



Backpacks & Blackboards

Media Kit

Christian Ekleberry is an American expat living and working in Taipei, Taiwan. She started Backpacks & Blackboards to encourage others to become invested participants in finding cultural enrichment, be it at home or abroad. Christian aims to make the B&B brand both original and authentic.



In the spirit of fostering genuine community, Christian welcomes individuals, companies, and organizations as potential partners.

Currently, B&B is interested in:

- *Endorsements*
- *Sponsorship*
- *Review Opportunities*
- *Unique Exchanges*
- *Partnerships*

There are opportunities in both paid and non-paid avenues. If you are interested, have questions, or even creative suggestions, please contact Christian at christian_ekleberry@yahoo.com.

Backpacks + Blackboards was started January 23, 2014

In **one** year, it has:

Generated over **100** new articles

Grown beyond **16,000** unique visitors

Released its first **100+** page travel guide

Inspired mindful inner & outer journeys





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Looking for a Freelance Writer?

Hire Christian as a freelance writer!



“Living and traveling the world has enabled me to write from a variety of perspectives. When I approach a new article or project, I seek to find something fresh and original to present to the audience. Hire me for your next project in order to stand out from others in your field.”

Currently accepting work in:

- *Content Articles*
- *Editorial Articles*
- *Presentation Creation and Design*
- *Speech Creation*
- *Brochure, Pamphlet, Packet, and Program Creation*
- *Guest or Featured Posts*

If your project does not fit into the categories listed, please feel free to email more information about your project, vision, and needs!



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Detailed Website Analysis



Website Launched: January 23, 2014

Post Per Week: 3-4

Total Posts in 2014: 110

First Year Numbers

Unique Views: 16,307

Visitors: 8,724

Average Posts Per Visitor: 3



Followers



985 Online Followers (*WordPress, Bloglovin, & Email Subscribers*)



848 Twitter



181 Facebook



385 Pinterest



830 Instagram

1, 391 Extended Network (Personal Facebook, Twitter, and LinkedIn accounts)

5,000+ Influenced Every Month

❖ Featured on Expats Blogs, AllTop, Networked Blogs, & more



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Detailed Website Analysis

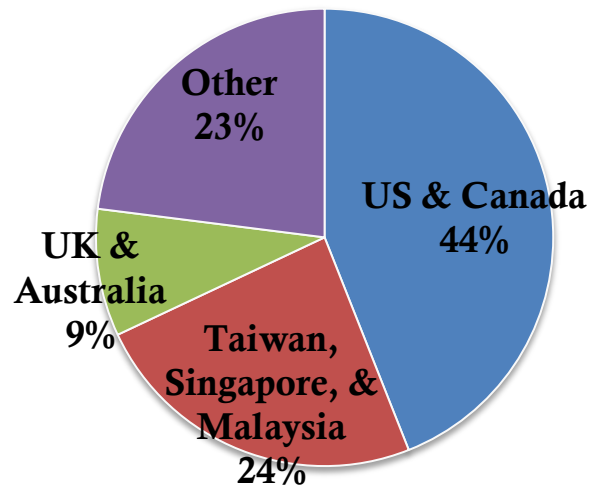
Onsite Engagement First Year

2,124 Likes

528 Comments

Readership Demographics

United States	6,610
Taiwan	1,586
Singapore	1,519
United Kingdom	917
Malaysia	802
Canada	531
Australia	489



Top Posts on Backpack & Blackboards

- ❖ Is Teaching Abroad Right for You?
- ❖ I Don't Want the Bouquet
- ❖ What to Pack for Taiwan
- ❖ Here Today, Taiwan Tomorrow Mini Series