



# AT HOME IN..., w | GERALD ZHANG-SCHMIDT

HOW TO REALLY LIVE IN THIS WORLD



[www.zhangschmidt.com](http://www.zhangschmidt.com)

# Purpose

Not "content". Stories that connect.

Not just "travel". Journeys of discovery.

Not just "gear". Good things, well tested.

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More than just a niche (outdoor / travel / lifestyle) blog.

# Audience

- middle-aged
- predominantly (but not exclusively) male
- physically and mentally active
- sophisticated and tech-savvy
- not afraid to spend good money (and time) investing in themselves, their pursuits, and gear that gets them there

## Friends & Followers\*

 Facebook Friends: 1,008  
Followers: 139  
Page Likes: 207  
Page Follows: 199

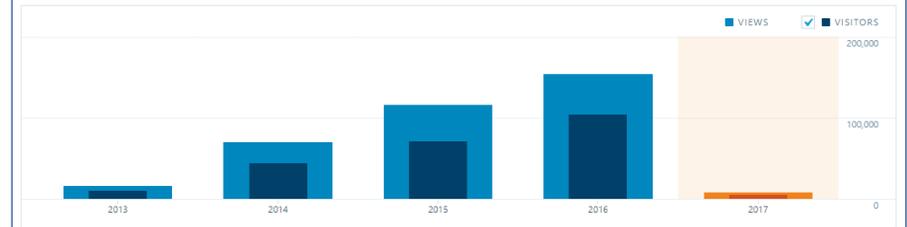
 Twitter Followers: 610  
(Following: 537)

 Instagram Followers: 263  
(Following: 821)

 YouTube Subscribers: 1,287

\*January 2017

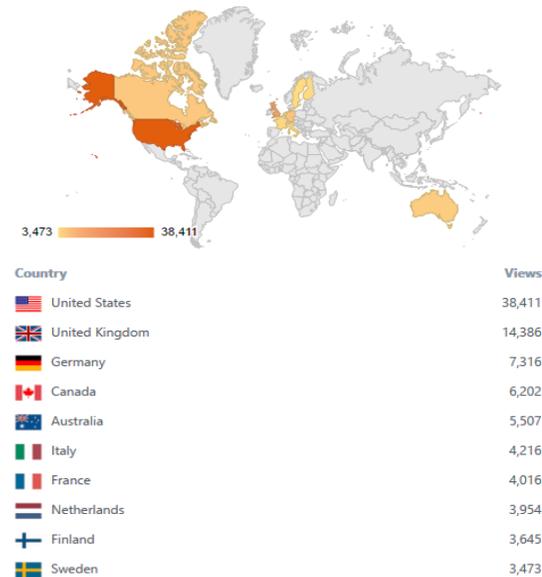
## Readership Growth 2013-2016:



## Impressions, 2016:

112,525 Sessions	87,882 Users	151,215 Pageviews
9,377/month	7,323/month	12,601/month

## Readership, Top Countries, 2016:



## Chances for Cooperation

- Sponsorships
- Sponsored Content
- Custom posts with photo- and videography

for

- ✓ long-term gear tests & reviews
- ✓ in-depth user guidance
- ✓ travel and discovery

- Giveaways