

# SOMETIMES HOME

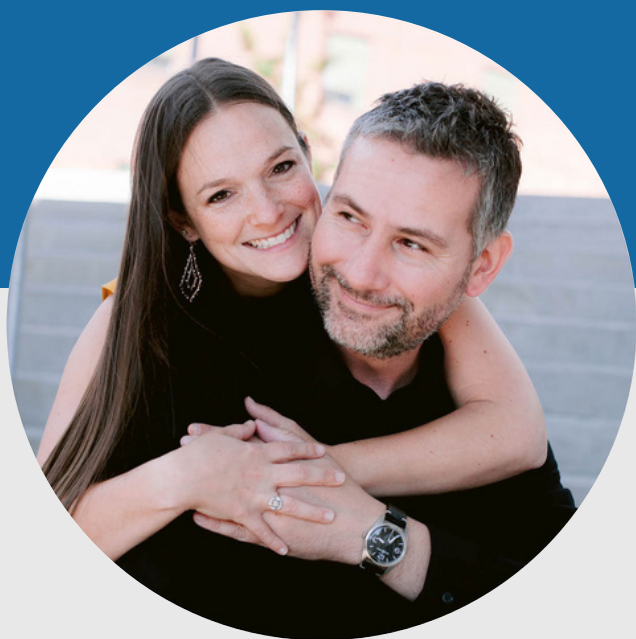
MOTIVATING COUPLES TO SEEK NEW  
EXPERIENCES AND EXPLORE NEW PLACES  
THROUGH INSPIRATIONAL CONTENT







## THE COUPLE BEHIND SH: MIKKEL & DAN



Mikkel and Dan are professional Content Creators with years of experience in digital marketing.

Their base in Raleigh, North Carolina makes it easy for them to travel across the United States and around the globe.

Dan has been a Creative Director and in the marketing arena for nearly two decades and is SH's art, beverage and brand development expert.

Mikkel has been a full time professional photographer for 13+ years and is the site's main writer and documentarian.

They do all video content, brainstorming and decision-making together.

# ABOUT SOMETIMES HOME

*Our main focus: Collaborating with brands to create long-format evergreen articles that average 2,000+ words, which are accompanied by superior photography and best SEO practices. Being featured on Sometimes Home's website yields the best everlasting results for our partners with high organic web traffic, supported by our returning audience and social media channels.*

*While we have “influence,” we consider ourselves  
CONTENT CREATORS, not Influencers.*

## BENEFITS OF WORKING WITH US



Imagery that wows:  
background in  
professional  
photography, digital  
marketing & brand  
strategy.



Contributor to  
Thrillist, Thrive  
Global, and  
other media  
outlets.



Delivers  
measurable  
results time and  
time again for  
their partners.



# CAPTIVE AUDIENCE

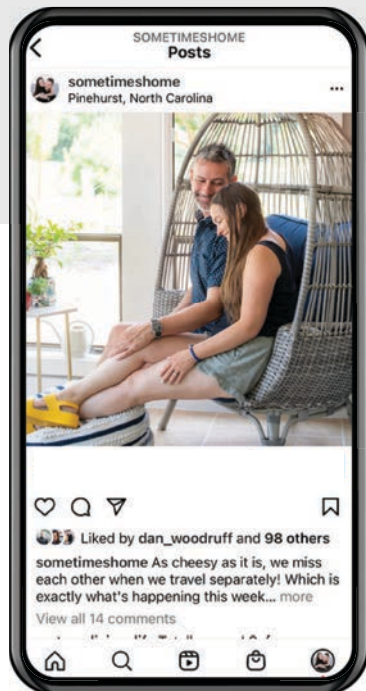
SOMETIMESHOME.COM  
ANALYTICS OVER 90 DAYS

8.8M  
IMPRESSIONS

169K  
PAGE VIEWS

145K  
SESSIONS

15.5K  
SOCIAL  
FOLLOWING



## AUDIENCE FEEDBACK

"I know you published this post a while ago, but **I found it while googling "what to do in Corning" because we'll be there for a day on our way up to Ithaca. Thank you for all your tips!"**

- Betsy Purves

"The traditional foods & drinks of the Netherlands that you shared in your blog look delightful. I would love to visit the amazing country with my better half. **Although our initial plan was to explore some popular tourist attractions, your blog has nudged us to try out some delicious gastronomical delights of the Netherlands** during our meals."

- Carby Edwards

"I love your post, **as a spaniard I couldn't agree with you more. All those sites are perfect** and these food are really popular in Spain, they are delectable (still I missed tortilla de patatas)."

- Escámez Sanchez

# CONTENT CREATION



Focus on luxury + boutique hotels, breweries/wineries/cocktails, culinary scene, architecture, tours, street art, cultural experiences.

PHOTOGRAPHY

STOP MOTION VIDEOS

GIVEAWAYS

GUEST BLOG POSTS

SOCIAL MEDIA TAKEOVERS

PRODUCTION

PRODUCT REVIEWS



# A FEW BRANDS WE'VE WORKED WITH

**Marriott**  
INTERNATIONAL

**cabin**  
zero



**VISIT**  
**TAMPA BAY**

*The Outer Banks*  
OF NORTH CAROLINA



amsterdam &  
partners

**KIMPTON**  
HOTELS & RESTAURANTS



**QUÉBEC** cité

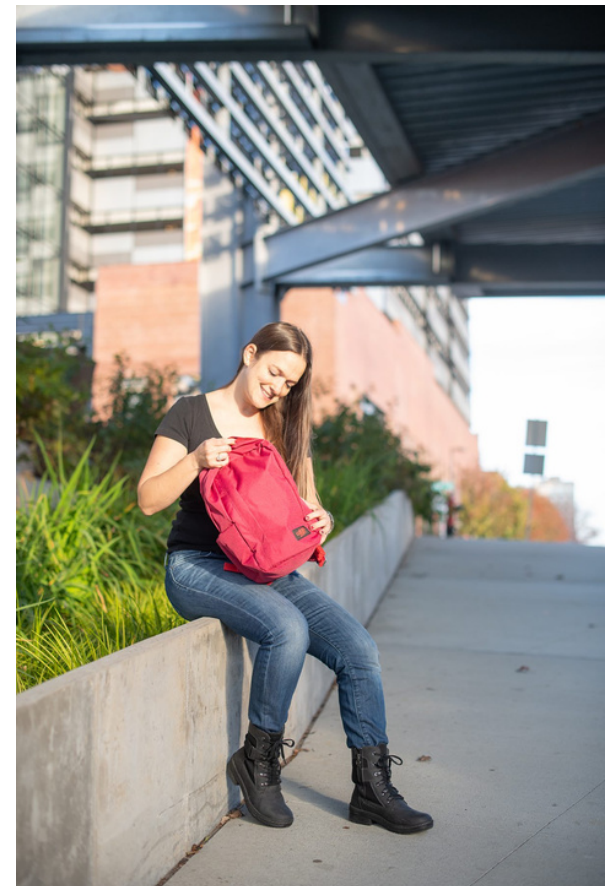
**inside europe**  
TRAVEL EXPERIENCES

**Maine**  
VISITMAINE.COM

**stasher**



**nodpod**<sup>®</sup>



# WHAT PARTNERS ARE SAYING ABOUT US

"Mikkel and Dan Woodruff were a delight to work with on their recent trip to York County, PA. Their professionalism from planning, to visit, to publication was outstanding. These two truly check all the boxes: fantastic writers, wonderful photographers, quick turnaround on pieces, and great social media prowess. I can't wait to welcome them back to our destination!"

— Chrissy Tobias, Communications Specialist, Explore York

"Mikkel and Dan have always been two of my favorite travel bloggers to work with! I've had the pleasure of hosting them in Winston-Salem, NC on more than one occasion and each time, they come prepared to WORK. They are sure they cover as much of the destination as possible — and not just trying trendy foods — they're learning the history, meeting the owners, and even getting the inside scoop from locals. These are the kind of people you want visiting your destination! Their feedback is authentic and always true to the place...and to me that kind of coverage is priceless."

— Brittany Norton, Public Relations Manager, Visit Winston-Salem

"Mikkel and Dan are travel enthusiasts with a keen understanding of who their followers are and what those travelers need for an excellent trip. I have hosted them destinations across the Carolinas, and I found their advance prep work to be thorough and insightful.

The social media they provide is appealing and clever. Occasionally, they've uncovered shops or stops in my destinations that were new to me! Their follow-up and detailed approach to their writing after the trip was seasoned with a commitment to service and fact checking. They do a nice job calibrating what kinds of phrasing and context make a destination relevant to their audience. They're true explorers, of the best kind. "

— Susan Dosier, DK Communications Group, Charlotte





## AUDIENCE INFO

### WEALTHY

\$50-100K: 35%  
 \$100-150K: 16%  
 \$150K+: 17%

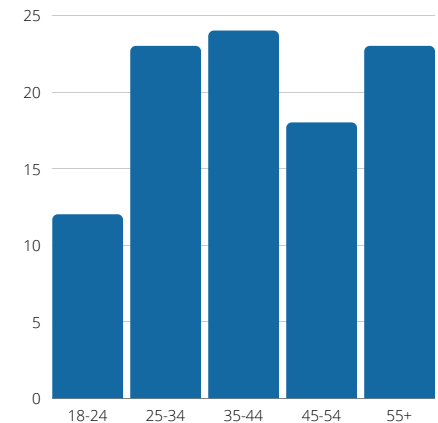
### EDUCATED

College: 47%  
 Grad School: 20%

### INTERESTED IN...

Luxury Hotels & Resorts: 21%  
 International Travel: 51%  
 Luxury Travel: 11%  
 Theme Parks: 40%  
 Fine Dining: 30%  
 Luxury Cruises: 35%

### DEMOGRAPHICS



### GEOGRAPHY

United States: 89%  
 United Kingdom: 2%  
 Canada: 1%  
 Germany: 1%

United States:  
 FL: 27%    VA: 4%  
 NC: 14%    PA: 4%  
 NY: 6%    GA: 4%  
 CA: 5%    SC: 3%









# SOMETIMESHQME.COM

[mikkel@sometimeshome.com](mailto:mikkel@sometimeshome.com) | [dan@sometimeshome.com](mailto:dan@sometimeshome.com)



[@sometimeshome](#)

[pinterest.com/sometimeshomeMD](https://pinterest.com/sometimeshomeMD)

Portfolio: [sometimeshome.com/portfolio](https://sometimeshome.com/portfolio)

