

# 2021 MEDIA KIT



TREVALLOG.COM



# ABOUT



*Hello! I'm Eva, the person behind Trevallog*

I'm an engineer during the day, and a writer during the night. I'm living in Singapore, a tiny red dot at the heart of Southeast Asia. I spend most of my weekends exploring Singapore or neighboring countries.

## *About the blog*

Trevallog means the travel log of Eva. Since 2015, I've been sharing my travel as well as travel guides to help people like me to explore Southeast Asia independently and confidently.

## *The Stats*

WHO READS TREVALLOG?

(as of Jan 2021)

**21,000+**  
MONTHLY  
PAGEVIEWS

**17,000+**  
MONTHLY  
SESSIONS

**15,000+**  
MONTHLY  
VISITORS

**920K+**  
LIFETIME  
PAGEVIEWS

**75%**

from Singapore

**56%**

female

**32%**

aged 25-34



# LET'S GET SOCIAL

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## *The Numbers*

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220+

/TREVALLOG



520+

@TREVALLOG



400+

/TREVALLOG



70+

/TREVALLOG



160+

@TREVALLOG



15+

/TREVALLOG

## *Readers Testimonials*

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Thanks for such a precious write up on how to take a bus to JB from SG! It helps for someone like me who is totally clueless. Even in SG, I rarely take the bus/MRT so you can imagine how nervous I am now trying to figure out how to go to another country by bus! I have kinda sorted out the process based on what I read here.

CLARA

Thank you so much for all the details and things to take note! Is is so so helpful. It is a wonderful journal and guide filled with pictures of Ubin's unique features. I have not visited the island and plan to do so. After reading what you have shared, it helps me to plan and prepare for my trip well. I am looking forward to my Ubin experience!

SARINA

For the past few days, I have been missing everything in Singapore.. Sentosa, Universal, Orchard Road.. I was wondering why was it so special.. It's not because it's my 1st travel after 5 yrs of hiatus. nor was it cos it's my 1st abroad trip with kids.. but do u know what made it so special? It was you! I knew every places like a pro and I'm feeling confident because of your help.

PALLAVI

I just want to say thank you again for all your help with my Singapore itinerary last year. My husband and I had such a good time that we are planning to visit the city again in March next year! We cannot wait to go back!

MELISSA



## *Brand Collaborations*

### WHAT YOU NEED TO KNOW

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I only endorse products and companies I feel truly aligned with. I strive to provide balanced perspectives to my readers, so my content will not be all rainbows and unicorns. If there are any negative aspect that I face during the campaign, it will be discussed with you first prior to publishing.

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## *Brands I Worked With*

JEWEL CHANGI AIRPORT

VOYAGIN

BUS ONLINE TICKET

### LET'S WORK TOGETHER!

Send me an email to [eva@trevallog.com](mailto:eva@trevallog.com) to get started today and I'll be in touch.

# SERVICES

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## CAMPAIGNS

Partnership to promote your brand through various channels, including blog posts, social medias, vlogs, assets for your brand.

## SPONSORED CONTENT

Unique and authentic blog posts or social media coverage or vlogs to bring exposure to your brand.

## PRODUCT / SERVICE REVIEWS

Review of tours, activities, places of attraction, hotels, accommodation, travel apps/portals, books, cruises, and any other travel related products or service.

62%

## ASSET / CONTENT CREATION

Commissioned articles, photographs, videos for your brand use.