifesto in Progress: The Art of Traveling the World... for Good](#)
- © Campaigns with World Tourism and Trade Council (WTTTC): [#IamTravel](#) and a three-part series on "[Travel as a Force for Good](#)"
- © Profiling new Planeterra Foundation community projects in Tanzania: [Clean Stoves](#) and [Women's Education](#).



"Audrey and Dan's wealth of transformative travel experience brings a **depth to their insight that few can compete with**, and I highly recommend them as an effective and inspiring consulting team. What makes them stand out is her ability to **translate this into meaningful marketing strategies.**" - Natalie Holmes, Regional Manager, Context Travel

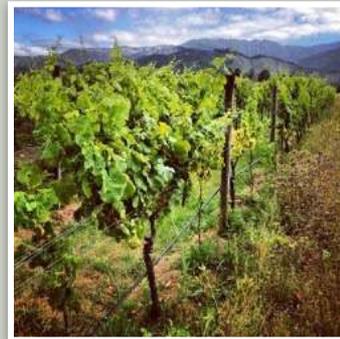


In Focus: Local Food, World Cuisine

Exploring local foods is a critical part of any travel experience. People don't want to eat at tourist restaurants, they want to [eat local](#), experience authentic. We draw people into destinations by going deep into local food, markets and the culture and history behind it all. We provide readers the tools and vocabulary to explore any culinary landscape.

A sample of food and wine articles:

- ◎ [Ethiopian Food: From Kitfo to Kik Wat](#)
- ◎ [Japanese Food: From Tempura to Takoyaki](#)
- ◎ [Crete Food: An Overview](#)
- ◎ [Wine Tasting in Mendoza, Argentina: Going Beyond Malbec and Loving It](#)
- ◎ [Bali Food: From Satay to Sambal](#)
- ◎ [From Mezze to Mansaf: Eating Our Way Through Jordan](#)
- ◎ [Peruvian Food: More Than Just Ceviche](#)
- ◎ [Bangladeshi Food: An Overview](#)
- ◎ [South Indian Food: A Few Favorites](#)



Press and Speaking Footprint

- © [Media coverage](#): Dan and Audrey (and their travels) have been featured in and they have written for [Lonely Planet](#), [BBC Travel](#), [Yahoo Travel](#), The Guardian, The Independent, Washington Post, USA Today Travel, Observer, AFAR Media and more.
- © [Speaking Engagements](#): Dan and Audrey speak at both travel industry and at inspirational conferences speaking on the transformational power of travel. [Recent speaking engagements](#) include: [TEDx Warsaw](#), [ATWS](#), [P3](#), [INDABA](#), [ITB](#) (eTravel & Responsible Travel), [ESTC](#), [GSTC](#) Annual Meeting, [World Domination Summit](#) (WDS), [EyeforTravel](#), [UNWTO](#) Tourism and Media Conference (Egypt), [TBU Porto](#), [TBEX](#) Dublin.



It's not about **impressions**, it's about **depth of impression**.

It's not about **volume**, it's about **reach with meaning**.

It's not about **selling the brochure**, it's about **telling a story**.

It's not about the **destination**, it's about the **experience**.

This is what differentiates us.



What differentiates you?

Get in Touch:



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travel wide, live deep