

ADVERTISE  
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PROFILE, STATS & RATES

KENYAN BACKPACKER



## About Kenyan Backpacker

Welcome to Kenyan Backpacker ([www.kenyanbackpacker.com](http://www.kenyanbackpacker.com)). This is an adventure travel blog designed for Experiential Travelers, Backpackers, Solo Travelers, Adventure junkies and Wanderers.

This website/blog was started 4 years ago by a passionate Kenyan Traveller with a main aim of helping others to travel better. Ever since, the blog has grown to become a widely sort for resource and one of the most read travel blogs in Kenya and beyond.

Kenyan Backpacker's primary topics include backpacking, budget solo travel, bus travel, train travel, affordable accommodation, adventure travel, hitchhiking, volunteering and digital nomadism. By doing so, the website hopes to provide information, tips and guide for people who are planning to travel and explore Kenyan, African and Global destinations.

Currently, Kenyan Backpacker's geographic focus is Kenya and other African countries. The world is a global village and with many destinations to travel to, the website features adventures from around the world too.



**Travel not to escape life, but for life not to escape you.**

Tel: +254 711 27 27 13 Email: [kenyanbackpacker@gmail.com](mailto:kenyanbackpacker@gmail.com) Website: [www.kenyanbackpacker.com](http://www.kenyanbackpacker.com)

## Our Advertisement Products

Property	Product	Monthly Cost (USD)	Monthly Cost (Kshs)
Leaderboard/Header (728 by 20)	Advertisement on top of articles.	\$250	Kshs 25,000
Top right Wide Skyscraper 160 by 600	Advertisement on the side bar	\$200	Kshs 20,000
2nd Top right Skyscraper 160 by 600	Advertisement on the side bar	\$150	Kshs 15,000
2 Text Links in existing pages and blog posts.	Content Link	\$80 (One year)	Kshs 8,000 (One year)
1 Sponsored post from you	Content	\$100 (One year)	Kshs 10,000 (One year)
1 Sponsored post from us	Content	\$150 (One year)	Kshs 15,000 (One year)

**Note:** We will share the advertisements on our social pages (Facebook, Twitter and Instagram) for free.

Prices are reviewed Bi-annually with new costs updated in June and January. All ad spaces are sold on first come basis. Our existing customers enjoy discounted prices in subsequent placements.

For further queries, please get in touch using the contact details provided below and we will be glad to work with you in growing your business. We look forward to hear from you for a possible collaboration.



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**Advertise your Travel  
related business here  
and get new engaged  
Leads.**



## **Contact Details**

**Website: <https://www.kenyanbackpacker.com>**

**Email Address: [leo@kenyanbackpacker.com](mailto:leo@kenyanbackpacker.com)**

**Gmail: [kenyanbackpacker@gmail.com](mailto:kenyanbackpacker@gmail.com)**

**Mobile number: [+254 711272713](tel:+254711272713)**



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## Kenyan Backpacker Profile and Statistics

<p><b><u>Demographic and Audience</u></b></p> <ul style="list-style-type: none"> <li>• Men: 48%</li> <li>• Women: 52%</li> <li>• Age: 25 – 42 Years</li> <li>• Marital status: Single 80%</li> </ul>	<p><b><u>Geographical Breakdown</u></b></p> <ul style="list-style-type: none"> <li>• Kenya: 86 %</li> <li>• Unites States: 1.79%</li> <li>• United Kingdom: 1.62%</li> <li>• Uganda: 0.97%</li> <li>• Tanzania: 0.93%</li> </ul>
<p><b><u>Web Traffic Statistics</u></b></p> <ul style="list-style-type: none"> <li>• Monthly visits: 20,000+</li> <li>• Monthly unique visitors: 10,000+</li> <li>• Monthly page views: 25,000+</li> </ul>	<p><b><u>Social Media Statistics</u></b></p> <ul style="list-style-type: none"> <li>• Facebook Fans: 6,300+</li> <li>• Pinterest Monthly views: 13,000 +</li> <li>• Twitter Followers: 630+</li> <li>• Instagram Followers: 750+</li> <li>• Newsletter Subscribers: 2000+</li> </ul>
<p><b><u>Alexa Ranking</u></b></p> <ul style="list-style-type: none"> <li>• Alexa Rank, Global: 2,608,999</li> </ul>	<p><b><u>Google Ranking (For Kenya and Africa)</u></b></p> <ul style="list-style-type: none"> <li>• Bus travel in East Africa: Page 1</li> <li>• Train Travel in Kenya: Page 1</li> <li>• Budget accommodation: Page 1</li> </ul>



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## Areas of Advertisements and Sponsorships

<u>How we can Partner and Work Together</u>	<u>What I write about (Kenya and Africa)</u>
<ol style="list-style-type: none"><li>1. Sponsored articles and Blog Posts<ul style="list-style-type: none"><li>• Written by you.</li><li>• Written by Kenyan Backpacker.</li><li>• Text Links in existing pages and blog posts.</li></ul></li><li>2. Advertising opportunities (Banner Ads)<ul style="list-style-type: none"><li>• 160px by 600px Wide Skyscraper</li><li>• 240px by 400 px Vertical Rectangle</li><li>• 300px by 200px Medium Rectangle</li></ul></li><li>3. Contributing content to your website or publication</li></ol>	<ul style="list-style-type: none"><li>• Trains and Buses Travel in Africa.</li><li>• Adventure Travel.</li><li>• Road trips.</li><li>• Hiking and Trekking.</li><li>• Backpacking.</li><li>• Solo travel.</li><li>• Camping.</li><li>• Unique accommodation facilities.</li><li>• Sharing Economy - rides, stays ...</li><li>• Travel gears and equipment.</li><li>• Cultural tours and trips</li></ul>



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## Types of Ad Banners and Sizes

### TOP BANNER AD

728 x 90 pixels

### RIGHT-SIDE SQUARE

250 x 240 pixels

250 x 90 pixels

120 x 90  
pixels

120 x 90  
pixels

120 x 60  
pixels

120 x 60  
pixels

### RIGHT-SIDE TOWER

260 x 600 pixels

120 x 240  
pixels

120 x 120  
pixels

120 x 120  
pixels

### BOTTOM BANNER AD

948 x 250 pixels



## About the author of Kenyan Backpacker

My name is Leo. I am an adventure traveler, hobbyist photographer, web designer and SEO expert. Kenyan Backpacker Travel Blog started as a journal to document personal journeys and has grown to be a resource for many outdoors lovers.

As a community of travelers, we are constantly searching for businesses like yours which can cater for our needs and make our wanderings better. Accommodation facilities, hiking tours, travel gears, rustic stays, safe buses and vans, trips to off beaten places and cultural experiences are just but a few of the things we look for.

I hope that you will engage me in showcasing what you are offering to the readers of Kenyan backpacker.

### Social Media Accounts

 : [Facebook Page](#)

 : [Instagram Page](#)

 : [Twitter Account](#)

 : [Pinterest Account](#)

Thank you.

Leo



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# Advertise your Travel related business here and get new engaged Leads.



Google Search Console

Inspect any URL in "kenyanbackpacker.com"

kenyanbackpacker.com

### Performance

EXPORT

Search type: Web | Date: Last 12 months | + NEW | Last updated: 13 hours ago

<input checked="" type="checkbox"/> Total clicks	<input checked="" type="checkbox"/> Total impressions	<input type="checkbox"/> Average CTR	<input type="checkbox"/> Average position
143K	3.21M	4.5%	7.6

The chart displays two data series: Clicks (left axis, 0 to 1.2K) and Impressions (right axis, 0 to 18K). The Clicks series is shown in blue and the Impressions series in purple. Both series show a general downward trend over the period, with some fluctuations. The Impressions series starts around 12K and ends around 8K. The Clicks series starts around 600 and ends around 400.

QUERIES	PAGES	COUNTRIES	DEVICES	SEARCH APPEARANCE	DATES
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