

MEDIA KIT 2020

THE GLOBAL WIZARDS

Travel Family — Passionate photographers
Content Creators — 'Travel with kids' experts



www.theglobalwizards.com @the_global_wizards





ABOUT THE GLOBAL WIZARDS

Hi! We are Jurgen, Heleen, Yuna (9) and Hanne (7). As a **Belgian travel family**, we are passionate about exploring the world with our kids. We want to **inspire other families** to travel themselves. To show their kids all the beauty out there while enjoying the quality time together.

As **professional photographers**, we love to capture our travels and our fun family moments through our pictures, drone images, videos and articles. We are **content creators**, both for ourselves and other travel families, but also for our partners. If we work together with a brand, we focus on those aspects that you want to promote the most, without losing our authenticity and being relatable to our audience.

Although we do realise there are many content creators and photographers, we believe we can offer you a **unique opportunity**. There aren't that many professional photographers who travel around the world with their children, capturing them in their most spontaneous moments in amazing environments.

AVAILABLE FOR

Content Creation and Visual Storytelling
(Photography / Videography / Articles)
Social Media Campaigns & Content
Brand Ambassadorship
Product Reviews
Press trips

CONTACT

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[@the_global_wizards](https://www.instagram.com/the_global_wizards)

Based in Belgium



LET'S WORK TOGETHER

THE GLOBAL WIZARDS



WHY WORK WITH US?

We are **visual storytellers**! First, we bring amazing photography and videography, next we tell the story.

If your brand wants **to promote its family-friendliness**, show off how much fun kids and families have at your destination or place, using your products and services, we might be the perfect match for you. We can capture our kids during their most spontaneous moments because we know them. We deliver kid-friendly images that every family can relate with.

Do you need **new marketing material**? We can deliver beautiful and professional content from your destination, facilities or product and from our family enjoying them. You can use them for marketing purposes and share it on your social media channels.

With The Global Wizards Family, we **reach real families who love to travel**. We have a very engaged audience, all with a great interest in travel. Young western families who are used to search the web and their social media for information on travel destinations and products. We mainly use Instagram, Facebook, Pinterest, Twitter, Youtube and our blog www.theglobalwizards.com to share our content.



PHOTOGRAPHY

We can take professional pictures of your products, services and place in general. But we specialise in pictures of our kids and family. By capturing them in their most spontaneous moments, we make content you can use for your brand that is relatable to your and our audience. We also offer drone and underwater photography.



WRITTEN CONTENT

We can offer an article on our blog accompanied by stunning pictures, describing our experiences with your product/service or at your place. By explaining how everything works or how we felt, we can show them why they should use your brand or come to your place.



VIDEOGRAPHY

Besides our photography, we also offer professional videography. We provide content that can be used as promotional material on your social media channels and website. We can also offer drone and underwater video.



PRESS TRIPS

Are you looking for a family to promote your destination, brand or services? We can offer you exquisite and professional promotional material. With our social media channels and our blog, we can share this content and reach many other families.



BRAND AMBASSADOR

Looking for a family representing your brand as an ambassador? By regularly creating content and promoting your brand on our social media channels and blog, we can both reach many other families. We only work with brands where we have the feeling the brand aligns with our audience and family.



SOCIAL MEDIA CAMPAIGN

We are active on Instagram, Facebook, Pinterest and Youtube. We can help you with organising your own social media campaign by giving content (or advice if needed). To promote your brand to our own audience, we can set up a social media campaign ourselves and spread the content on our own channels.



PRODUCT/PLACE REVIEW

The families that follow us are actively looking for travel and photography gear, transport, activities and accommodations. Do you have a product, service or place you think would be interesting for our audience? We are happy to test it out and give an honest review.



CONSULTANCY

Heleen has an MBA in marketing, Jurgen is a web developer. If you want social media advice, how to enhance your photography or improve your website/webshop, feel free to contact us for further information.



WHO ARE THEY?

We reach thousands of **engaged families who love to travel.**

They are actively looking for travel inspiration:

- What are fun or adventurous destinations to visit as a family?
- Where can they sleep as a family?
- What should they wear?
- Which travel and photography gear should they take along?

DEMOGRAPHICS

GENDER

78% female

22% male

AGE

12% 18-24y

37% 25-34y

39% 35-44y

COUNTRIES

	Instagram	Blog
US:	27%	22%
UK:	8%	5%
Belgium:	8%	16%
Australia:	7%	5%
The Netherlands:	5%	6%



www.theglobalwizards.com



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STATS



 www.theglobalwizards.com

 [@the_global_wizards](https://www.instagram.com/the_global_wizards)

   The Global Wizards

INSTAGRAM @THE_GLOBAL_WIZARDS

13,4k followers

7,9% average post engagement rate

We have a very engaged audience, with 2-5% average engagement on Instagram.

BLOG WWW.THEGLOBALWIZARDS.COM

1,8k monthly users

125 newsletter subscribers

3,6k monthly page views

PINTEREST THE GLOBAL WIZARDS

40,4k monthly viewers 166 followers

FACEBOOK & YOUTUBE THE GLOBAL WIZARDS

320 followers & 25 followers

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