MEDIA KIT

Spend Life Traveling

Travel, digital nomad life and expat living, told from the inside.

Spend Life Traveling has been sharing detailed destination guides, practical advice for working and living abroad, and honest conversations with expats around the world **since 2014**.

Created and run by Sanne Wesselman, a Dutch digital nomad and expat.

Travel

Destination guides, hotel and tour reviews, and trip-planning advice for short trips and long journeys.

Digital nomad life

Working and living on the move: where to work, how to settle in and what daily life really looks like.

Expat living

Ask an Expat, my interview series with expats around the world, plus practical advice on moving abroad.

60K+
monthly blog page views

58K+
Pinterest monthly viewers

27K+
Instagram followers

55+
countries visited

A good fit for brands in

- Travel & hospitality
- Relocation & housing
- Remote work & tech
- Finance & insurance
- Language & education
- Lifestyle & consumer

Meet Sanne

Hi, I'm Sanne. I was born and raised in the Netherlands, first moved abroad at 17, and have been exploring the world ever since. I've lived in 14 countries, traveled to many more, and I'm currently based in Valencia, Spain.

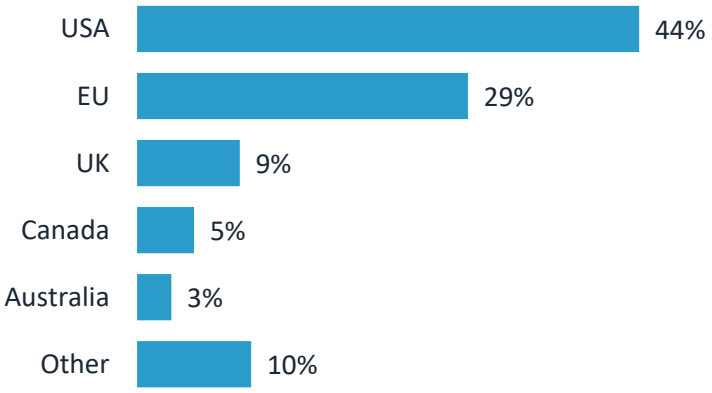
With a background in marketing and web design, I started Spend Life Traveling in 2014 to share detailed, practical information about traveling and life abroad. Together with a select group of guest bloggers, I create in-depth content that helps people explore the world and make informed decisions about where to go, and how to live and work there.

I also work as a digital marketing and SEO/GEO consultant, so every article is built to be found, by Google and by AI search tools.

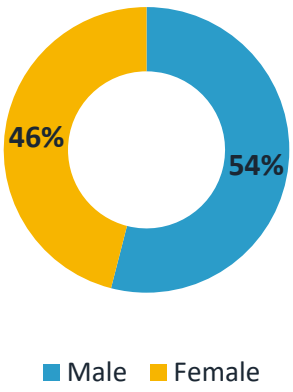
Traveler, entrepreneur & digital nomad

Who reads Spend Life Traveling

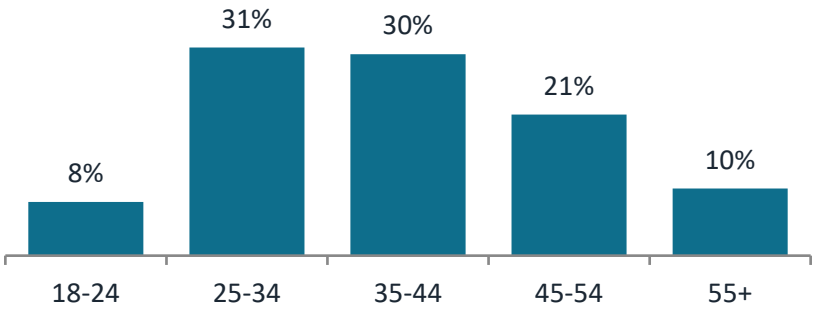
Where readers and followers are



Gender



Age



44%

of readers are in the USA

61%

are aged 25 to 44

Reach & channels

60,000+

monthly page views

spendlifetraveling.com

58,000+

Pinterest monthly viewers

@sltraveling

27,000+

Instagram followers

@spendlifetraveling

4,500+

X followers

@sltraveling

2,100+

Facebook followers

@spendlifetraveling

1,000+

Flipboard followers

@sltraveling

Why brands work with me

Built to be found

I'm a working SEO and GEO consultant, so every guide is structured to perform in Google and in AI search, not just to look good.

Readers ready to plan

In-depth content for people deciding where to stay, what to do and how to get there, right when they are making those choices.

Honest and detailed

First-hand experience from countries all over the world. Clear, transparent partnerships and reviews my readers can trust.

Let's work together

Sponsored posts
In-depth articles featuring your brand or destination.

Sponsored trips
Press trips and stays, covered on the blog and social.

Hotel reviews
Honest, detailed reviews from first-hand stays.

Tour & activity reviews
Experiences tested first-hand and written up in full.

Product reviews
Travel gear and services, tried and reviewed.

Social media promotion
Instagram, Pinterest, Facebook and Flipboard.

SEO & GEO content
Guides optimized for Google and AI search.

Custom collaboration
Have another idea? Let's build it together.

Brands I've worked with

- Shangri-La Hotels
- Centara Hotels & Resorts
- Etihad Airways
- Visit Lake Tahoe
- Country Inn & Suites
- Extended Stay America

And many more

How it works

1 Say hello

Email me your goals, audience and timeline.

2 Plan together

I propose the format, deliverables and dates.

3 Publish & report

Your content goes live and I send a recap of the results.

info@spendlifetraveling.com

Rates and packages on request · www.spendlifetraveling.com