

em's on the road

- THE U.S. IS COOL TOO -



MEET EMILY

Raised in the South with a love of Spanish moss, craftsman bungalows, and front porches, Emily Hines is a writer, content producer, and creator of *Em's on the Road*.

Armed with Art History and Historic Preservation degrees, Emily's knowledge and passion for history and style is woven throughout her content at *Em's on the Road* showcasing easy getaways in the United States. Her work often spotlights overlooked destinations with unique experiences to offer travelers limited by time or budgets. Living in eclectic and entrepreneurial college towns like Athens, Georgia, and Bloomington, Indiana burgeoned her interest in independently owned businesses, the craft beverage industry in particular.

You can often find her strolling down a century-old city block snapping photos of colorful facades, stand up paddle boarding on the lake, or at a pub sipping on local craft brews. She currently resides in Marquette, Michigan with her husband and two black labs.

Emily has over 9 years of social media, content marketing, and freelance writing experience. She's been published by a variety of publications like TimeOut, Craftbeer.com, Far & Wide, and USA Today's Eat Sip Trip. Brand collaborations include the Jekyll Island Club Resort, The Grand Ole Opry, Upland Brewing Co, 21c Hotels, and more.



5,000+
WEEKLY INSTA IMPRESSIONS



147,000+
MONTHLY PINTEREST IMPRESSIONS



4,000+
WEEKLY FACEBOOK IMPRESSIONS





LET'S PARTNER

Emily creates informative and engaging content that connects travelers with the stories of local makers and entrepreneurs. Let's work together to create fresh + relatable content.

SOCIAL CAMPAIGN

- Three to five professional **images** styled by Emily
- A Full **Social Media Campaign** spanning 30 days across our active social channels
- Links back to your website or social media account
- Recipe creation, if applicable
- **Social interaction** with followers responding to comments/mentions
- **Full usage rights to all images** with proper credit
- **Post Analytics Recap** within 45 days of publish date

FEATURED POST

- A **full blog post** featured on Emsontheroad.com (roughly 500 words)
- **Four to six professional images** of your product being styled and/or used by Emily
- Links back to your website or social media account
- A Full **Social Media Campaign** spanning 30 days across our active social channels
- Inclusion in our weekly newsletter
- **Social interaction** with followers responding to comments/mentions
- **Full usage rights to all professional images** with proper credit
- **Post Analytics Recap** within 45 days of publish date

ADDITIONAL COMPONENTS (ADDED COST)

RECIPE CREATION
 EXTENDED POST SERIES
 GIVEAWAYS
 ON-SITE EVENTS
 TRAVEL OPPORTUNITIES
 INSTAGRAM TAKEOVER

TOP READER STATES

GEORGIA
 ILLINOIS
 FLORIDA
 CALIFORNIA
 TEXAS

READER DEMOGRAPHICS

18 - 24 YEARS - 15 %
 25-34 YEARS - 43.1 %
 35-44 YEARS - 18.1 %
 45-54 YEARS - 10.4 %
 55-64+ YEARS - 13.4 %