

INSTRUÇÕES PARA VIAJAR

MEDIA KIT

instrucoesparaviajar.com



WHO ARE WE?

- **Instruções para Viajar** was born of the union of passion for travel with writing, as a way of demonstrating the fantastic world we live in, and how it is possible to achieve the incredible and make dreams come true with just a little bit of effort.
- We value fluid writing, easy to read and in good Portuguese. Our articles are specially curated according to content and purpose and are governed by a code of ethics.
- “*When in doubt, travel*”. Here are the instructions.



THE AUTHORS

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NUNO LOPES

From humble beginnings and passionate about the world, Nuno is the founder of Instruções para Viajar. He believes that the best part of the trip is the adventure, getting lost in complicated paths, last-minute strategies for getting around canceled flights, and the art of talking through mime or improvised accents. Loves the mysticism of arab culture, the atmosphere of exotic countries, Italian food and the sunshine of Greece. When he's not planning the next trip, he's a radiology technician at the Trofa Saúde Hospital Group where the passion for taking medical pictures of the human body transposes itself to landscapes, monuments and selfies on his adventures around the globe.

LAURA MARQUES

Whenever she has a little bit of time, Laura wants to plan her next trip. She is passionate about traveling and eager to 'score points on the map' as she takes every opportunity to search all the new things she can see and know in each new destination. Her first trip alone was to London and she loved every square meter. Loves photography and uses her visits to other cities and countries to increase her collection of spectacular images. When she is not researching, planning the next trip or traveling, she works full-time and, since the beginning of this year, she started dedicating her time to travel consulting since her dream is to provide spectacular experiences to people and make them even more passionate about travel.

CONTENT CREATION

- It is often said that a picture is worth a thousand words. We prefer both and thus improve our writing with visual support.
- That is why we are investing more and more in the production of quality photography and video and we rejoice to say that all the photos available on our site are self-made.



OUR NUMBERS



1.600 monthly visits



3.885 monthly views



+3.800 reach in social media



16 subscribers

Nota: statistics referring to the new website, created in June of 2019.

PARTNERSHIPS

Revolut



iati

Seguros de viagem

 AirHelp



Booking.com

We are lucky to have the opportunity to collaborate on products we believe and use in our daily lives.

We take great pride in our partners and all the entities that support us and we have no problem showing it by integrating them into our articles so that advertising is viewed as natural by readers.

OTHER PROJECTS

GROUP TRIPS

- With Nuno as group leader, Instruções para Viajar already went to Rome, London, Barcelona, Hurghada and Cairo, in Egypt and soon Bali, in Indonesia.
- The tendency is that these trips are made more and more often, stimulating the consumption of our partners' products.

TRAVEL ADVISOR

- Travel arrangements have always been a passion for Laura. For this reason, the travel consultancy is essentially based on the planning of every detail, from flight and stay, to the itinerary, so that no one has to worry about it in an increasingly busy world.



CONTACTS



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