



Ali Garland

Media Kit 2014

Ali's Adventures
Travel Made Simple

About Ali's Adventures

I'm Ali Garland, and I've been running [Ali's Adventures](#) since 2010. I write about my personal travel experiences as well as life as an expat in Germany.

Ali's Adventures is a fast-growing travel blog with engaged readers all over the world. My site encourages and inspires others to travel, either solo or with a travel partner.

Ali's Adventures shows people that travel can be inexpensive without going bare-bones. Readers often ask me for advice about packing, travel destinations, lodging, and more.

Ali's Adventures



About Travel Made Simple

In 2012, I started [Travel Made Simple](#) to focus on showing people how to travel. The site is aimed at new travelers and those who have fears about traveling.

Travel Made Simple has grown quickly over the past year. Traffic has more than tripled since January 2014. Readers come from all over the world for advice on packing and the logistics of planning their vacations, as well as encouragement with tackling their travel-related fears.

I draw on my many years of travel experience to make seeing the world a more simple process for first-time travelers. Whether it's helping readers with layover questions, recommending day tours or classes, showing them how to pack carry-on only with my book [Packing Made Simple](#), or helping nervous travelers with their travel plans through my [travel consulting services](#), Travel Made Simple is a resource designed to encourage others.



How you can benefit

I can promote your brand or destination through either or both blogs, depending on the focus, as well as through various social media platforms, reaching engaged readers who are interested in travel.

- Twitter – over 10,000 followers
- Pinterest – over 380 followers

Ali's Adventures

- Monthly unique visitors – over 7,000
- Monthly pageviews – over 12,000
- Facebook – over 600 fans
- Pagerank – 4
- Newsletter subscribers – over 110

Travel Made Simple

- Monthly unique visitors – over 16,000
- Monthly pageviews – over 23,000
- Facebook – over 350 fans
- Pagerank – 2
- Newsletter subscribers – over 160

Here's how readers benefit from my sites:

- Helpful location-specific information
- Inspiring photography
- Recommendations about gear, tours, destinations and more
- Detailed travel expenses
- Logistics and planning advice
- Humorous and emotional stories about travel and expat life



Why work with Ali

Professional experience

I have been on several press trips, reviewed products, and worked with PR agencies, tourism boards and other travel and tour companies. These organizations have worked with me because I provide quality content in a professional and accurate manner while bringing my own personality to my work.

Travel experience

I have traveled to over 40 countries throughout the world, including a 5 month round the world trip. I've been to all 7 continents before I turned 30. I studied Spanish in school, including a study abroad program in Salamanca, Spain. I also participated in a language program in Quito, Ecuador a few years ago. My husband and I are expats currently living in Freiburg, Germany. As part of my adjustment to living here, I took an intensive 8 month German course to learn the language and learn about the culture and history. Though our base is in Germany, once or twice a year, we travel for several months at a time in addition to shorter, more traditional vacations.

Audience trust

My readers trust me to be honest with them. I often get emails from readers asking for advice on their upcoming trips, such as where they should go or help with logistics. By being myself and interacting with readers, I have built up a trusting relationship. My audience has confidence in my knowledge and expertise.

Awards and recognitions

I am a founding member of the [Professional Travel Bloggers Association](#). I have also been named one of GoAbroad's [Top Solo Female Travel Bloggers](#), and one of the [Top 100 Independent Travel Blogs](#).



Recent partnerships

Taste Hungary

- Post – [5 Kinds of Meat in One Day with Taste Hungary](#)

Emilia-Romagna Tourism – Blogville

- Posts – [Learning to Make Pasta in Bologna](#); [Balsamic Vinegar in Modena: a Non Foodie's Thoughts](#); [Weekly Photo – Bologna Market](#); [Learning About Gelato and Sorbet at Gelato University](#); [A Walk Through Ferrara, Italy](#); [Weekly Photo – Statue of Neptune in Bologna](#); [Scenes From Emilia-Romagna](#)

San Marino Tourism

- Posts – [San Marino – the Oldest Republic in the World](#); [Weekly Photo – San Marino](#)

Walks of Italy

- Posts – [Making Pizza and Eating Our Way Through Rome](#); [Visiting Ancient Pompeii](#); [Behind the Scenes at the Colosseum in Rome](#); [Vatican City and Sistine Chapel Tour](#); [The Roman Forum – A Journey Back in Time](#)

Holland Tourism and Rotterdam Tourism

- Posts – [Weekly Photo – Butterflies at the Rotterdam Zoo](#); [The Unexpected Tuk Tuk Ride](#); [Quirky Rotterdam](#)

Frankfurt Tourism – Frankfurt Christmas Markets

- Reference from Joerdis Hille - “Ali and Andy came to Frankfurt in December 2012 to

visit Frankfurt and the local Christmas Market. They were both very interested in the history of the Christmas Market and in Frankfurt as well before coming here. When we met for "Green Sauce" in a local applewine tavern, they turn out to be very friendly, well prepared and wanted to know a lot about Frankfurt. I really liked their articles and the statistics of the Frankfurt related posts. They are welcome to come back again to see from Frankfurt!"

- Posts – [Frankfurt's Traditional Christmas Markets](#) and [Local Frankfurt Cuisine](#)

Porto and the North, Portugal Tourism – Grapes and Sailors

- Posts – [Photo Tour of Northern Portugal](#) and [Weekly Photo – Viana do Castelo, Portugal](#)

Belgien Tourismus – 3 days in Brussels

- Reference from Anna-Carina Bott - “It was really great to have you both on our trip to Brussels. You really have a different look at the things and know how to express it in your pictures and your writing. Very likeable couple that travels with open eyes and reports really detailed!”
- Posts – [Weekly Photo\(s\) – Brussels Flower Carpet](#); [Making Our Own Chocolate in Brussels](#); [Weekly Photo – Royal Palace in Brussels](#); [The Brussels Peeing Statues](#); [Beer Tasting in Brussels](#); [Brussels Food in Photos](#); [Those Belgians Have a Sense of Humor](#)

eBags – Luggage and packing cubes review

- Reference from Will Price - “This is one of the best reviews I've ever read! Thank you so much for being so detailed!”
- Post – [Review: eBags Mother Lode Weekender and Slim Packing Cubes](#)

Travel philosophy

I believe in [slow travel](#). By spending more time enjoying fewer places, experiencing the culture and seeing the local side of the destination, I can soak up a little more of the atmosphere and get a better feel for a place.

I like becoming a regular somewhere, even if it's just for a few days. Feeling like I'm a local, and not always being in touristy areas, adds to my travel experience. It's a great combination of the newness of travel and the comfort of home.

I believe in collecting [experiences instead of things](#). The memories of meeting a local or another traveler, snorkeling or going on a hot air balloon ride, watching a sunset or taking a cooking class, will last so much longer than a trinket purchased from a souvenir shop.

I don't need the most luxurious hotel in town or fancy 5 star dinners. While those things are wonderful, I much prefer things that are a little more down to earth. Plus my readers get a more realistic view of the destination and what their experience is likely to be.



Beyond the blogs

Other than the work I do on Ali's Adventures and Travel Made Simple, I am also a freelance writer. I write articles about various travel- and expat-related topics for both online and print publications.

Past articles have included topics about destinations and activities in those destinations, travel advice, and expat interviews. Here are a few examples:

- [How to Choose the Right Travel Tour for You](#)
- [How to Enjoy New Zealand if You're Not an Extreme Adventurer](#)
- [Why New Travellers Should Choose Australia](#)
- [10 Reasons to Visit Hamburg](#)
- [Hamburg for Cruise Visitors](#)
- [Berlin Attractions: Tempelhof Airport](#)

Contact me

Ali's Adventures and Travel Made Simple are open to partnerships, sponsorships, and advertising. I'd be happy to discuss ideas and work together on projects. My goal is to find partners whose ideals match well with mine so I can continue to encourage others to travel by writing about things I believe in.

If you are looking for a freelance writer, I am open to discussing these opportunities as well.

Email: AliAdventures7@gmail.com

Skype: aliadventures7

Twitter: <http://twitter.com/AliAdventures7>

Pinterest: <http://pinterest.com/AliGarland>

Ali's Adventures: <http://aliadventures.com>

Facebook: <http://facebook.com/AliAdventures>

Travel Made Simple: <http://travel-made-simple.com>

Facebook: <http://facebook.com/TravelMadeSimple>

