

# ART WEEKENDERS

For Your Cultural Getaway

## MEDIAKIT

Email: [wkndr@artweekenders.com](mailto:wkndr@artweekenders.com)

## What is Art Weekenders?

*Your holidays should be about doing things,  
not on figuring out what to do.*

We believe that your holidays, short or long, should be fun and made easy. That's why we started the travel website [Art Weekenders](#) in 2013.

We aim to inspire our readers for their next cultural getaway by providing them with fun and insightful travel information and stories about all different cultural aspects of our world, like attractions, upcoming events or artists.

We like to make art accessible for everyone and bridge art makers with art seekers all around the world.

## About The Art Weekenders

We are Pal & Lydian, a Swedish-Hungarian/Dutch wanderlust couple, aged 41 and 39. In 2012 we left our jobs in respectively finance and law to embark on a year long journey through South-America to explore our passions for travel, photography and writing.



After our return to Europe we decided to combine our passions for travelling, art and culture in our new website [Art Weekenders](#), launched October 2013.

We travelled to over 70 countries and lived in a number of them. Currently we're living in Amsterdam, The Netherlands.

Together we speak about 10 languages (English, Swedish, Dutch, Hungarian, Italian and some Spanish, German, Portuguese, Romanian and French), thanks to our mixed background and interest in learning languages.

## Our Target Group

*Basically everyone who likes to look under the skin of a destination and gain extra insights from their getaway.*

- Everyone interested in travel, art and culture
- Age group 30+
- Singles and couples (DINK), travelling alone or together
- With an active lifestyle
- Who like to get the most out of their trip, but have little time to prepare.
- Who like to spend their time away from home indulging the cultural life elsewhere.

## What We Offer

*Collaboration is a two-way stream: your satisfaction is important to us and therefore we aim to deliver the highest quality possible*

- Promotion of products, destinations, services and events through advertising, reviews and live experiences (press trips)
- Quality content creation (writing, photography)
- Online presence by sharing content with our followers via our website, social media channels and newsletter at different stages of a campaign (before, during and after).
- Looking for an even wider audience? We have the means to reach outside our regular channels as well.

Contact us for rates and conditions at [wkndr@artweekenders.com](mailto:wkndr@artweekenders.com)

## Partnerships and Cooperations

We are continuously looking for new partnerships and cooperations within the travel industry and art world. To discuss collaboration opportunities you can email us: [wkndr@artweekenders.com](mailto:wkndr@artweekenders.com). (Skype) calls can also be arranged easily.

So far we have worked with:

- different tourism boards (, e.g. Riga 2014 and Rotterdam Marketing).
- online travel platforms (like Musement and Tripsketch)
- tour and event organisers (like Sandemans New Europe, and Affordable Art Fair)
- international artists (like the international RedBall project of Kurt Perschke)
- art venues (e.g. Rijksmuseum, Mark Rothko Center)
- product manufacturers (e.g. Thule)

to promote their cities, products, services events and projects.

Since January '14 we are part of the **ArtSmart Roundtable**, a group of international art-focused travel bloggers.

## Active on Multiple Online Platforms

*Your social media presence is important.  
Let us work it for you.*

### Where do we share our content:

Besides on our website, we share our content via:

- *the Facebook, Twitter, Google+, Instagram, Twitter and Pinterest accounts of Art Weekenders, SHOuTography (Lydian's travel photo blog) and Tellusiast (Pal's individual travel blog), together having a potential organic reach of over 10,600 followers.*
- *the Art Weekenders Newsletter, publishing articles + future events.*

### Statistics Q2 2015 (date 1 July 2015)

- *Readership data:  
12,769 unique monthly visitors with over 18,553 page views.*
- *Audience top 5:*
  - *United States 22%*
  - *The Netherlands 21%,*
  - *United Kingdom 8%*
  - *Germany 4%*
  - *France 4%*

## Why Work With Us

*Enthusiasm and knowledge combined with many years of professionalism*

**Targeted audience:** exposure to our growing international network of art enthusiastic travellers who are looking for new destinations and experiences. You could be their next destination!

**Connections:** we connect our loyal and highly targeted followers base to you through our online publications and social media channels. We are also well connected to other travel bloggers we can reach out to.

**Personalized approach:** together we discuss the approach that works best for you. Personalization is the key to a successful cooperation we believe.

**Professional approach:** we both worked at different multinationals before we started Art Weekenders and know how to work professionally, deliver quality and meet deadlines.

**Knowledge:** we have both extensive travel experience (70+ countries) and a good knowledge of art and the art world through education, experience and by interest.

**Photography and writing skills:** next to creating personalised stories we deliver quality photography to use in articles, social media and beyond. Visit <http://www.shoutography.com> for Lydian's photography.

## What Do Others Say About Art Weekenders?

In January '14 Jenna Francisco of This Is My Happiness mentioned Art Weekenders as [one of the blogs to watch in 2014.](#)

In February '14 we have been mentioned as the [Urban Experts for Amsterdam](#) by Urban Bilingual.

In October '14 we took part as Top Culture Blogger during [TBDI 2014.](#)

We also had different travellers telling us that our travel stories have inspired them to follow our foot steps after reading our blog posts.

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