

A BROTHER ABROAD

HELPING YOU TRAVEL MORE...

...ADVENTUROUSLY



MEDIA KIT



ABOUT A BROTHER ABROAD

At A Brother Abroad, we believe adventurous travel is the best kind – discovering ourselves and the world we live in while creating epic memories.

Thus, **we aim to help people travel more...adventurously**, within the all too common "2 weeks per year".

How do we achieve this goal?

- **Gear recommendations** for travel clothing, footwear, and backpacks, to stay ready and look good.
- **Travel guides** for our favorite adventures and far off destinations
- **Travel fitness programs** and workouts to stay fit on the road
- **Stories of travel & unique destinations**, to inspire travelers

120K+

monthly
sessions

150K+

monthly
pageviews

81%

US
Canada
UK



WHY PARTNER WITH A BROTHER ABROAD:

QUALITY, OPPORTUNITY, AND UNIQUE IMAGE

WE INTRODUCE DESTINATIONS AND EXPERIENCES OFF THE BEATEN PATH
RECOMMENDING THE BEST GEAR TO ADVENTURE FURTHER... IN STYLE

WHY PARTNER

- **High quality content** for placement: gear reviews, fitness information, and destination content
- **Strong, sustained growth and continuous, growing exposure**, via predominately search engine traffic and "buyer keywords"
- **Unique image** and perspective appeals to untapped markets for brands and destinations



- **High potential projects upcoming**
4 books, podcast, and web series

PARTNER OPPORTUNITIES

Gear testing, review, and placement

We selectively welcome companies with travel focused clothing, backpacks, shoes, and gear that benefits travelers



Brand Partnerships

For brands with proven products, and services, we welcome partnerships

Consulting

Travel and digital marketing related for brands and tourism boards

Other Opportunities

- Speaking engagements
- Writing collaborations





ABOUT CARLOS

Carlos is the "Brother Abroad" behind this project - fueled by passion for experiencing other cultures, exploring uncommon destinations, and sharing with others how to craft adventures of their own.

What started as a year-long trip to "check items off the "bucket list" became a multi-year journey exploring locales of the world that few people experience.

As a former Marine, linguist, cultural adviser, and business consultant, Carlos sees the world through a unique set of eyes, passing seamlessly between cultures in a way few have the joy of experiencing.

Carlos's unique set of culture and language training combined with a passion for and love of people empowers him to adventure to the far reaches of the earth. *However*, he not only share the stories on return, but shares how others can create similar adventures of their own - climbing, trekking, surfing, diving, and motorbiking their way around the world, just as he does.

Carlos's ultimate goals - fill the shoes of his late travel idol Anthony Bourdain and get every person to undertake the adventure of their dreams. He may fail filling such big shoes and lofty aspirations, but he'll enjoy the adventure of trying.



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RECENT PROJECTS COMPLETED BY A BROTHER ABROAD

The Global Digital Nomad Study

A research study conducted interviewing 400+ digital nomads from over 40 countries and analyzing 1000's of response to understand *who* are digital nomads, *how* do they work and live, and *how* this 35 million strong population with \$787 Billion economic value fits into today's society

Learn More at:

[ABrotherAbroad.com/Digital-Nomad-Statistics/](https://abrotherabroad.com/digital-nomad-statistics/)

Amazon Best Selling Book | 75 Strong

Introducing a novel way to improve your life with a systematic challenge for building 10 essential habits in 75 days, this Amazon best seller continues to sell thousands of copies, aiming to positively change the lives of millions.

Learn more at:

[ABrotherAbroad.com/75-strong-book/](https://abrotherabroad.com/75-strong-book/)

Book | A Little Guide to a Happy Life, Written by You

A passion project for understanding passions, how to feed them, and how build a *fulfilling* life around passions gave birth to the "Drive Test" and an approach to systematically creating a guide to happiness...but a guide unique for everyone that reads it.

This book, and the project, are still a work in progress that is freely shared in hopes of helping others craft a fulfilling life.

Learn more at:

[ABrotherAbroad.com/books/a-little-guide-to-a-happy-life-written-by-you](https://abrotherabroad.com/books/a-little-guide-to-a-happy-life-written-by-you)

Book | The Trails | A Guide to Backpacking Around the World

Birthered from an idea that every country has a "travel trail" that new backpackers can easily follow to travel solo (without a guide) and naturally encounter new friends and the adventures of a lifetime along the way, this book aims to inspire travel by sharing a template for global travel *anywhere* and how to make that travel uniquely your own.

Learn more at the post that inspired:

[ABrotherAbroad.com/the-backpacking-trails-of-the-world](https://abrotherabroad.com/the-backpacking-trails-of-the-world)



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