

# 2023 MEDIA KIT



TREVALLOG.COM

# ABOUT



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

An engineer in my previous life, I'm now a full-time writer 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 Mar 2023)

**121,000+**  
MONTHLY  
PAGEVIEWS

**102,000+**  
MONTHLY  
SESSIONS

**86,000+**  
MONTHLY  
VISITORS

**3.3M+**  
LIFETIME  
PAGEVIEWS

**51%**

from Singapore

**55%**

female

**44%**

aged 25-44

# LET'S GET SOCIAL

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## *The Numbers*

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320+

/TREVALLOG



630+

@TREVALLOG



460+

/TREVALLOG



180+

/TREVALLOG



170+

@TREVALLOG



120+

/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

## *Brands I Worked With*

JEWEL CHANGI AIRPORT

HAW PAR VILLA

MOUNT FABER LEISURE

ROYAL ALBATROSS

SCENTOPIA

CITY TOURS SG

KLOOK

BUS ONLINE TICKET

RAKUTEN (VOYAGIN)

SINGSAVER

DEPOSITPHOTOS

BOOKAWAY

STRAWBERRIES INC

PATCH & PUNNET

SAKURACO

TOKYO TREAT

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## *Featured on*

CNA938

### LET'S WORK TOGETHER!

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

# SERVICES

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## SPONSORED CONTENT

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

## PRODUCT / SERVICE REVIEW

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

## ASSET / CONTENT CREATION

Commissioned articles, photographs, videos for your brand use.

## PRESS TRIP / MEDIA INVITE

I accept press trip / media invite that is aligned with the needs of my audience.

PS: 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 aspects that I face during the campaign, it will be discussed with you first prior to publishing.